# Course: Project Innovation Work Place — credits: 10

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| **Course code** | CMVB20IWP |
| **Name** | Project Innovation Work Place |
| **Study year** | 2025-2026 |
| **ECTS credits** | 10 |
| **Language** | Dutch, with parts in English |
| **Coordinator** | M.S. de Jonge |
| **Modes of delivery** | Project-based learning |
| **Assessments** | Project Innovation Work Place - Other assessment |

**Learning outcomes**

The student works proactively (interdisciplinary) with people from education (e.g. own team), professional field (e.g. client and experts) and research, cements this collaborative relationship in order to carry out the assignment as well as possible and organises own and other people's input.

The student actively works on his/her professional development and sets personal learning goals in relation to the assignment of the Innovation Project, and reflects on his/her own development and fine tunes his/her own perspective with other people's insights.

The student takes responsibility and initiative for his own process and share in the joint result and remains actively involved after setbacks. The student also focuses individually on planning time and commitment of hours.

The student acquires the necessary knowledge of the domain of a complex research question and in doing so seeks out relevant theories and analyses new technological developments. The student also individually and proactively involves users and stakeholders and collects and analyses relevant results and needs to gain insight into current and future use contexts.

The student substantiates the choices made within the context of the assignment and presents the substantiation, the process and the digitally interactive product in presentation and report.

The student generates and describes several ideas and, through a process of critical consideration, arrives at an innovative concept and prototype for a digital interactive product.

The student makes individual use of a varied collection of research methods and shows sufficient effort in the different design phases (exploration, concept development and evaluation) and works autonomously from an investigative attitude.

**Content**

In the Project Innovation Workshop the student starts working on a more or less concrete design question or an opportunity in a complex, innovative project in an interactive technological context. This will be based on the design-oriented research cycle, with input from (UCD) and design (Co-creation) with people. In this learning environment, the student will collaborate with other students, researchers and organisations from the professional field. Through coaching, a strong emphasis will be placed on learning questions and own initiative. The student will be stimulated to become acquainted with new contexts and domains, but will also get to know and understand other roles and interests. The student will be encouraged to take control of his/her own process and to proactively communicate and report on this with coaches and client(s). Understand, Observe, Define, Ideate, Prototype, Test and Reflect. All this in a learning environment in which the formation of a professional, inquisitive and entrepreneurial attitude is stimulated. The student works on a professional attitude in collaboration with clients, based on an ethical and social awareness.

The project is offered in two periods, with the entire assessment taking place in period 2 (or 4).

**Assignment**

A design assignment: working with a complex open design question or an opportunity in a complex, innovative, interactive technological context. The aim is to design a digitally interactive product underpinned by research and to reflect on the process individually. ER must be submitted: prototype (group), reflection report (individual), research posters with substantiation (individual). In addition, the student is provided with formative feedback at a number of moments.

**Included in programme(s)**

Communication & Multimedia Design

**School(s)**

School of Communication, Media & IT

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