Autumn semesters: August (week 34) - December (week 51)

Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction Week</td>
<td></td>
</tr>
<tr>
<td>Research, Concept Development and Campaign</td>
<td>5 ECTS</td>
</tr>
<tr>
<td>Motion graphic design I</td>
<td>10 ECTS</td>
</tr>
<tr>
<td>Interactive Communication Design</td>
<td>10 ECTS</td>
</tr>
<tr>
<td>Motion Graphic Design II</td>
<td>5 ECTS</td>
</tr>
<tr>
<td>TOTAL</td>
<td>30 ECTS</td>
</tr>
</tbody>
</table>

• **Research, Concept Development and Campaign**

ECTS points 5

**Aim**

Students will know, understand, and apply those methods and principles associated with researching a problem field, collecting related data, and developing a concept based on the gathered material. The student will gain an overview of various research methods, including design anthropology. They will be able to undertake the practical gathering of knowledge. They will be able to analyze the collected material and translate it into arguments for the development of a digital concept. Based on their own research, students will develop a creative concept for a digital communication product. Finally, students will be able to test the concept through prototyping and evaluating feedback.
Module’s central subjects are:
- Research theory and techniques
- Analysis of data
- Experience prototyping
- Concept development

Students will:
- Study research theories
- Work with users and target groups
- Work with developing concepts based on research
- Develop prototypes

Course goals:
After the course, students will have insight into, and knowledge of:
- Research methods and theory
- Concept development
- Design processes for interactive products
- Methods of experience prototyping

and be able to:
- Assess advantages and disadvantages of various research methods
- Undertake useful research
- Develop digital concepts with an outset in research
- Undertake prototyping

Tools
Concept development, research techniques and methods, and prototyping.

Attributes
Desire to learn, willingness to experiment, and openness.

Methods
The course is a combination of lectures, seminars, group work, self-study, tutorials, and exercise and assignment solving. Assignments and exercises are solved individually or in groups. In the course, weight is placed on analysis, reflection and feedback on own and others’ products and processes.

Teaching resources
Books:
- Vijay Kumar: 101 Design Methods (2012)
- Patricia L. Sunderland & Pita M. Denny: Doing Antropology in consumer research
- Shove, Watson, Han and Ingram: The Design of Everyday Life (2008)
Online-tutorials:
• Lynda.com

Attendance at meetings and classes
Attendance is compulsory for all scheduled classes. Participation is compulsory in exercises, group work, group feedback, and compilations.

Examination
The course is assessed as pass/fail by an internal examiner. The course completes with a combined assignment. A pass requires that the course assignments be duly submitted and approved, the final assignment receives a pass, and that students have participated actively and have met the requirements on participation in meetings and classes. See the section on attendance in meetings and classes.

• Motion graphic design I

ECTS points 10

Aim
Students will know, understand, and apply those methods and technologies associated with the development of motion graphic design, including light, sound, moving pictures and animation. The student will also develop skills in solving communication problems with the use of software and technologies related to the field. The students will understand and incorporate concepts of movement and sound into design and communications solutions. Finally, students will gain insight in theories about narratives in motion pictures and be able to encapsulate and produce motion graphic design solutions with a focus on storytelling.

Module’s central subject elements are:
• Anthropologically inspired research methods
• Structuring visual story and narratives
• Motion graphics design process
• Software and Camera technology
• Methods for visualising ideas
• Understanding of sound and music in combination with motion design

Students will:
• Attain a theoretical and practical approach to motion graphic design
• Work with relevant technologies targeted towards motion graphic design
• Work with design and communication in motion pictures and with sound
• Produce independent motion graphic design sequences
• Argue for design choice
Course goals:
After the course, students will have insight into, and knowledge of:
- Methods of visualisation of motion graphic design ideas
- Current technology and software in motion graphic design
- Dramaturgy in connection with motion graphic design
- Visual story structure and workflow for motion graphic design
- The significance of sound and music for communication in motion graphic design

and be able to:
- Translate research into relevant motion graphic design products
- Assess possible technical and generic choices and prepare solutions to a communication problem based on motion graphic design
- Apply relevant software and technology in developing motion graphic design
- Argue and discuss motion design choices in order to select the most appropriate narrative style
- Produce motion graphic design solutions with a focus on storytelling
- Visualise ideas in static and in living formats

Tools
Narrative theory on the moving picture, design techniques and methods on the linear narrative form, presentation and argumentation. Concept development, research techniques, methods, and prototyping.

Attributes
Desire to learn, willingness to experiment, and openness.

Methods
The course is a combination of lectures, seminars, group work, self-study, tutorials, and exercise and assignment solving. Assignments and exercises are solved individually or in groups. In the course, weight is placed on analysis, reflection and feedback on own and others’ products and processes.
The theoretical base will be achieved through lectures by internal and external experts on practice and theory and associated theoretical exercises.
Teaching will consist of assignments and exercises aimed at creating a connection between theory and practice and exercises in attaining a command of process and method.

Teaching resources
Books:

Online-tutorials:
Attendance at meetings and classes
Attendance is compulsory for all scheduled classes. Participation is compulsory in exercises, group work, group feedback, and compilations.

Examination
The course is assessed as pass/fail by an internal examiner. The course completes with a combined assignment. A pass requires that the course assignments be duly submitted and approved, the final assignment receives a pass, and that students have participated actively and have met the requirements on participation in meetings and classes. See the section on attendance in meetings and classes.

• Interactive Communication Design

ECTS points 10

Aim
Students will know, understand, and apply methods and technologies associated with the design and development of interactive communication products. The student will gain an overview of the digital landscape including options for engaging in dialog with a target group. Aside from that, the student will develop skills in designing interfaces and with the use of relevant software transfer the design to interactive prototypes. Students will design and creatively develop interactive communications solutions and make a presentation of visual universes and underlying technologies. Students will also be able to make reasoned design choices with an outset in completed research. Finally, these design choices must be integrated with the students’ knowledge on illustration, graphic design, and interaction design and relevant methods and technologies for the development of digital concepts.

Module’s central subject elements are:
• Software
• Interaction design
• Usability, user behaviour, and User Experience
• Interactive prototyping
• Layout theory and techniques
• Communication design
• Design process

Students will:
• Develop a theoretical approach to interaction design
• Work with relevant technologies targeted at digital platforms
• Develop interactive prototypes
• Work with design and communication targeted screens
• Translate research into design
• Produce presentations of interactive communication products
• Argue for design choice

Course goals:
After the course, students will have insight into, and knowledge of:
• Terminologies in user experience design
• Overview of possibilities of common digital platforms
• Design processes for interactive products
• Reasoned design choices
• Communication products
• Design elements
• Design theory targeted digital products

and be able to:
• Apply relevant software
• Prepare sketches and design variants
• Apply relevant theory to preparing digital products
• Develop interactive prototypes
• Assess user behavior
• Adjust visual style to digital platform
• Develop designs with their outset in theory
• Develop presentations that visualize interaction with the product

Tools
Design techniques and methods for digital platforms, software, user experience, wireframes, presentation, prototyping tools and argumentation.

Attributes
Desire to learn, willingness to experiment, and openness.

Methods
The course is a combination of lectures, seminars, group work, self-study, tutorials, and exercise and assignment solving. Assignments and exercises are solved individually or in groups. In the course, weight is placed on analysis, reflection and feedback on own and others’ products and processes.

Teaching resources
Books:
• Patrick W. Jordan: Designing Pleasurable Products (2002)
• Bill Moggridge: Designing Interactions (2007)

Online-tutorials:
Attendance at meetings and classes
Attendance is compulsory for all scheduled classes. Participation is compulsory in exercises, group work, group feedback, and compilations.

Examination
The course is assessed as pass/fail by an internal examiner. The course completes with a combined assignment. A pass requires that the course assignments be duly submitted and approved, the final assignment receives a pass, and that students have participated actively and have met the requirements on participation in meetings and classes. See the section on attendance in meetings and classes.

• Motion Graphic Design II

ECTS points 5

Aim
Students will design and creatively develop motion graphic design as an informative, identity and mood creating element, in a linear process. They will be able to make reasoned design choices with the outset in completed research. Students will gain knowledge of the motion designer’s role, and collaboration with other contributors, such as producers, editors, photographers, and programmers, in finding a combined communication solution.

Module’s central subject elements are:
• Visual identity in connection with moving pictures
• Infographics with moving pictures
• Concept development
• Production flow
• Students will:
• Take conscious decisions about sound
• Develop visual identity into moving pictures on the basis of research
• Produce visual concepts for program formats

Course goals:
After the course, students will have insight into, and knowledge of:
• Sound and motion as elements for creating identity, information, and mood
• Concept development
• Design process and workflow for motion graphic design
• Contributory narrative role of the elements of motion graphic design in various program formats
and be able to:

- Translate collected research on program formats into a visual concept
- Assess possible technical and generic choices and prepare a solution proposal for a motion graphic design based communication
- Argue for, and discuss, motion design choices with a view to selecting the most appropriate narrative style
- Produce motion graphic elements

Tools
Concept development, research techniques and methods, and animated information graphics.

Attributes
Desire to learn, willingness to experiment, and openness.

Methods
The course is a combination of lectures, seminars, group work, self-study, tutorials, and exercise and assignment solving. Assignments and exercises are solved individually or in groups. In the course, weight is placed on analysis, reflection and feedback on own and others’ products and processes.
There will also be visits to bureaus and production companies, and business cases.

Teaching resources
Books:
- Jon Krasner, Motion Graphic Design

Online-tutorials:
- Lynda.com

Attendance at meetings and classes
Attendance is compulsory for all scheduled classes. Participation is compulsory in exercises, group work, group feedback, and compilations.

Examination
The course is assessed as pass/fail by an internal examiner. The course completes with a combined assignment. A pass requires that the course assignments be duly submitted and approved, the final assignment receives a pass, and that students have participated actively and have met the requirements on participation in meetings and classes. See the section on attendance in meetings and classes.