Hanze

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 - Digital Design	*5*
CMVP23POF - Project Offline Media	*5*
CMVP22VAA - Professional Skills	*5*
Core CMD Skills	*15*
CMVP22USO - Usability Design	*5*
CMVP23PST - Project Storytelling	*5*
CMVP24CVA - Creative Skills	*5*
Deepening CMD skills	*15*
CMVP22INO - Interaction Design	*5*
CMVP23PIA - Project Interactieve Media	*5*
CMVP24OVA - Design Skills	*5*
Showcasing CMD	*15*
CMVP22INI - Interactive Installations	*5*
CMVP23PED - Project Experience Design	*5*
CMVP22OWE - Orientation on the Professional Field	*5*
Year 2 Communication & Multimedia Design	60
Storytelling	*15*
CMVB22OXR - Designing for XR	*5*
CMVB21TMS - Project Transmedia Storytelling	*5*
CMVB22MEW - Media knowledge	*5*
Persuasion	*15*
CMVB22UXE - UX Evaluation	*5*
CMVB21PFI - Project Physical Interface	*5*
CMVB22OGB - Designing for Behavioural change	*5*
Interaction/Experience Design	*30*
Interaction/Experience Design compulsory courses	*15*
CMVB21LAB - Design Labs	*10*
CMVB22PEB - Personal Branding	*5*
Interaction elective 1	*5*
selection of following courses	
CMVB22KEUDS - Front end Design	*5*
CMVB22KEUDV - Front end Development	*5*
CMVB22KEUOD - Designing with Data	*5*
Experience Design elective 2	*5*
selection of following courses	
CMVB22KEUOM - Online Marketing	*5*
CMVB22KEUBM - Branding & Brand Strategy	*5*
CMVB22KEUAO - Animation	*5*
Experience Design elective 3	*5*
selection of following courses	
CMVB22KEUOS - Entrepreneurship	*5*
CMVB22KEUCA - Change Agency	*5*
CMVB22KEUOT - Design the Future	*5*
Year 3 Communication & Multimedia Design	60
Minor	*30*
electives	
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 - Afstudeeropdracht	*30*

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