

## **Curriculum for the Bachelor Programme in Digital Media and Design at the IT University of Copenhagen**

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### **Background**

This curriculum for the Bachelor Programme in Digital Media and Design has been drawn up by the Board of Studies at the IT University of Copenhagen (in the following referred to as the Board of Studies ITU). The curriculum has been drawn up in compliance with the current legislation governing bachelor's and master's (Candidatus) programmes at the universities.

Students enrolled in autumn 2013 and forward will study according to the curriculum.

## **Chapter 1**

### **Programme Title and Objectives**

#### *Programme title*

**Section 1.** A student, who has completed the programme, has the right to use the title Bachelor (BSc) i digitale medier og design.

*Subsection 2.* The title in English is Bachelor of Science (BSc) in Digital Media and Design.

### *Programme Objectives*

**Section 2.** The objectives of the Bachelor Programme in Digital Media and Design are to provide students with the scientific qualifications to independently reflect on and understand the relationship between people and digital media, and on the basis thereof to analyse, select, design and strategically use digital design and communication solutions across digital platforms. These objectives require that bachelors acquire broad academic knowledge within the fields of interaction design, media and communication and learn how to independently evaluate, select and use the relevant methods.

*Subsection 2.* Bachelors will be able to play an independent reflective role in professional digital design and media projects, including to analyse digital form and contents, to design interaction between users and artefacts and to work as constructive contributors in local as well as global collaborations, to communicate effectively and apply knowledge of target groups, platforms and media for digital IT design and communication solutions.

*Subsection 3.* Bachelors are qualified to hold posts in business and industry within design, communication, application and analysis of digital services, artefacts and digital media and to apply for admission to a Master's programme within digital media, interaction design, IT or communication.

### *Objectives for Learning Output*

**Section 3.** On completion of the programme, the student must have attained the following learning output objectives. The learning output is divided into the categories knowledge, skills and competences; cf. the Danish Qualifications Framework for higher education. The *subject area* should be understood as the two fields 'interaction design' and 'digital media'.

#### *Subsection 2. Knowledge and Understanding*

The bachelor must:

- have in-depth knowledge of the most important scientific theoretical basis and fields of study of the subject area
- have knowledge of the different scientific methods of analysis, design, development, production and evaluation within the subject area
- be able to describe and reflect on theory and method applied in academic work and communication
- be able to identify and describe aesthetic effects and modes of expression within digital media, experiences and design
- have and be able to use basic knowledge of digital technology, including software, hardware, electronics, communication and mobile platforms in connection with digital design and communication assignments
- be able to identify the social, cultural, organisational, ethical, legal and financial importance of digital media to selected target groups
- have knowledge of interaction, including be able to identify the most important theories within interaction design and interaction forms, application contexts and qualities, as well as sketching
- be able to describe the characteristics of digital media, using knowledge of digital culture and rhetorics, communication theory and forms of media
- have knowledge and an understanding of the basic aspects of academic and interdisciplinary collaboration in local and global contexts

#### *Subsection 3. Skills*

The bachelor must:

- be able to describe, analyse, reflect on and develop contents and modes of expression in digital media
- be able to design interactive systems, artefacts, communication and services based on physical as well as graphical user interfaces
- be able to implement concept development focusing on innovation and business potential
- be able to apply theory to strengthen and reflect on own design practice and media understanding
- be able to use and tailor different methods in order to understand, communicate in and provide design(s) for different application contexts and media and to evaluate selected designs and concepts
- be able to design interactive prototypes, digital as well as physical, at script level
- be able to use and tailor different design methods, taking into consideration application context and target group
- be able to communicate and discuss own ideas, concepts and designs visually, orally and in writing in academic as well as business-related contexts
- be able to plan strategic communication on the basis of target group and media analysis
- be able to enter into academic and interdisciplinary collaborations in local and global contexts

#### *Subsection 4. Competences*

The bachelor must:

- be able to handle complex and development-related situations in study and work contexts
- be able to translate an analysis into specific strategies in design and communication, using digital media
- be able to independently select and use the relevant prototyping tools
- be able to use digital rhetorical instruments and aesthetic effects in strategic communication contexts
- be able to translate concepts and innovation into sustainable social and commercial projects
- be able to select and apply relevant tools in target group analysis, design, development and implementation of digital products
- be able to independently enter into academic and interdisciplinary collaborations, taking an academic approach in local as well as global contexts
- be able to coordinate and develop projects within interactive systems, artefacts and services
- be able to identify his or her own learning needs and structure his or her own learning in different work and learning environments

## **Chapter 2**

### **Programme Structure, Content and Programme Language**

#### *Programme Structure*

**Section 4.** The programme comprises mandatory study activities worth 150 ECTS points, optional study activities worth 15 ECTS points, and a bachelor project worth 15 ECTS points.

*Subsection 2.* The study activities listed below constitute the core elements of the programme and are worth 120 ECTS points.

- Media and communication theory (7.5 ECTS points)

- Interaction design: Genres and contexts (7.5 ECTS points)
- Digital culture and media (7.5 ECTS points)
- User surveys and quantitative methods (7.5 ECTS points)
- Digital material and interactive artefacts/social media (15 ECTS points)
- Digital experiences and aesthetics (7.5 ECTS points)
- Digital game design/network society (7.5 ECTS points)
- Co-design and quantitative methods (15 ECTS points)
- Context-based App design/Media production and modes of expression (7.5 ECTS points)
- Concept development with industry (15 ECTS points)
- Science and technology theory (7.5 ECTS points)
- Bachelor project (15 ECTS points)

*Subsection 3.* The study activities of the programme consist of *modules*. A module consists of a *course* and a *project* that are assessed, or of a course or a project that is assessed.

**Section 5.** Each term consists of two to four modules of either 7.5 ECTS points or 15 ECTS points, i.e. a total of 30 ECTS points.

*Subsection 2.* The modules appear in the table below. Courses and course descriptions are published in the course database on the IT University's website by the Board of Studies in advance of each term.

Term				
1	Academic Work and Communication	Web Design and Portfolio	Interaction Design: Genres and Contexts	Media and Communication Theory
2	User Surveys and Quantitative Methods	Digital Culture and Media	Digital Material and Interactive Artefacts	
			Digital Material and Social Media	
3	Co-design and Qualitative Methods		Digital Experience and Aesthetics	Designing Digital Play
				Network Society
4	Concept Development with Industry		Philosophy of Science and Technology	Context-based App-design
				Expressive Media
5	Qualitative Research Methods and Academic Communication		Elective	Elective
6	Bachelor Project		E-business and Entrepreneurship	Sustainable Futures

Track module: Interaction design

Track module: Media and communication

**Section 6.** The first term of the programme consists of mandatory modules, giving an introduction to the fields interaction design and media and communication. Moreover, students are given an introduction to communication and project work and to web design and programming principles.

*Subsection 2.* Through the track modules, the optional study activities, the concept development project, optional discipline in the course 'qualitative research methods and academic communication' and the bachelor project offer a high degree of freedom of choice in the subsequent programme terms, thus allowing the individual student to build his or her academic profile aiming towards either interaction design or media and communication.

*Subsection 3.* During the course of the programme, students are introduced to a number of digital tools that are integrated in the teaching.

*Subsection 4.* During the course of the programme, students will be able to adjust their academic profiles within either interaction design or media and communication by selecting track modules in the second, third and fourth terms.

*Subsection 5.* During the course of the programme, students take part in global collaboration(s).

*Subsection 6.* During the course of the programme, students take part in project activities.

#### *Programme Language*

**Section 7.** In the first and the third year of study, most lectures are in Danish. Some courses may, however, be taught in English. For the whole of the second year of study, teaching and lectures will be given in English.

*Subsection 2.* Students must be able to read texts in English, participate actively in teaching conducted in the English language, and write and present assignments and projects in English. For the courses and project activities offered in English, examination will be in English.

*Subsection 3.* Students will be trained in making presentations in oral and written Danish and English.

## **Chapter 3**

### **General Rules and Miscellaneous regulation**

*Subsection 2.* Furthermore, please refer to the IT University's rules and regulation, appendix to this curriculum.

## **Chapter 4**

### **Date of commencement and transitional regulations**

**Section 9.** This curriculum comes into force 1 August 2013 and applies to all students admitted to the Bachelor Programme in Digital Media and Design which starts in the autumn of 2013.

*Subsection 2.* Students, who are enrolled under previous curriculums, may apply to the Board of Studies ITU to complete the programme under the present curriculum if this can be done within a maximum of 180 ECTS points.

*Subsection 3.* When a new curriculum is published, or in the event of significant changes to this curriculum, transitional regulations will be set out in the curriculum as appendix.

Revision approved by the Board of Studies 12 June 2015.

A handwritten signature in black ink, reading "Mads Tofte". The signature is written in a cursive, flowing style.

Approved by Vice Chancellor Mads Tofte 19 August 2015 2015