

Professional Bachelor's Degree in Graphic Communication

- course in Interactive Design

Dynamic media such as TV, computers and mobile telephones interact with the users placing rigorous requirements on the design's user-friendliness and experience value. The course in Interactive Design develops interactive designers who understand the behaviour and needs of the interactive user, and can transpose the knowledge to highly complex products full of experiences, information and entertainment.

The studies enable you to acquire skills within concept understanding, idea generation, creativity, analysis and graphic design, and to master software and technology. You will work on developing and designing interactive products based on assignments where you often collaborate closely with the industry

Design products, which are included in Interactive Design studies

- Editorial design – web magazines, internet newspapers and catalogues
- Corporate Visual Identities – business branding
- Edutainment – experience-based products which combine play and education
- Experience websites – advertising campaigns, games, quizzes and viral marketing
- Interactive cross media productions – multimedia communication processes, user interaction and user influence
- TV and film graphics – Motion design, concepts for TV programs and film, as well as interactive web TV.

You will acquire skills that will qualify you to start up your own business or take up positions as interactive designers in drawing offices, advertising agencies and media organisations.

This is a three-year, full-time course spread over six semesters, and is equivalent to 180 ECTS credits.

Head of Studies for Interactive Design is Karen-Margrethe Österlin, who graduated as a graphic designer from the Graphic Arts Institute in 1995. She has worked with web communication and graphic design since 1995, and from 2001 has taught at the Graphic Arts Institute with responsibility for design of screen products, navigation design, TV graphics and concepts for digital interactive media. She has been an external lecturer for the IT University since 2002.