

Programme

Qualification awarded

Bachelor of Science

Length of the programme

-

ECTS credits

-

Level of qualification

Bachelor

Mode

Full-time

Language

Dutch, with parts in English

School

School of Communication,
Media & IT

Locations

Groningen

Communication & Multimedia Design, Major Interaction Design

Profile of the programme

The student Communication & Multimedia Design is an entrepreneurial student that designs creative digital interactive communication products with the purpose of improving the lives of those products' users. The student distinguishes itself by experimenting in a goal oriented manner and a design oriented manner, having a multidisciplinary working process, and being conscious of the impact of their designs.

In all majors, students design digital products. They focus not only on the user experience, but also on the client's issues or opportunities. Within all majors, we work towards 'informed design' by applying research to all phases of the design process.

To connect in an appropriate manner to the needs of professionals from specific parts of our field of work, our programme is divided into three majors, namely:

1. *Interaction Design*: in this major the emphasis is on technique and prototyping.
2. *Game Design*: in this major the emphasis is on playful design concepts.
3. *Visual Design*: in this major the emphasis is on conceptualising and visualising.

Learning outcomes

- Orientation & comprehension

The junior professional is capable of researching and understanding the context to the problem, the user's wishes, the client's objective, the stakeholders' interests and the opportunities offered by technology.

- Conceptualising

The junior professional is capable of generating and developing creative ideas for interactive and non-interactive communication products, services and experiences, taking account of both user and client wishes.

- Visualising & creating prototypes

The junior professional develops concepts and elaborates them into digital interactive prototypes.

- Evaluating

The junior professional repeatedly assesses the results of the various design phases to determine whether they are valuable and relevant to the user/client's wishes.

- Interdisciplinary and multidisciplinary collaboration*

The junior professional collaborates within a multidisciplinary, multicultural and/or international environment, whereby the student manages to connect the various disciplines.

- Initiating, organising and coordinating*

The junior professional identifies needs in the area of communication and interaction and takes the initiative to meet them. The junior professional is capable of facilitating and coordinating a process-based, project-based and structured dialogue between the various project stakeholders.

- Manifesting and presenting

The junior professional can generate enthusiasm for his/her design ideas amongst the client, team and users and is capable of communicating an inspiring narrative in which his/her vision/message shines through in an authentic manner.

- Developing and reflecting

The junior professional has insight into his/her own personal and professional development (knowledge, ability, standards and values) and is conscious of his/her own professional conduct and the impact thereof on others.

- Researching

The junior professional conducts applied research and is capable of interpreting research data and accurately assessing the value thereof.

- Entrepreneurship

The junior professional demonstrates his/her entrepreneurial spirit by means of a pro-active attitude, an inquisitive nature, efforts to build and maintain contacts and the translation of creative and innovative ideas into concrete concepts.

*The exit level for CMD Groningen is level 2

Programme

Communication & Multimedia Design, Major Interaction Design	credits
Year 1 Communication & Multimedia Design, Major Interaction Design	60
□ Orienting on CMD	15
▫ CMVP20DID - Digital Design	5
▫ CMVP20PCI - Project Concepting ID	5
▫ CMVP20PCM - Professional & Creative Methods	5
□ Core CMD Skills	15
▫ CMVP20USD - Usability Design	5
▫ CMVP20PPI - Project Prototyping ID	5
▫ CMVP20ARM - Agile Research Methods	5
□ Deepening CMD skills	15
▫ CMVP20IND - Interface Design	5
▫ CMVP20PDI1 - Project Design Cycle ID # 1	5
▫ CMVP20DEC - Design Research Ethics	5
□ Showcasing CMD	15
▫ CMVP20NAD - Native Design	5
▫ CMVP20PDI2 - Project Design Cycle ID # 2	5
▫ CMVP20WFO - Work Field Orientation	5
Year 2 Communication & Multimedia Design, Major Interaction Design	60
□ Ideation	15
▫ CMVB18CDM1 - Concepting & Designing	6
▫ CMVB18DDM2 - Project	4
▫ CMVB18DDM3 - User Centered Design	5
□ Prototyping	15
▫ CMVB18DDM1 - Designing & Developing	6
▫ CMVB18CDM2 - Project	4
▫ CMVB18DRE1 - Design Research #2	5
□ Interaction Design Lab	30
□ Interaction Lab Compulsory Courses	26
▫ CMVB19IDL1 - Interaction Design Lab	10
▫ CMVB18SYS1 - Systems & Frameworks	4
▫ CMVB18BUS1 - Know Your Business	3
▫ CMVB18DET - Digital Ethics	3
▫ CMVB18BUS2 - Control Your Business	3
▫ CMVB18ENG1 - Engels/ICC	3
□ Interaction Design Lab Electives	4
<i>selection of following courses</i>	
▫ CMVB19KEU1 - Entrepreneurship	4
▫ CMVB19KEU2 - Online Marketing	4
▫ CMVB19KEU3 - New(s) Design	4
Year 3 Communication & Multimedia Design, Major Interaction Design	60
□ Electives	30
<i>electives</i>	
□ Internship	30
<i>one of following courses</i>	
□ Internship	30
▫ CMVB18STG - Internship	30
□ Internship Abroad	30
▫ CMVB18STB - Internship Abroad	30
Year 4 Communication & Multimedia Design, Major Interaction Design	60
□ Design Research & Innovation	30
▫ CMVB20ORI - Orientation	5
▫ CMVB20FUD - Future design	10
▫ CMVB20IWP - Project Innovation Work Place	10
▫ CMVB20PRE - Prepare	5
□ Graduation Project	30
<i>one of following courses</i>	
□ Graduation Project	30

▫ CMVB17ASO - Graduation Project CMD	30
▫ Graduation Project Abroad	30
▫ CMVB18ASOB - Graduation Project Abroad	30

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