

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
▫ CMVP24CVA - Creatieve Vaardigheden	5
□ Deepening CMD skills	15
▫ CMVP22INO - Interactie Ontwerp	5
▫ CMVP23PIA - Project Interactive Media	5
▫ CMVP24OVA - Onderzoekende Vaardigheden	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
▣ CMVB24AFS - Graduation Project CMD	30

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