

## Programme

### Qualification awarded

Bachelor of Science

### Length of the programme

48 months

### ECTS credits

240

### Level of qualification

Bachelor

### Mode

Full-time

### Language

Dutch, with parts in English

### School

School of Communication,  
Media & IT

### Locations

Groningen

## Communication & Multimedia Design

### Profile of the programme

### Learning outcomes

## Programme

| Communication & Multimedia Design                  | credits |
|----------------------------------------------------|---------|
| Year 1 Communication & Multimedia Design           | 60      |
| □ Orienting on CMD                                 | 15      |
| ▫ CMVP22DIO - Digitaal Ontwerp                     | 5       |
| ▫ CMVP23POF - Project Offline Media                | 5       |
| ▫ CMVP22VAA - Professionele Vaardigheden           | 5       |
| □ Core CMD Skills                                  | 15      |
| ▫ CMVP22USO - Usability Ontwerp                    | 5       |
| ▫ CMVP23PST - Project Storytelling                 | 5       |
| ▫ CMVP22OON - Ontwerpend Onderzoek                 | 5       |
| □ Deepening CMD skills                             | 15      |
| ▫ CMVP22INO - Interactie Ontwerp                   | 5       |
| ▫ CMVP23PIA - Project Interactive Media            | 5       |
| ▫ CMVP22OET - Ontwerp en Ethiek                    | 5       |
| □ Showcasing CMD                                   | 15      |
| ▫ CMVP22INI - Interactieve Installaties            | 5       |
| ▫ CMVP23PED - Project Experience Design            | 5       |
| ▫ CMVP22OWE - Oriëntatie op het werkveld           | 5       |
| Year 2 Communication & Multimedia Design           | 60      |
| □ Storytelling                                     | 15      |
| ▫ CMVB22OXR - Ontwerpen voor XR                    | 5       |
| ▫ CMVB21TMS - Project: Transmedia Storytelling     | 5       |
| ▫ CMVB22MEW - Mediawijsheid                        | 5       |
| □ Persuasion                                       | 15      |
| ▫ CMVB22UXE - UX Evaluatie                         | 5       |
| ▫ CMVB21PFI - Project: Fysieke Interface           | 5       |
| ▫ CMVB22OGB - Ontwerpen voor gedragsbeïnvloeding   | 5       |
| □ Interaction/Experience Design                    | 30      |
| □ Interaction/Experience Design compulsory courses | 15      |
| ▫ CMVB21LAB - Design Labs                          | 10      |
| ▫ CMVB22PEB - Personal Branding                    | 5       |
| □ Interaction elective 1                           | 5       |
| <i>selection of following courses</i>              |         |
| ▫ CMVB22KEUDS - Front end Design                   | 5       |
| ▫ CMVB22KEUDV - Front end Development              | 5       |
| ▫ CMVB22KEUOD - Ontwerpen met data                 | 5       |
| □ Experience Design elective 2                     | 5       |
| <i>selection of following courses</i>              |         |
| ▫ CMVB22KEUOM - Online Marketing                   | 5       |
| ▫ CMVB22KEUBM - Branding & Merkstrategie           | 5       |
| ▫ CMVB22KEUAO - Animatie ontwerp                   | 5       |
| □ Experience Design elective 3                     | 5       |
| <i>selection of following courses</i>              |         |
| ▫ CMVB22KEUOS - Ondernemerschap                    | 5       |
| ▫ CMVB22KEUCA - Change Agency                      | 5       |
| ▫ CMVB22KEUOT - Ontwerp de Toekomst                | 5       |
| Year 3 Communication & Multimedia Design           | 60      |
| □ Minor                                            | 30      |
| <i>electives</i>                                   |         |
| □ Internship                                       | 30      |
| ▫ CMVB18STG - Internship                           | 30      |

|                                             |    |
|---------------------------------------------|----|
| Year 4 Communication & Multimedia Design    | 60 |
| ▢ Design Research & Innovation              | 30 |
| ▫ CMVB20FUD - Future design                 | 10 |
| ▫ CMVB20IWP - Project Innovation Work Place | 10 |
| ▫ CMVB23HUT - Human Technology Interaction  | 5  |
| ▫ CMVB23PPT - Product Prototyping           | 5  |
| ▢ Graduation Project                        | 30 |
| ▫ CMVB17ASO - Graduation Project CMD        | 30 |

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