

Advanced Digital Design and Entrepreneurship exchange program

This exchange programme is designed to be a hands-on semester where you strengthen your skills in digital design, not only on a theoretical level but also on a practical level applied in real-life projects. The courses are built to nurture a creative mindset as well as soft skills required for digital designers and entrepreneurs.

The exchange programme is academically placed in the second year of the Multimedia Design and Communication program at Zealand Academy. The semester theme Advanced Design and Entrepreneurship focuses on design of advanced user interfaces, user experiences and content. Based on an understanding of innovation, technology and business, the course focuses on user interface development and advanced digital content production working with an entrepreneurial mindset.

The Advanced Design and Entrepreneurship spans over the entire Autumn semester and consists of 2 main courses (you cannot select only one course since they are linked together): “Advanced Design and Content” and “Das Büro”.

Availability

Autumn semester 2023

Course overview

Course title	Level	ECTS
Advanced Design and Content	2nd year/Short Cycle/EQF level 5	20
Das BÜRO	2nd year/Short Cycle/EQF level 5	10

Semester / Course Prerequisites

A foreign qualification similar to 1 year of business and/or design / digital design studies (good knowledge of business and basic knowledge of design principles)

COURSE DESCRIPTION

COURSE: - Advanced Design and Content

20 ECTS

Advanced Digital Design and Content nurtures your creative mindset and competencies in digital design. You will be putting the skills you already have to use as well as receiving tasks and guidance to help you develop new skills.

In the course Advanced Design and Content, the core area is design and content-related tools and methodology within the development of user experiences and content. You will develop a digital product using storytelling. Here we utilize the full potential of the browser to tell stories, and make your content stand out from the crowd. In terms of content, you tell and produce stories in words, designs and pictures, films, and animations.

Classes in Advanced Digital Design which focuses on visual and graphic tools. You will gain skills to understand and enhance user experiences across a wide range of user interfaces as well as media productions. The focus of the classes is aimed at fundamental tools such as grid, visual hierarchy, and composition. Overall, you will obtain knowledge and practical competencies which are useful in relation to content production, development of user interfaces and reflection on the design process.

Classes in motion design and content creation will focus on storytelling and motion graphics. This part of the course is aimed at expanding your content creator toolbox, by utilizing the skill of animation. Although After Effects will be in the center of the course, we will also be bridging the gap between other applications from the Adobe suite such as Photoshop and Illustrator. We will be covering all the basic topics in AE including interface, transform properties, basic composition, masks, layers and the nonlinear editing timeline. The lessons will be both theoretical and practical, involving exercises.

The course varies between project-based group work and individual assignments.

Course Content

- Digital Design
- User Experiences
- Content Production
- Storytelling
- Motion Graphic
- Visual Design
- Creative Mindset
- Data Visualization
- Interaction Design

Course: Das BÜRO

10 ECTS

Divided into agencies you will in this course work together to solve real-life projects and tasks for existing customers. Zealand has a strong network in both established businesses and in the region's start-up scene that we collaborate with to find the best projects for you. You can share your professional interests and co-decide on the best casework for you to build up your professional digital designer portfolio. Once your agency is founded, you also can acquire your own clients.

In the agencies you work in teams on cases and often have several cases at one time. To solve cases, you will work with agile design processes as well as creating design content or coding. You will strengthen your competencies in understanding case briefs, working with clients and creating strong digital solutions that meet both the business goal and the user’s needs. As a specialist in your field, you are expected to contribute with the specific skills you bring. To complete casework, you will have access to our labs and equipment; media lab, biometric lab, maker lab, sound studio.

You will run the agency in such a way that it is a healthy “business” that can thrive in the market. This requires that everyone participate and deliver, and that you as a team are in control of your design and development processes. Several assignments must be solved concurrently. Project management and planning therefore become extremely important.

Each agency has a CEO (one of the teachers) who partly acts as a sparring partner and partly as the one who controls and follows up on your work and progress.

In the start-up phase, an identity must be developed for the agency, a name, its DNA, and a visual identity must be found. This will be done in conjunction with a two-day Bootcamp.

Das Büro provides coaching and professional guidance and an opportunity to build on and improve your digital design skillset while working with clients and their design problems.

Course Content

- Real-life projects
- Creative and entrepreneurial mindset
- Digital Design
- Digital products and services
- User Experiences
- Content Production
- Visual Design
- Company/client contact

Learning Outcome

Knowledge

The student will gain knowledge and understanding of:

- Fundamental theory applied to content production as well as digital trends in practice with different user groups of digital user interfaces.
- The connection between fundamental business models applied and advanced digital content production.

Skills

The student will be able to:

- Apply fundamental tools and methods in the process of designing digital user interfaces and in the content production.
- Assess practical problems and to set up and select solutions as a basis for the development of digital user experiences and media productions.

	<ul style="list-style-type: none"> Assess, apply and communicate fundamental methods and tools applied as regards innovative digital solutions for relevant stakeholders.
Competencies	<p>The student will be able to:</p> <ul style="list-style-type: none"> Participate in a professional and cross-disciplinary cooperation and manage development-oriented situations. Acquire new knowledge, skills and competencies when participating in a professional and cross disciplinary cooperation with a professional approach. Identify and acquire new knowledge within the area of design and production of user interfaces and content.

Examination form / Assessment

30 ECTS cross-curricular oral exam based on one or several written products. All aids are allowed.

The exam consists of a written and an oral part.

The written part consists of a project report and a multimedia product prepared in groups of 3-5 students which form the basis of the following oral exam.

The oral part consists of a group exam where the group begins with a presentation and perspective of the project report and the multimedia product after which the students are examined as a group.

All constituent parts are included in the total assessment and each student is graded individually.