

MULTIMEDIA DESIGN

There are five main elements in the Multimedia Design programme:

- User Interface Development
- User Experience (UX)
- Content Production
- Business
- Technology

As a student on this programme, you will work with all levels of the digital design process.

During your studies, you will be in close contact with the business community and do projects together with different companies and organisations. We focus particularly on innovation and entrepreneurship and cooperate with a wide variety of agencies, companies and cultural organisations.

EXCHANGE STUDENTS CAN TAKE THE FOLLOWING COURSES (SPRING AND FALL)

MULTIMEDIA DESIGN 3RD SEMESTER: DIGITAL BUSINESS, CONTENT AND MARKETING

The purpose of this elective is to qualify the student to design and programme user interfaces with a focus on digital business, content and marketing.

Central elements in the elective include the creation of video marketing content, permission marketing/e-mail marketing, animation/explainers, SoMe marketing, data analysis, infographics, methods for designing engaging user experiences across media platforms (in CMS-based web solutions and on SoMe platforms), E-commerce and exploring digital media trends with the purpose of creating targeted digital content, SEM, SEO and VSEO.

It is an important element of this elective to collaborate closely with various lines of business. Students will be working on cases from different companies and industries. The purpose of this is to train central methods and practises of the profession.

Pre-Requisites

You must have achieved the following knowledge, skills and competences:

- Solid skills in Adobe Premiere regarding editing and color correction equivalent to the online course [Premiere Pro 2020 Essential Training](#)
- Thorough skills in Photoshop, equivalent to the online course [Photoshop 2021 Essential Training](#)
- Thorough skills in Illustrator obtained from the earlier semesters and equivalent to the online course [Illustrator 2021 Essential Training](#)
- Understanding and basic knowledge about dramaturgy and structure
- Skills in setting up a wordpress site and managing content with WordPress
- Basic understanding of user insights and user testing
- Basic understanding of creating a content strategy for Social Media
- Basic understanding of creation content for Social Media
- Basic understanding of SEO



MULTIMEDIA DESIGN 3RD SEMESTER: FRONTEND DESIGN

The purpose of the elective is to qualify the student to work with HTML, CSS and JavaScript to create advanced interactive web applications. The elective has a holistic view on all aspects of frontend design, with an increased focus on the technical aspects.

Programming is at the core of frontend design, as is an in-depth understanding of the fundamentals. In addition, modern tools and frameworks for efficient development and deployment are introduced.

Pre-Requisites

You are expected to have a basic understanding of HTML, CSS, JavaScript and JSON, and be able to write simple code to fetch a JSON-file, and dynamically build HTML with data from that file, e.g. with <template>-tags. You have a rudimentary understanding of JavaScript functions used as event listeners, as well as variables, constants, if-statements, and simple . for Each loops. Your current take on “programming”, is probably to modify existing code to handle slightly modified versions of known problems.

You have experience with CSS for layout (inline, block, flex, and grid) and design, such as margins, fonts, colors, borders, backgrounds, and text. You know semantic HTML5, especially for sectioning (header, footer, section, nav, etc.) content. You are fairly confident handling the file-structure on your machine, as well as on your webserver.