# Course: Internship — credits: 30

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| **Course code** | CMVB18STG |
| **Name** | Internship |
| **Study year** | 2025-2026 |
| **ECTS credits** | 30 |
| **Language** | Dutch, with parts in English |
| **Coordinator** | B.J. Hoekman |
| **Modes of delivery** | Work placement |
| **Assessments** | Internship - Other assessment |

**Learning outcomes**

**Learning Outcomes**

You will work on various CMD competencies and their associated learning outcomes. The learning outcomes associated with competencies EFGHI are mandatory. You choose two additional learning outcomes from the ABCD competencies.

**Learning outcomes from which you may choose two, fitting your internship (ABCD)**

A) You map the user context during the design process of the multimedia products you design during the internship. In doing so, you involve end users and other stakeholders throughout the process.

B) You translate the wishes of end users and other stakeholders into creative concepts for (interactive) multimedia products and justify the choices made.

C) You develop various concepts into interactive prototypes and (partial) products for the internship organization. In doing so, you use your knowledge of interaction, storytelling, user experience, behavioral change, and multimedia interface design.

C) You consider the support base and future implementation by the organization when designing and realizing your (interactive) multimedia products and justify the choices made.

D) You validate and refine the design of the products you work on during the internship. You do this by evaluating usability and user experience quality with users through various evaluation methods and techniques.

**Mandatory learning outcomes (EFGHI)**

E) You follow the research process during the internship in a methodical and traceable manner, making justified choices from a broad range of research methods and techniques.

F) You demonstrate that you can plan, execute, monitor, and manage independently.

G) You demonstrate that you can connect different roles and disciplines within the internship organization while working in a team and seek expert help when needed.

H) You reflect on your learning process and intended CMD competencies during the internship period using a personal development portfolio.

I) You demonstrate an entrepreneurial and proactive attitude through which you can identify opportunities for the internship organization and translate creative innovative ideas into feasible market concepts.

**Content**

The internship is an external learning situation in which you work on the CMD competencies (domain competencies and the professional competencies). You do this within the context of a professional organisation and under the guidance of an experienced CMD professional.

During the internship, the student participates in the day-to-day running of the internship organisation.

You are going to:

Broaden and deepen CMD skills and knowledge
- Learn to apply this knowledge and skills in practice
- Learn how a professional organization works
- Learn to set goals, reflect on them and develop yourself

The duration of the internship is approximately 100 working days (including Internship Event: internship return day). The starting point is a full working week based on the policies of the internship organisation.

Assignment
During the internship you will work on various assignments that together make up the development portfolio. As evidence for the different competencies, you add products that you have worked on during the internship. At the end of the internship, the internship teacher visits the internship organization. Halfway through the internship there is a mandatory Internship Event where the student has to give a presentation of his/her internship

**Included in programme(s)**

Communication & Multimedia Design

**School(s)**

School of Communication, Media & IT

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