Hanzehogeschool Groningen
University of Applied Sciences

Vak: Prepare
credits: 5

Vakcode	CMVB20PREG
Naam	Prepare
Studiejaar	2022-2023
ECTS credits	5
Taal	Engels
Coördinator	C.J. Westerkamp

Werkvormen	Werkcollege
Toetsen	Prepare - Overige toetsing

Leeruitkomsten

You give a description of the reason and context of the graduation assignment and of the the problem/opportunity that is central to the assignment.

You give an outline of the commissioning organisation and its products/services and the importance of the client in the graduation assignment. You include the objective(s) of the client with regard to the digital interactive product.

You describe the target group(s) for this assignment as well as the change that must be realised in these target group(s).

You explain the importance of the target group(s) in the solution of the described problem / taking the described opportunity.

You describe what a digital interactive product can contribute to the intended change in the target group and the realisation of the formulated objective(s).

You explain why user interaction is necessary to be able to solve the problem / seize the opportunity.

Based on an analysis of the problem (or: the opportunity) and the context, you name the (most important) core concepts with regard to the problem domain and the context. You also give a motivation for your choice of the key concepts.

You formulate the most important questions (and any sub-questions) for the graduation assignment, which require research. In doing so, you ensure that the selected key concepts are incorporated into the research questions and how these are researched.

You explain how the characteristics, needs and wishes of the (intended) users and stakeholders will be researched and elaborated. You also indicate how the (intended) users will be involved in the different phases of the design cycle.

You describe how the graduation process will be completed, with regard to the sequence of the phases (Orienting & Understanding – Conceptualising – Prototyping – Evaluating). You provide a justification for the chosen order.

You make a realistic planning for the graduation project, in which the lead time of the phases, the most important sub-products and the contact moments with the client are worked out.

You reflect on your competencies and on gaps or shortcomings in knowledge, skills or professional conduct in relation to the upcoming graduation project.

You formulate specific, personal learning goals in relation to the graduation trajectory. You describe a preliminary choice of relevant methods and techniques for the evaluation of the future prototype. In doing so, substantiate this choice in relation to the previously formulated problem (or: the opportunity) and the objective(s).

Inhoud

In this course the student prepares for graduation with the aim to efficiently and effectively complete the graduation assignment

Prepare consists of the following two parts:

1. A first part that covers the design cycle, which methods and techniques can be used and the set-up and execution of the various phases of the cycle. This looks at earlier completed graduation assignments from other students (design trajectory), theory and practical experience concerning the different phases of the design cycle, possible available literature and expert information.

2. A second part where the acquired methods and techniques will be put into practice for the student's own graduation assignment that has been approved by the CMD career desk with the emphasis on creating a roadmap / canvas that can be used during the execution of the assignment.

During this part we will look at possible available literature, possible available information about for example target audiences, trends, competitors, best and worst practices based on desk research and information from stakeholders and experts.

Students who don't have an approved graduation assignment will be offered a solution with a comparable learning outcome.

The student will present the acquired knowledge and the end products in a closing session that also functions as the start of the graduation trajectory.

Opgenomen in opleiding(en)
Communication & Multimedia Design, Major Game Design

School(s)
Instituut voor Communicatie, Media & IT