

DIGITAL DESIGN PROGRAMMES



BACHELOR OF SCIENCE IN DIGITAL MEDIA & DESIGN

When studying BSc in Digital Media and Design you work with design of digital media and technology – theoretically and in practice.



MASTER OF SCIENCE IN DIGITAL DESIGN & COMMUNICATION

The 2-year MSc programme in Digital Design and Communication provides you with technical and sociological knowledge about how digital communication affects our lives.



MASTER OF SCIENCE IN GAMES

The two-year MSc programme in Games provides you with technical and social science knowledge on how computer games work, their design and how their social impact on us.

Why revision?

- Better employability
- Avoid 'dimensionering'
- Clearer profile of graduates
- Strengthen technical skills
- Reduce number of specializations / electives
- Better progression between DDK & DMD
- Better handling of diversity challenges

DIGITAL DESIGN

Why new name?

- Align with research profile of the DD department
- Catch applicants' attention on revised content
- To strengthen profile: Better and more focused shared foundation
- -> Stronger specializations aligned well with employment opportunities (ref. Morten survey)
- Digital culture and digital communication will be an integrated part of the revised education
- Sustainable revision: now and in 10 years!

Important deadlines

- Admission requirement 1st February 2017
- Final material for revision 1st October 2017

Organisation and engagement of faculty

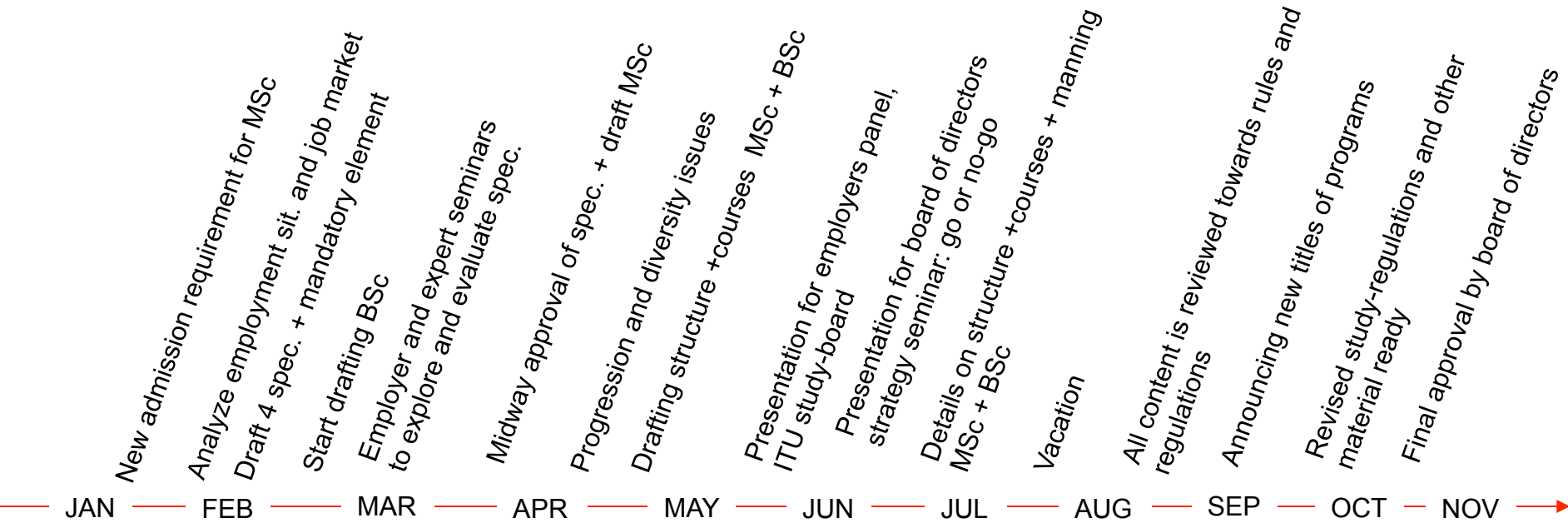
- Jonas Fritsch is leading revision work
- Core project team: Current HoSp (Morten Hjelholt, Jörn Messeter) ++
- SAP: study-coordinator support (new recruitment)
- Steering group: Lene Pries-Heje, Lone Malmborg: progress and approval
- Employers panel (Laust Jørgensen ++): advice and approval
- Reference group (researchers and students from ITU), future heads of new specializations: advising and hearings
- Regular meetings and briefing of faculty
- Studyboard, SAT and Executive management: midway and final approvement

Changed admission requirements

Applicants must have English level corresponding to the Danish B level. When you apply, you must consider whether your bachelor programme covers the following admission requirements:

- 7.5 ECTS course or project work within programming or databases.
- 7.5 ECTS course or project work within design research methods, including qualitative or quanti-qualitative approaches as used in design or social research.

Draft timeline for revision work



Ideas for new specializations

3-4 specializations: 2 in the center, 1 towards CS, 1 towards B-IT

1. Designing interactive artefacts / IoT & Smart products (with CS)
2. Service design
3. Digital news (/media /experience): infrastructure and business models (with B-IT)
4. Digital media architecture

1. Designing interactive artefacts/ IoT & Smart products (with CS)

Mobile apps, sensorbased systems, health-it, rehab-technology, production industry, medical industry

- Physical computing
- Programming for mobile apps

2. Service design

Public service, health, welfare, finance, privat service providers

- User journeys
- Understanding use contexts, user experience
- Service interfaces

3. Digital news (/media/experience): infrastructure & business models (with B-IT)

News media, other media, culture, museums (news media and culture production are looking for new business models and infrastructures to make news media profitable)

- New digital business models
- Prosumer approaches in media
- Robust digital infrastructures for digital news/media

4. Digital media architecture -> Innovation design

Complex webdesign-solutions for logistics, sales, service, branding, digital presence

- webdevelopment / wireframing
- Php / CMS
- user experience
- big data handling
- business strategy



We are ready to begin!

... and look forward to a continued dialogue with all of you!