Course: Prepare   credits: 5

Course code	CMVB20PREG	**Modes of delivery**	Tutorial
Name	Prepare		
Study year	2022-2023	**Assessments**	Prepare - Other assessment
ECTS credits	5		
Language	English		
Coordinator	C.J. Westerkamp		

Learning outcomes

You give a description of the reason and context of the graduation assignment and of the the problem/opportunity that is central to the assignment.

You give an outline of the commissioning organisation and its products/services and the importance of the client in the graduation assignment. You include the objective(s) of the client with regard to the digital interactive product.

You describe the target group(s) for this assignment as well as the change that must be realised in these target group(s).

You explain the importance of the target group(s) in the solution of the described problem / taking the described opportunity.

You describe what a digital interactive product can contribute to the intended change in the target group and the realisation of the formulated objective(s).

You explain why user interaction is necessary to be able to solve the problem / seize the opportunity.

Based on an analysis of the problem (or: the opportunity) and the context, you name the (most important) core concepts with regard to the problem domain and the context. You also give a motivation for your choice of the key concepts.

You formulate the most important questions (and any sub-questions) for the graduation assignment, which require research. In doing so, you ensure that the selected key concepts are incorporated into the research questions and how these are researched.

You explain how the characteristics, needs and wishes of the (intended) users and stakeholders will be researched and elaborated. You also indicate how the (intended) users will be involved in the different phases of the design cycle.

You describe how the graduation process will be completed, with regard to the sequence of the phases (Orienting & Understanding – Conceptualising – Prototyping – Evaluating). You provide a justification for the chosen order.

You make a realistic planning for the graduation project, in which the lead time of the phases, the most important sub-products and the contact moments with the client are worked out.

You reflect on your competencies and on gaps or shortcomings in knowledge, skills or professional conduct in relation to the upcoming graduation project.

You formulate specific, personal learning goals in relation to the graduation trajectory. You describe a preliminary choice of relevant methods and techniques for the evaluation of the future prototype. In doing so, substantiate this choice in relation to the previously formulated problem (or: the opportunity) and the objective(s).

Content

In this course you prepare for graduation with the aim of efficiently and effectively carrying out the graduation assignment in year 4. Preparation consists of two parallel parts, namely
  1. a part consisting of lectures in which you go through the design cycle and how you can organise and implement different phases of the cycle, taking your graduation assignment into account. You also look at previous graduation assignments (design trajectories) completed by other students, theory and practical experiences with regard to the different phases of the design cycle, possibly useful literature and information from experts.
  2. a second part consisting of tutorials in which you apply the methods and techniques learned to your graduation assignment, which has been approved by the Career Desk CMD. The emphasis is on making a roadmap that will be used during the execution of the graduation assignment. During this part you also do preliminary research. You can think of useful information about, for example, design theory, target group(s), trends, competitors, best and worst practices. You collect this information on the basis of research and literature research, but also interviews the client, members of the target group and important holders and experts. Students without an approved graduation assignment are offered an alternative assignment with a comparable expected learning outcome.

Assignment

You go through the design cycle and apply the knowledge, methods and techniques to your approved graduation assignment and visualise this in a roadmap. You present the acquired knowledge and the end products in a concluding session that serves as a starting point for your graduation project. You submit one report that consists of the roadmap, your learning objectives, the planning and the supporting documents of your preliminary research

Included in programme(s)
Communication & Multimedia Design, Major Game Design

School(s)
School of Communication, Media & IT

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