



Programme syllabus

Faculty Board of Science and Engineering
School of Computer Science, Physics and Mathematics

Interaktiva digitala medier, 180 högskolepoäng

Interactive Digital Media, 180 credits

Level

First Level

Establishment of Programme

Established by Organisational Committee 2009-03-26

Date of Ratification

Approved by Organisational Committee 2009-09-15

The programme syllabus is valid from autumn semester 2010

Prerequisites

General entry requirements and Mathematics B or Mathematics 2a / 2b / 2c.

Description of Programme

This programme will prepare the students for work with design and development of interactive digital media as well as other media technology applications in a modern society. The programme will also prepare the students for further studies in data and information sciences, especially media technology. The studies will give the students necessary qualities for work in areas such as web design, media production, as well as information and interaction design.

Objectives

Knowledge and understanding

For a Degree of Bachelor students must

- demonstrate knowledge and understanding in their main field of study, including knowledge of the scientific basis of the field, knowledge of applicable methods in the field, in-depth knowledge of some part of the field and a general sense of current research issues.

Skills and abilities

For a Degree of Bachelor students must

- demonstrate an ability to seek, gather and critically interpret information that is relevant to a problem and to critically discuss phenomena, issues and situations;
- demonstrate an ability to independently identify, formulate and solve problems and to perform tasks within specified time limits;
- demonstrate an ability to present and discuss information, problems and solutions in dialogue with different groups, orally and in writing; and
- demonstrate the skills required to work independently in the field that the

education concerns.

Judgement and approach

For a Degree of Bachelor students must

- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects;
- demonstrate insight into the role of knowledge in society and into people's responsibility for how knowledge is used; and
- demonstrate an ability to identify their need of further knowledge and to upgrade their capabilities.

Programme-specific objectives

Knowledge and understanding

For the degree of Bachelor the student must

- have basic knowledge of economical and market-related conditions
- be able to apply international and cultural perspectives when analysing and solving problems

Skills and ability

For the degree of Bachelor the student must

- possess written and verbal communication skills
- be able to structures and create an aesthetic, dynamic, interactive, functional, database-driven multimedia product with various distribution channels
- be able to lead the development of interactive media-technological applications

Judgement and approach

For the degree of Bachelor the student must

- be able to make ethical and legal assessments in projects and development work

Content

Organisation

The programme is given by the School of Computer Science, Physics and Mathematics. The main subject is Media Technology. The programme has a programme coordinator with the main responsibility for the programme.

Programme overview

The programme consists of 180 credits in total, equivalent to 3 years of full time studies. Media Technology is the main subject area making up most of the programme, but it also includes courses in other subjects.

All courses are mandatory during the first three semesters while there is more flexibility for individually selected courses during the last three semesters. Most courses are for 7,5 or 15 credits. Usually two courses are taken in parallel but there are exceptions. Course structure varies, but teaching is usually conducted in the form of lectures, seminars, exercises, net-based discussion forums and mandatory assignments. Assignments are either individual or group assignments.

Programme courses

The following list shows courses included in the programme. Courses in the main subject area Media Technology are marked with *. Courses are mandatory if nothing else is stated. The level of the courses are indicated with G1N, G1F, G2F and G2E. Elective courses in the main subject area are at G1F or G2F level.

Year 1

- Introduction to Higher Education in Media Technology (G1N), 15 credits *
- Web design (G1N), 15 credits *
- Design of Interactive Media (G1F), 15 credits *
- User-centered Interface Design (G1F), 7,5 credits *
- The Language of Art (G1N), 7,5 credits

Year 2

- Digital Video Produktion (G1F), 7,5 credits *
- 3D Graphics and Animation (G1F), 7,5 credits *
- Web Programming (G1F), 15 credits *
- Game Design (G1F), 7,5 credits *
- Making Things Talk (G1N), 7,5 credits
- Elective courses, 15 credits

Year 3

- Project Management and Entrepreneurship (G2F), 7,5 credits *
- Elective course and current courses in Media Technology, 37,5 credits
- Degree Project in Media Technology, (G2E), 15 credits *

The order of the courses can be changed. The main subject area is in constant development and the aim of the programme is to provide updated education of the highest quality.

Work Experience

Students come in contact with companies, businesses and their future job market in different ways. In some courses there are guest lectures, study visits etc., and the final bachelor thesis work is preferably also conducted in cooperation with a company or other organization. The variety, content and structure of courses reflect the existing contact between research and business contacts.

During the third year students are offered Traineeship, 15 credits as an elective course, giving students a professional perspective and experience of relating theory and practice to companies, businesses and enterprises. Students spend most of the course doing traineeship in companies or organizations in the public or private sector.

Studies abroad

Students can study abroad during one semester, preferably during the fifth semester. The selection of courses to be studied should be made in consultation with the programme coordinator in order to simplify later credit transfers within the programme.

Scope of Programme

The main subject area Media Technology mainly deals with developing new technologies for people and the Internet frequently makes the target audience an international one. Terms such as usable, user experience, target group customization, user-centered, accessibility, etc. are commonly used, thus the use of concepts such as sustainability, gender, diversity and internationalization become natural in the programme.

Quality Development

The programme is consistently evaluated on a yearly basis through written and verbal evaluation. Each course also includes a course evaluation. Summaries of course and programme evaluations are archived at the university.

Degree Certificate

Students who successfully pass the study programme can apply for a degree certificate. Students who have attended the programme Interactive Digital Media are eligible for the following degree:

Filosofie kandidatexamen med inriktning mot Interaktiva digitala medier
Huvudområde: Medieteknik

Bachelor of Science with specialization in Interactive Digital Media
Main field of study: Media Technology

The degree certificate is bilingual (Swedish/English). This certificate is also completed with a Diploma Supplement (in English).

Other Information

In some of the program courses, the students will be given the opportunity to participate in field trips, do internships in industries and studying abroad. These activities are optional, but for the students, charges may apply.