Semester plan, 1st semester
MMD, Autumn 2017

The semester plan provides you with important information about the Multimedia Design and Communication programme at UCN in general and the first semester in particular.
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1. **Welcome**

Welcome to the first semester of the Multimedia Design and Communication programme in Aalborg!

The semester runs from the 1st of September 2017 up to and including the 24th of January 2018, with the Christmas holiday taking place from the 22nd of December 2017 until the 2nd of January 2018. Note that there is no autumn break at UCN!

This year, there will be approximately 80 students starting on the programme, divided into three classes: two Danish and one international. These are named according to the time at which they start, thus the Danish classes are named mmda0917 and mmdb0917, while the international class is mmdi0917.

You all come from different backgrounds and are different in terms of experiences, goals for the course, age and your hopes for the future. However, what you all have in common is the fact that you are students at UCN. Being a multimedia design student means that you must learn to transfer theory to practice, master a variety of development tools and techniques as well as learning to develop and design multimedia solutions.

2. **The curriculum and exam rules**

The curriculum and the accompanying regulations form the legal basis of the program. The curriculum you will be following on the course will be available at all times on www.ucnorth.dk.

*Note that the curriculum applicable from August 2017 is currently being revised and it will be published on the above link once it is finished.*

There are two parts of the curriculum: the national section, which is common for all Multimedia educations in Denmark, and the institutional part, which is particular for the education at UCN.

It is important that you read and familiarise yourself with the curriculum, as it defines both the learning objectives for the programme as well as the individual subject areas, thus creating the basis for how you will be assessed at your evaluations and exams.

The curriculum and exam regulations can be found here:

[http://www.ucnorth.dk/home/programmes-courses/multimedia_design-communication/about_the_programme/curriculum_and_regulatory_basis.aspx](http://www.ucnorth.dk/home/programmes-courses/multimedia_design-communication/about_the_programme/curriculum_and_regulatory_basis.aspx)

3. **Information channels at UCN**

At UCN technology we use four different digital channels for communicating with you. As a student at UCN you have a duty to read the information made available to you on Canvas, Pointer, your @ucn.dk email account and TimeEdit.

3.1 **Canvas**

On Canvas, you will find all information regarding the semester, theme and lesson plans as well as files and documents related to lectures. Your lecturers regularly post general messages to Canvas, and you can set up your account to receive push-notifications from the system.
1st semester is organised into four themes, and each theme has its own course in Canvas. In addition, you will find some general courses, for example “Information for students”. The first Canvas-course you need to look at is called "Sem 1 Tema 1 (mmdi0917)". See Quick guide to Canvas.

Please note that content on Canvas may NOT be shared or forwarded. You may download one copy of the material for your own use, but you may not forward it to others via your private email, social media or the like.

3.2 Study email
All students will be allocated a study email. You must use your study email when contacting your lecturers or the administration at UCN. Always remember to write your name and the name of your class when you send an email. You can access your study email via webmail or access it via an email client such as Outlook. You must consider the study email as your work mail, and we expect you to read your mail daily.

3.3 TimeEdit
The schedule for lectures, guidance and other activities will be published on TimeEdit. It will be automatically sent to the calendar connected to your study email, and it is also available on www.timeedit.net. Please note that there are regular changes to the schedule so please check it every day. See Quick guide to TimeEdit.

3.4 Pointer
On Pointer will find general information from UCN, such as timetables for exams, events and registration for these, rules, organisational structure and forms for various applications (leave of absence etc.).

4. Learning approach at UCN and Multimedia Design and Communication
UCN’s overall learning approach is called “Reflective practice-based learning” (RPL). The keywords are reflection, practice and learning, with the objective being to create a strong connection between theory and practice in order to prepare you for your professional career “out in the real world”. You must be capable in relation to the profession and able to collaborate with others. In the future, the job market will focus even more on the ability to find new solutions, being innovative and professional, as well as being responsible for one’s learning and development. Through this approach, we will simultaneously focus on your professional, social and personal qualifications.

On the Multimedia Design and Communication programme, this translates into placing practical skills at the centre, especially in the first part of the education. This, however, does not mean you will not be presented theory; above all, theory is what you must apply in order to reflect on your practice and justify your choices. Some theories are easily applicable, while others are more abstract in nature, and serve to mould you into a reflective professional who can not only create great and functional solutions, but also understand the complex internal and external connections.

The programme is divided into modules, which we call “themes”. During a theme, you will receive lectures from the main disciplines of the education and work with solving tasks. The first half of 1st semester emphasises your individual learning, meaning that in the beginning you will work with each discipline separately. Afterwards, we will transition to group work and working on cross-disciplinary projects and tasks.
We support RPL through a portfolio: a collection of your work and reflections on what you learn. You will receive an introduction to the two types of portfolio that you will be using throughout your study: work portfolio and presentation portfolio.

We also work with problem-based project work through both fictive cases and solving problems for clients from private or public organisations. As an MMD student, you will be creating quite many solutions and productions.

The first semester is divided into four themes, the last of which is an exam period. You will be working individually during the first two themes, but you will be placed in a study group so that you have the opportunity of sparring in relation to the work. During the third theme and the exam period, this changes to problem-based project work in groups.

Your first tasks are formulated by your lecturers, but soon after, you will be solving problems for real clients. When you work with project assignments, there are always two parts: you must develop a product in the form of a multimedia solution, and you must document the work and argumentation for the different choices in a report.

We will teach you practical tools, methods and theoretical knowledge which together represent the principles for good multimedia design. Theories, methods and the “toolbox” must all be used when solving assignments and working on projects, thus allowing you to put your theoretical understanding into practice. Throughout this process you will have the opportunity of receiving guidance, with the purpose of making you reflect on the “what” and “why” of your work. The evaluation at the end of each theme revolves around reflecting on your learning.

5. **1st semester learning objectives and content**

The learning objectives for the programme’s first semester are a part of the curriculum’s national section. Each core discipline has its own learning objectives for knowledge, skills and competences. The learning activities facilitate the progression from knowledge to skills to competences.

The first semester of the education is named **Multimedia Production 1**.

This first mandatory educational component must aid the students in qualifying themselves to understand a company’s organisational basis and the role of a multimedia designer in a multimedia production. The student must be able to understand digital media as well as be able to establish, produce and present solutions for digital user interfaces.

6. **1st semester purpose and process**

At the centre of the 1st semester is the development of your professional, social and personal competences. The goal of this semester is to support your participation and involvement as a student, in relation to your own and your colleagues’ learning.

We expect that you all actively contribute to creating a good study environment and solidarity in your class. The long-term goal is that you all, as students, mature into being able to make both independent assessments and decisions within the subjects of the education, and to be able to develop solutions through collaborating with others.
6.1 Lectures, assignments and project work
Lectures and assignments are divided into themes with the duration of 4 to 5 weeks. It is important to bear in mind that the lectures always have a broader scope than that of the theme, meaning that what you learn during one theme can and should be used in the future.

At the start of a theme, you will find a theme plan on Canvas, which describes in detail the theme’s assignments and lectures with required reading. A typical day of lectures is dedicated to one or two of the education’s four core subjects. There will occasionally be whole or half study days which can be used for portfolio or project work, thoroughgoing study, reading and practicing skills. As a general rule, there are two lecture “blocks” scheduled per day: one in the morning from 8:30 until 11:45, and one in the afternoon from 12:15 until 15:30.

The lectures can be structured in many different ways; During the 1st semester you will experience more traditional lectures, exercises, group work, class presentations, workshops and more. A part of the lecture is always dedicated to guidance, so that you and your group have support related to understanding the content of the lectures and solving assignments. This gives the opportunity for close contact with the lecturers and time to work on the theme’s assignment or project throughout the day.

Apart from the guidance offered in connection with the lectures, you will also be offered process guidance in groups and individually. The individual guidance is a personal conversation between you and your class coordinator, focusing on your professional and general well-being. Group guidance is offered in relation to project and portfolio work, and will provide you and your group with feedback regarding your problem-based project work.

Each theme ends with an evaluation where you and your group receive feedback on your work and learning, as well as input regarding areas to focus on for your future learning.

6.2 The overall course for the 1st semester
There are in total four themes during the 1st semester, including a semester project that ends with an internal exam in January.

- **Theme 1 (week 35-40)**
  Theme 1 focuses on introducing you to the four core subjects of the Multimedia Design and Communication programme, as well as gaining basic skills and a basic understanding of the aforementioned. The majority of the lectures are on the areas of Design and visualisation, and Interaction development, but there are also lectures on Business and Communication and presentation. You will work individually on solving concrete assignments (rubrics), learn to use both work and presentation portfolios and be placed in a study group so that you can spar with other students from your class. During this theme, there are also study start activities that you can take part in, as well as a study trip with all 3 classes on the 21st and 22nd of September.

- **Theme 2 (week 41-45)**
  Theme 2 still focuses on skills, knowledge and understanding within the four core subjects. You will still be working with concrete assignments for each subject, but there will also be an overall cross-disciplinary assignment that you must submit towards the end of the theme. You will continue working with work and presentation portfolios. The cross-disciplinary assignment is based on a case, and will be introduced once you are far enough along in the theme. The focus here is that you learn to use all four core subjects together. As with Theme 1, you will be placed in new study groups in order for you to learn to work in new situations and to get to know your classmates.
• Theme 3 (week 46-50)
  Theme 3 also includes lectures from the four core subjects and the lectures become gradually more complex and theory-based, though still emphasising practice. You will still work with “rubrics” and use work and presentation portfolios. The lecturers will place you in a project group of 4 members since you will now begin problem-based project work. Towards the end of the theme you will (as a group) submit a product in the form of a multimedia solution, and a report which documents your work and also contains your arguments for your choices based on theories and methods.

• Theme 4 – exam (part 1: week 51, part 2: week 1-4)
  There are relatively few lectures during Theme 4, as you have to work on your first exam project: Multimedia Production 1.

6.3 Exam: Multimedia Production 1
You must submit a prototype of a digital user interface and a report. You will receive an exam plan detailing the requirements for the product and the report. As a part of your exam, you must submit a self-chosen work from your portfolio. There must be 4 members per group, and each group is assigned a supervisor and 45 minutes of exam guidance per group member. The exam is graded using the 7-grade scale (see curriculum). The oral exam takes place in week 4 of 2018.

6.3.1 Exam process
• Group presentation of the project: 10 min.
• Group examination of the group members: 40 minutes
• Discussing and communicating the grades: Total of 10 minutes

7. 1st semester subjects
During the first semester, you will be taught Interaction development, Communication and presentation, Design and visualisation, and Business.

7.1 Interaction development
“Interaction development” is the subject where you will learn the technical and practical aspects of building websites, as well as theoretical knowledge regarding how the internet works and its standards. You will work with two different but connected coding languages (HTML5 and CSS3) in order to create web solutions that fit multiple devices. You will also learn about the technical integration of various types of media such as text, images, audio and video. In order to optimise your coding process and collaboration with group members, you will be taught version control. Lastly, at the end of the semester, you will be introduced to JavaScript as a front-end programming language.

7.2 Communication and presentation
During the 1st semester, the subject “Communication and presentation” focuses on the understanding of users and media. You will learn how to research users in order to plan and produce content and information architecture based on the users’ needs. You will also work more specifically with producing content and performing user tests to ensure that your multimedia productions are optimised in relation to users.

7.3 Design and visualisation
“Design and visualisation” covers topics where you will be working with the visual elements of your products. In terms of methods and theories, we will start with the essential aesthetic principles regarding the use of form, colour and structure, focusing on digital design and working with
the design of user interfaces and experiences. In practice, you will learn to use these elements in programs such as Photoshop and Illustrator, but also on paper, integrating them in your web solutions. We will focus on web design, but the lectures can naturally be put into perspective and applied within other types of media and products.

7.4 Business
Regarding the subject “Business”, during the 1st semester you will learn to plan and manage a multimedia production in relation to quality, time and resource, among others. You will learn a specific development method as well as about the legislation in terms of copyright. Moreover, you will be introduced to the organisational foundation of multimedia companies, as well as the multimedia designer’s tasks and roles within such companies.

8. Study activity
As a student, you are in essence responsible for how much you gain from the education. The lectures are professionally and pedagogically structured to make way for learning, but it is very much up to you to be active and study. This means that we expect you to come to lectures well-prepared and positive, that you engage in the well-being of your fellow students and make an effort to influence the education.

Learning is more than just lectures. Learning is basically an action, requiring involvement and effort on your part. It is not just something that takes place on the basis of teaching and the tasks we ask you to do, but largely based on the effort you choose to add to your learning.

With those expectations come demands. Being a student is a full-time job and the programme at Multimedia Design and Communication is prescribed at an average study activity of 41.25 hours per week. There are different forms of study activity, of which some requires a more commitment and independence from you.

The diagram on the next page is the “Study Activity Model” (SAM), showing which different activities you, as a student, are expected to self-initiate. There are four different categories, and each semester contains activities from all categories. Overall, it is expected that you gradually show more initiative and take responsibility for your efforts; thus, there will be gradually be more hours allocated to categories 3 and 4 as you progress through the education.

The 1st semester places many of the study activities in categories 1 and 2 (meaning those initiated by one or several lecturers), but there is also a reasonable number of category 3 activities.
9. **Obligation to participate**

Obligation to participate (OTP) is formulated in the institutional section of the curriculum, and it means that there are various elements and activities of the education that you are obligated to participate in. We do not go overboard, but it is a clear sign that studying on this programme is something you must take seriously.

Regarding the 1st semester, your obligation to participate covers the following: submitting your assignments for themes 1 to 3, attending all evaluations for all themes, as well as attending the introduction to the UCN library. Fulfilling your obligation to participate is a prerequisite for exams; failure to fulfil one or more of the aforementioned activities during the semester means that you will lose one of three exam attempts for the 1st semester exam (Multimedia Production 1).

Your obligation to participate is assessed after the end of Theme 3. If you have not submitted one or more assignments, you will have two weeks to do so. If you have not attended one or more evaluations, or the introduction to the library, you will have two weeks to submit a compensating assignment. If you meet this deadline and the form and content requirements, you will
meet the prerequisites to sit the 1st reexam. If possible, this will take place at the same time as the regular exam; otherwise it will take place at the start of 2nd semester.

If you do not meet the deadline or the form and content requirements, you will lose your second exam attempt. After the 1st reexam takes place, you will be given another two weeks to submit. If you meet the deadline and the form and content requirements, you will be allowed to sit the 2nd reexam, using your last exam attempt. Otherwise, the expulsion process will be started.

You can be exempt from your obligation to participate by presenting documentation of illness. In connection with theme assignments, there will be a concrete assessment as to whether your illness merits an exemption. Regarding mandatory attendance, the study administration must receive a doctor’s note latest 3 days after the date of mandatory attendance. Immediately contact your academic student advisor Line if you fall ill during the semester and it would seem that your illness will impact your ability to work on (and submit) assignments.

9.1 Obligation to participate regarding the 1st semester

Your obligation to participate will also mentioned in the theme plans. You are obligated to participate in the following:

- Submitting assignments and projects in connection with themes 1, 2 and 3
- Attending the evaluations at the end of themes 1, 2 and 3
- Attending the introduction to the UCN library

10. Tutors

In connection with starting your studies, you will come into contact with your class tutors, who are 3rd semester MMD students. They will be available with information, guidance, advice and tips. Your tutors are:

- Ana Roșca 1062076@ucn.dk
- Kristine Cesniece 1061930@ucn.dk
- Nándor Rácz 1062051@ucn.dk
- Renata Jakovica 1062088@ucn.dk

11. Study council

The programme has a study council, consisting of representatives from all classes, both Danish and international, as well as the programme coordinator and AC-employee. The study council meets two to three times per semester and as needed. The study council is the students’ voice in relation to the programme. During the first semester, elections for the study council will be held in all new classes.

12. Important contacts within the programme and administration

Within the organisation, the Multimedia Design and Communication programme is part of the IT programmes, which also include Computer Science, IT Network and Electronics Technology, Web Development and Software Development. The director of the IT programmes is Jørgen Søgaard Jakobsen.
• **The programme coordinator** for Multimedia Design and Communication is Lisbeth Mathiesen – lima@ucn.dk. You can contact Lisbeth with questions about the curriculum and the practical organisation and implementation of the education.

• **The semester coordinator** for the 1st semester is Costin Găman – cadg@ucn.dk. You can contact Costin regarding information about the 1st semester on Canvas, the semester plan, etc; in other words, the practical implementation of the semester.

• **The class coordinator** for mmdi0917 is Costin Găman – cadg@ucn.dk. The class coordinator is your primary contact in connection with absence, personal questions and well-being, study environment, formation of groups and late submissions.

• **The academic student advisor** for Multimedia Design and Communication is Line Helverskov Horn – lihh@ucn.dk. Line can provide guidance in case of academic challenges with studies, opportunities after you finish studying (both in terms of further studies and career options). Always contact Line if you are in doubt about your choice of studies or are considering leaving the programme.

• **The generic and social student advisor** for UCN Technology is Gitte Carstens – gc@ucn.dk. You can contact Gitte if you experience personal challenges which are not rooted in your academic capabilities, but also in conjunction with any thoughts on changing programme. Gitte and has a thorough knowledge of UCN’s programmes.

• **The international office** can provide you with assistance and advice during your whole study period regarding your status as a foreign student in Denmark.

• **The service centre** at Sofiendalsvej can help you with all general questions, including those regarding IT issues and SU.

• **Study secretary** is Bettina Christensen D'Ambrosio – bech@ucn.dk. You can contact Bettina if you have questions regarding the programme or your status as a student.

12.1 **Lecturers for the 1st semester**

- Andrew Philip Rutter apr@ucn.dk
- Costin Găman cadg@ucn.dk
- Gergely István Barsi giba@ucn.dk
- Jesper Mortensen jemo@ucn.dk
- Kasper Hurwitz kahu@ucn.dk
- Kristoffer Wendelboe kre@ucn.dk
- Line Helverskov Horn lihh@ucn.dk
- Lisbeth Mathiesen lima@ucn.dk
- Thomas Christiansen thch@ucn.dk

13. **Timeline**

This semester plan will be updated in August (when the schedule will be finalised) and will include a timeline with the most important dates and activities for the 1st semester.
We hope that you will settle well into the programme. It will be two challenging yet greatly rewarding years!

Looking forward to meeting you!

Programme coordinator  
Lisbeth Mathiesen

Semester coordinator  
Costin Găman