

SEMESTER IN DIGITAL DESIGN CONCEPTS

In the 2019 spring semester KEA will offer exchange students the opportunity to study one semester in English in our Digital Concept Development programme.

PROJECTLAB (10 ECTS)

KEA ProjectLAB is a creative, interdisciplinary and entrepreneurial programme where students and companies team up to make innovative and interactive projects. The lab focuses on new technologies, work with SCRUM and Design Thinking and focus on innovation and entrepreneurship.

Exchange students will follow a 7-week module in the ProjectLAB where they will learn to work with technology, agile project management tools and design thinking methods. The module will end with a project and exam.

DIGITAL DESIGN (20 ECTS)

Here students will work with developing strategic digital design concepts for local and international clients.

The module will teach skills within Digital Branding, Bureau, Identity, Experience Economy, Trends, Value Proposition Canvas, Design Thinking, Service Design, Prototype, GV Spring, Video and Microinteractions.

The Digital Design module will not specifically teach skills in the adobe package or design drawing. Students are expected to use their own design expertise and apply it to their projects. Instead Digital Design works intensely with methods, briefs, concepts, visualisation and presentation of concept.

QUALIFICATIONS NEEDED:

Students must have least four semesters of further education within related subjects such as Multimedia Design, Digital Marketing, Design, Communication, Branding, or similar.



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