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Semester plan First semester Multimedia Design Autumn 2019

The semester plan provides you with important information about the Multimedia Design 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 programme in Aalborg!

The semester runs from the 2nd of September 2019 up to and including the 24th of January 2020, with the Christmas holiday taking place from the 23rd of December 2019 until the 2nd of January 2020. Note that there is no autumn break at UCN Technology!

This year, there will be 65 students starting on the programme, divided into two classes: one Danish and one international. The Danish class is named mmda0919 and the international class is mmdi0919.

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 regulations

The curriculum and the accompanying regulations form the legal basis of the programme. The curriculum and exam regulations you will be following will always be available on the Multimedia Design page on the official UCN website.

Note that the institutional curriculum effective August 2019 is, at the point of writing this document, under revision and will be published on the official website when finalised.

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.

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, your @ucn.dk e-mail account, Pointer 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 must set up your account to receive push-notifications from the system.

The first semester is organised into three themes and an exam, and each of these has its own course in Canvas. In addition, you will find some general courses, for example “Information for students”.

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 e-mail, social media or the like. Facebook is for social contact, not studies!

3.2 Study e-mail and calendar

All students will be allocated a study e-mail. You must use your study e-mail 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 e-mail. You can access your study e-mail via webmail or access it via an e-mail client such as Outlook. You must consider the study e-mail as your work mail, and we expect you to read your mail daily.

Moreover, your schedule is published directly to your Outlook calendar – another reason to check it daily! You will be notified if there are any changes to your schedule.

3.3 Pointer

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

3.4 TimeEdit

Your schedule is first published on TimeEdit before being transferred to your Outlook calendar. For the sake of convenience, we recommend treating your calendar as your schedule. You must, however, use TimeEdit to reserve group rooms.

4. First semester

At the centre of the first 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.

4.1 Learning objectives

The learning objectives for the programme’s first semester are a part of the curriculum’s national section. Each programme element has its own learning objectives for knowledge, skills and

competences, which can be found in the national curriculum. The learning activities facilitate the progression from knowledge to skills to competences.

The first semester of the programme consists of two programme elements, as formally described in the national curriculum:

Design and programming of digital user interfaces 1

The programme element covers basic principles for the design and programming of digital solutions, with a particular focus on the design and structuring of the user interface. The programme element includes user-centred methods for the testing of design and solution. Solutions are designed and programmed using selected development methods, and an introduction is given to technologies that form part of the design and programming of user interfaces.

Design and programming of digital content 1

The programme element covers the design, programming and production of simple digital content solutions for selected media platforms. The programme element focuses on the production of simple content for media platforms based on data-driven user understanding. Solutions are designed, programmed and produced on the basis of a content and business strategy, and an introduction is given to key technologies and business models of relevance to the design and programming of digital content.

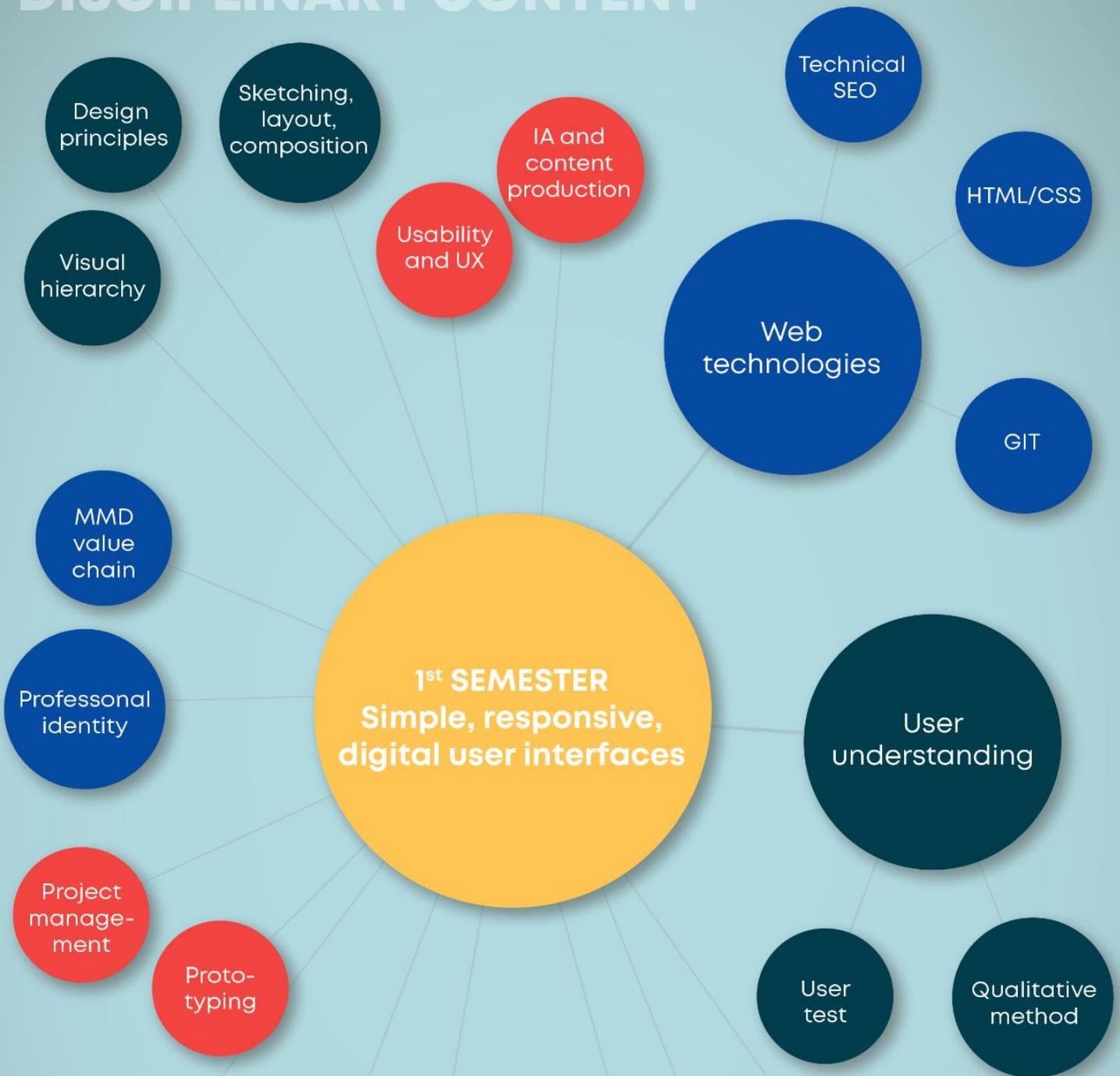
4.2 Content

Under each programme element, you will find a series of subjects which can also be found in your schedule, lesson plans and theme plans.

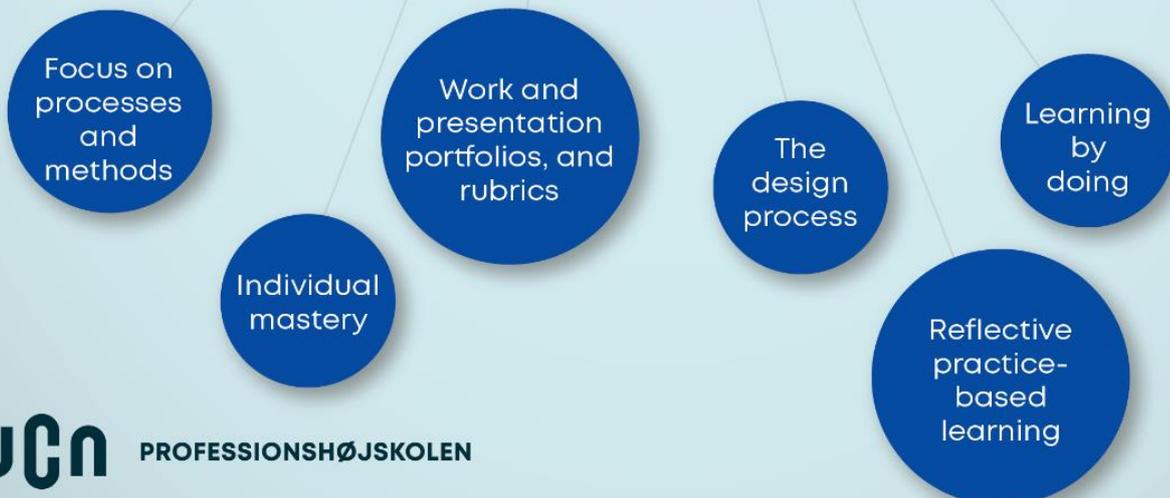
On the following page is a visualisation of the content and learning approach for the first semester, followed by a more detailed description of the subjects and disciplinary content from both programme elements.

The learning approach is described in detail in section 5.

DISCIPLINARY CONTENT



LEARNING APPROACH



4.2.1 Design and programming of digital user interfaces 1

You will learn the technical and practical aspects of building websites, including planning, designing, developing and testing the interface. We will cover two different but connected coding languages (HTML5 and CSS3) and, towards the end of the semester, a brief introduction to JavaScript as a front-end programming language. Moreover, you will learn a series of essential aesthetic principles regarding the use of form, colour and structure, focusing on digital design and interface design. During the first semester you will learn to plan and manage a multimedia production in relation to quality, time and resources, among others. You will learn a specific development method as well as about the legislation in terms of copyright.

The subjects covering this content are:

- DPB: User experiences. User-centred design
- DPB: User interfaces. Development methods
- DPB: User interfaces. Design principles
- DPB: User interfaces. Structure and technology

4.2.2 Design and programming of digital content 1

During the first semester you will achieve fundamental understanding of users and media. You will learn how to research users in order to plan and produce content and information architecture based on user needs, thereby improving the general user experience. Specifically, you will work with information architecture and content production to ensure that your multimedia productions function optimally in relation to users. This also includes producing and presenting visual content (text and images) in the interface. 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.

The subjects covering this content are:

- DPI: User experiences. User-centred design
- DPI: Content production. Architecture and content
- DPI: Business. Strategic development
- DPI: User interfaces. Visual presentation

4.3 Structure

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 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. Generally, 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 ways; during the first 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.

There are in total four themes during the first semester, including a semester project that ends with an internal exam in January.

4.3.1 Theme 1 (week 36-40)

Theme 1 focuses on introducing you to the subjects and core competencies of the Multimedia Design programme, as well as gaining basic skills and a basic understanding of the aforementioned. Most of the content is focused on design and programming, but also on user and media understanding as well as project management tools. You will work individually on solving concrete assignments called "rubrics" and learn to use both work and presentation portfolios. Lastly, you will be placed in a study groups where you must 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 both classes on the 19th and 20th of September.

4.3.2 Theme 2 (week 41-45)

Theme 2 still focuses on skills, knowledge and understanding within the different 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 at 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 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.

4.3.3 Theme 3 (week 46-50)

Theme 3 also includes lectures from all 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.

4.3.4 MMD1 (part 1: week 51, part 2: week 1-4)

This theme is an exam period with relatively few lectures, as you must work on your first exam project where you will be assessed on the learning objectives from both programme elements (more information below).

4.4 Exam

Your first exam, formally named “Multimedia production 1. Development, design and production of basic, digital user interfaces”, is an internal, oral, individual exam within the national programme elements. It is based on a written group project (report and multimedia production) and an individual portfolio work. You will receive an exam plan which describes the requirements for the report, product and portfolio work. Groups must consist of 4 students. Each group will be assigned a supervisor and up to 90 minutes of exam guidance per group member. The exam is graded using the 7-point scale (see curriculum). The oral exam is scheduled in week 4, 2020.

4.4.1 Exam procedure

The examination is structured as follows:

- The project is presented by the student: 5 minutes per student
- Examination in project and portfolio assignment: 15 minutes per student
- Deliberations and grading: 5 minutes per student

5. Learning approach at UCN and Multimedia Design

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 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 programme elements of the education and work with solving tasks. The first half of the first semester emphasises your individual learning, meaning that in the beginning you will solve assignments individually. 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.

5.1 Study activity

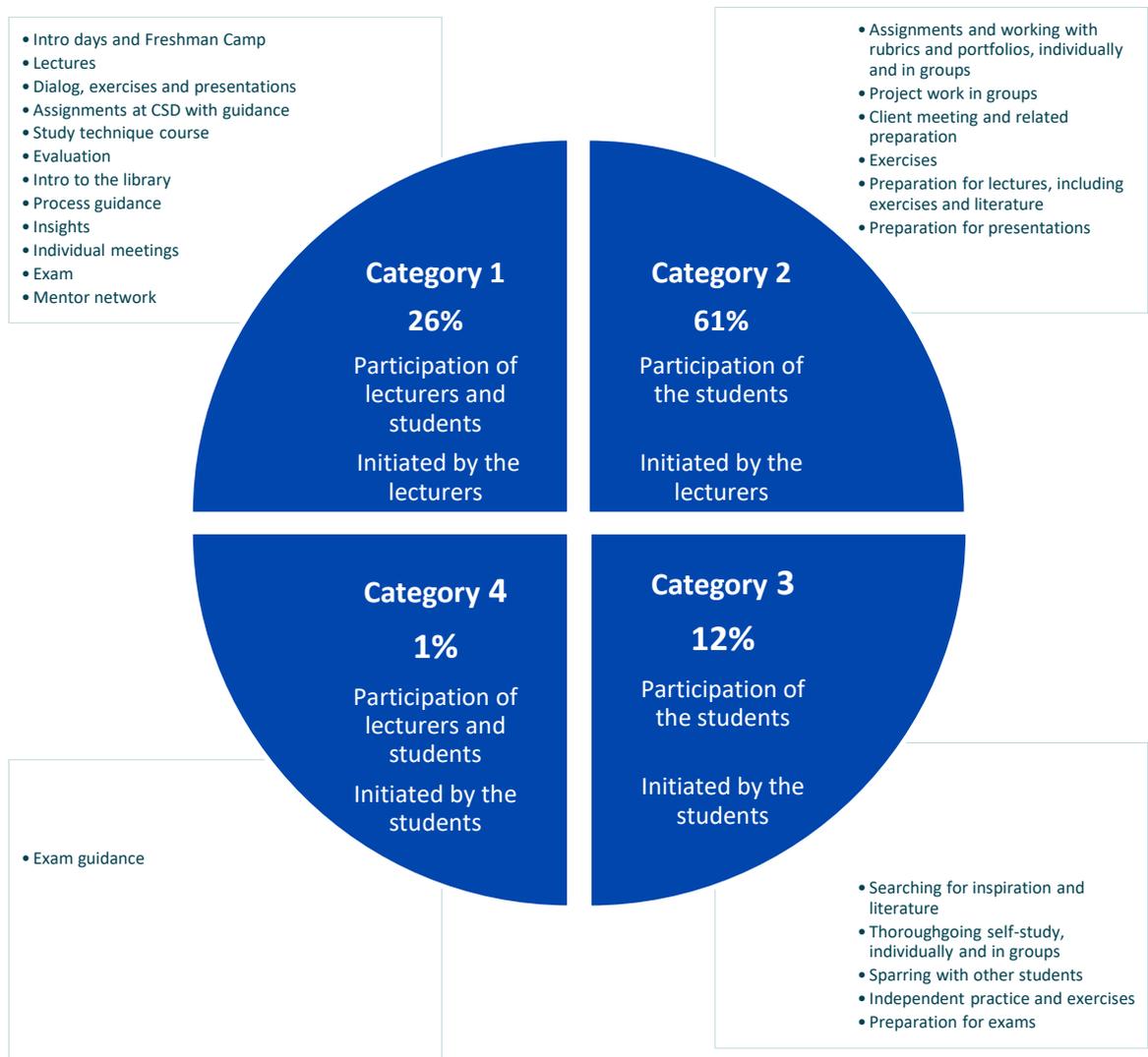
As a student, you are in essence responsible for how much you gain from the education. The lectures are professionally and pedagogically structured to make way for learning, but it is very much up to you to be active and study. This means that we expect you to come to lectures well-prepared and positive, 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 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 following diagram 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 first 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.



6. 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 first 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 first semester.

Whether students have complied with requirements will be determined after the end of Theme 3. If you omitted to submit one or more assignments or failed to show up for evaluations, you are formally not allowed to participate in the exam. You will get the opportunity to meet the exam prerequisites and participate in the exam by submitting your assignments and replacement assignments in Wiseflow.

Since the exam starts immediately after the evaluation of Theme 3, you will be given a very fast deadline for submitting. If you submit the work on time and meet the formal and content requirements, then you meet the prerequisites for taking part in the first re-sit exam. If possible, this will be held together with the ordinary exam. Formally you have two working weeks for submitting the prerequisites. If you chose to exploit that right, you cannot participate in the first re-sit at the same time as the ordinary exam but must work with the exam project in January and attend the re-sit while you are in your internship.

If you do not submit your work on time and meet the formal and content requirements, you will have used one more exam trial. After the first re-sit has been held, a new deadline of two weeks is given. If work is submitted on time and meets the formal and content requirements, you meet the exam prerequisites and can take part in the second re-sit using your last exam trial. If not, the procedure for termination of enrolment on the study programme will begin.

You can be exempted from obligation to participate on the grounds of illness. Documentary evidence in the form of a doctor's note (a so-called 'friattest') must always be provided in support of a claim of illness. In connection with the theme assignments, an individual assessment will be made as to whether your illness is serious enough to justify exemption. In connection with compulsory attendance, the doctor's note must have been received by the study administration office no later than three days after that incident of compulsory attendance. You can read more about illness and requirements for documentation and find the documents you need to bring to your doctor on Pointer.

Contact the student advisor if you become ill during the semester and your illness appears to be serious enough to affect your ability to take part in completing and submitting assignments.

6.1 Obligation to participate regarding the first semester

Your obligation to participate will also be 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

7. Tutors

In connection with starting your studies, you will come into contact with your class tutors, who are third semester MMD students. They will be available with information, guidance, advice and tips and you will meet them at the study start.

In August, you will receive information about who your tutors are.

8. Mentor network

UCN has an extensive mentoring network that supports exchange and collaboration between the programmes and the business community. The mentors are all experienced professionals from the North Jutland business community. All Multimedia Design students are offered the opportunity to receive a mentor. You will be given more information during the first semester and must participate in the activities that are scheduled in relation to this. Once you have attended information meetings and guidance sessions, it is then up to you whether or not you wish to have a mentor.

9. Study programme council

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

10. Important contacts within the programme and administration

Within the organisation, the Multimedia Design 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 Søgård Jakobsen.

- **The programme coordinator** for Multimedia Design is Lisbeth Mathiesen – lima@ucn.dk. You can contact Lisbeth with questions about the curriculum and the practical organisation and implementation of the education.

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- **The semester coordinator** for the first semester is Costin Găman – cadg@ucn.dk. You can contact Costin regarding information about the first semester on Canvas, the semester plan, etc; in other words, the practical implementation of the semester.
 - **The class coordinator** for mmdi0919 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 is Dan Høegh – dahg@ucn.dk. Dan 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 Dan if you are in doubt about your choice of studies or are considering leaving the programme.
 - **The exam coordinator** is Gergely István Barsi – giba@ucn.dk. Gery is responsible for information regarding exams and assigns supervisors to exam groups.
 - **The general 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.
 - **The 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.

10.1 Lecturers for the first semester

- Andrew Philip Rutter
- Christine Rom Mertz
- Costin Găman
- Dan Høegh
- Gergely István Barsi
- Kristoffer Wendelboe
- Lisbeth Mathiesen
- Thomas Christiansen

11. Timeline

The following table is a timeline containing the important dates and activities that are part of the first semester. Note that certain dates are subject to change, in which case you will be informed at the appropriate time.

Week	Date	Day	Activity
36	02/09/2019	Monday	Study start
36	03/09/2019	Tuesday	Start of Sem1 Tema1
36	04/09/2019	Wednesday	Registration at International House Northern Denmark
38	19/09/2019 – 20/09/2019	Thursday – Friday	Freshman Camp
40	30/09/2019	Monday	Submission Sem1 Tema1
40	02/10/2019 – 03/10/2019	Wednesday – Thursday	Evaluation Sem1 Tema1
41	07/10/2019	Monday	Start of Sem1 Tema2
41	07/10/2019	Monday	Study technique course
42			Introduction to UCN library
45	05/11/2019	Tuesday	Submission Sem1 Tema2
45	07/11/2019 – 08/11/2019	Thursday Friday	Evaluation Sem1 Tema2
46	11/11/2018	Monday	Start of Sem1 Tema3
46–49			Individual meetings with class coordinator
48	29/11/2019	Friday	Group culture course
50	09/12/2019	Monday	Submission Sem1 Tema3
50	11/12/2019 – 12/12/2019	Wednesday – Thursday	Evaluation Sem1 Tema3
51	16/12/2018	Monday	Start of Sem1 MMD1
51	18/12/2019	Wednesday	Deadline exam group formation
51			Allocation of exam supervisor
51–1	23/12/2019 – 02/01/2020	Monday – Thursday	Christmas holiday
3			Submission Sem1 MMD1
4	22/01/2020 – 23/01/2020	Wednesday Thursday	Exam