

KEA | DIGITAL

EXCHANGE

Digital Design Concepts

Semester Guide

Only spring semester

This is the semester guide for the spring 2019 semester in Digital Design Concepts. Future semesters might have slightly different themes and construction. You can use this as a general guideline.

ProjectLab: 20 ECTS

Digital Design Concept: 10 ECTS

EXCHANGE SEMESTER

During your exchange semester (30 ECTS) you will be joining **KEA ProjectLab**, a creative and interdisciplinary programme where students and external companies team up to make innovative concepts. The programme focuses on new technologies, design thinking, concept development, and entrepreneurship. See website for further information <http://keaprojectlab.dk/>.

ProjectLAB

The students attending the ProjectLAB are coming from a variety of educations and are being placed in interdisciplinary teams. The purpose is to share knowledge, build on each others skills, work creatively, make prototypes and test concepts. The overall aim is to come up with great concepts for external businesses.

To be able to fulfill the exchange semester at KEA, all exchange students need to attend the following four modules and make the following deliverables:

MODULE 1: Welcome to Denmark + KEA & ProjectLab + Virtual Reality

MODULE 2: ProjectLab + Augmented Reality

MODULE 3: ProjectLab + Artificial Intelligence

MODULE 4: Exam preparation. Project writing + Exams

Practical information about the ProjectLAB.

- You will be working in a multidisciplinary international team.
- Both exchange students and internship students from KEA will work together.
- For each module you partner up with one or two companies that will be briefing you on the task you will be working on.
- The focus areas are: research, design and technology.
- You will be doing user research and experiments to be able to find a solution for the challenge of the project.
- You will work with prototypes.
- You will get access to the KEA TechLounge.
- You will be part of (mandatory) workshops given by experts within the fields of VR, AR and AI.

Main elements of ProjectLAB

- Google Calendar, Google Docs and Slack (you will get access first day of class).
- You will work with students from the following educations: Software developers, Data Science, Digital Concept Developers and Multimedia designers.
- Work with challenges related to VR, AR and AI.
- Work in short design sprints.
- You will be given specific tools and design methods to be able to solve the task given.
- Results are presented for the company who briefed you on the task.

Roadmap for the semester:

1 semester (20 weeks in total)																		
Module 1					Module 2					Module 3					Module 4			
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	Exam

Description of each module:

MODULE 1: Virtual Reality (VR)

Teacher(s): Toke Halskove Kristensen, Michael Nielsen, Marie Louise Brixtofte

Guest(s): Khanda

Company/client:

Goals and challenges:

In every module we focus on two main goals:

1. Make a good concept
2. Build a working prototype

Aim:

The aim of this project is to come up with new innovative ideas for a challenge given by an external company. The challenge focus on creating a VR experience. You will be working with a combination of an iterative design cycle and the SCRUM process in order to foster both the creative process and to work structured and goal oriented.

At the start of every design challenge, and at the start of each new phase in the design process, research has a central role. Research provides plenty of insights; how people act/think/feel and who the intended users are, within the context of the challenge.

Homework / Literature / Mandatory Requirements:

Will be presented in class.

Deliverable for this module:

Process document and prototype

Deadline: 28.02.2019

Upload:

1. Upload your process presentation to Fronter - only PDFs will be accepted
2. Link to your prototype on Fronter

Naming:

KEA_EXCHANGE_Digital_Module1_ProjectPresentation_Lastname_FirstName.pdf

KEA_EXCHANGE_Digital_Module1_Prototype_Lastname_FirstName.pdf

MODULE 2: Augmented Reality (AR)

Teacher(s): Michael Nielsen, Marie Louise Brixtofte og Susanne Lund

Guest(s): Khora

Company/client:

Subject:

- Unity II
- Excursion to the island Christiansø <https://goo.gl/maps/S5HohsPhYL52>

Goals and challenges:

In every module we focus on two main goals:

1. Make a good concept
2. Build a working prototype

Aim:

The aim of this project is to come up with new innovative ideas for a challenge given by an external company. The challenge focus on creating a VR experience. You will be working with a combination of an iterative design cycle and the SCRUM process in order to foster both the creative process and to work structured and goal-oriented.

At the start of every design challenge, and at the start of each new phase in the design process, research plays a central role. Research provides plenty of insights; how people act/think/feel and who the intended users are, within the context of the challenge.

Homework / Literature/ Mandatory Requirements:

Will be presented in class.

Deliverable for this module:

Process document and prototype.

Deadline: 05.03.2019

Upload:

1. Upload your process presentation to Fronter - only PDFs will be accepted
2. Link to your prototype on Fronter

Naming:

KEA_EXCHANGE_Digital_Module2_Projectpresentation_Lastname_FirstName.pdf

KEA_EXCHANGE_Digital_Module2_Prototype_Lastname_FirstName.pdf

MODULE 3: Artificial Intelligence (AI)

Teacher(s): Michael Nielsen, Marie Louise Brixtofte og Ann Katrine Bønnelykke Miranda

Guest(s): tba

Company/client: tba

Goals and challenges:

In every module we focus on two main goals:

1. Make a good concept
2. Build a working prototype

Aim:

The aim of this project is to come up with new innovative ideas for a challenge given by an external company. The challenge focus on creating a VR experience. You will be working with a combination of an iterative design cycle and the SCRUM process in order to foster both the creative process and to work structured and goal-oriented.

At the start of every design challenge, and at the start of each new phase in the design process, research has a central role. Research provides plenty of insights; how people act/think/feel and who the intended users are, within the context of the challenge.

Homework / Literature / Mandatory Requirements:

Will be presented in class.

Deliverable for this module:

Process document and prototype.

Deadline: 10.05.2019

Upload:

1. Upload your process presentation to Fronter - only PDFs will be accepted
2. Link your prototype on Fronter

Naming:

KEA_EXCHANGE_Digital_Module3_Projectpresentation_Lastname_FirstName.pdf

KEA_EXCHANGE_Digital_Module3_Prototype_Lastname_FirstName.pdf

MINI MODULE 1 / Chatbot

The aim of this mini module is to build a chatbot. A chatbot is a computer program or an artificial intelligence which conducts a conversation via auditory or textual methods.

Lecture + exercise

MINI MODULE 2 / Creativity

The aim of this mini module is to work with the topic "Creativity". Creativity is characterised by the ability

to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking & doing.

Lecture + exercise

MINI MODULE 3 / BMC + VPC

Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances.

Lecture + exercise

MINI MODULE 4 / Digital Marketing

Digital marketing is the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium.

Lecture + exercise

MINI MODULE 5 / Service Design Thinking

Service design is the activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between the service provider and its customers. Service design may function as a way to inform changes to an existing service or create a new service entirely. We will be looking at service blueprints, touchpoints, and customer journey canvas as well as trying out your knowledge through exercises.

Lecture + exercise

MODULE 4: Portfolio assignment + exam

Develop service blueprint + Concept regarding the exchange program

Descriptions and guidelines regarding the semester exam will be given to you during the semester.