Programme: New Media Design, 180 credits

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This Bachelor programme aims to promote students' understanding and knowledge of how to design digital products and services, as well as how to communicate in such a way that they achieve costumer satisfaction and meet the user's needs. The purpose is also to clearly integrate current research in the relevant areas of the informatics field and specific skills relating to the design process, work models, and methods for concept development. The goal is that a graduate of this programme will possess both a holistic perspective and the skills that are necessary to be able to work within the digital media industry.

Before the industrial placement course during semester 6, the students will have taken the following courses:

Graphic Design
- Graphic design and visual communication
- Graphic design and visual communication II
- Web and interface design
- Motion Graphics
- Portfolio and visual presentation
- Marketing communication
- Digital marketing and social media

Marketing
- Marketing communication
- Digital marketing and social media

UX & Interaction design
- User studies
- Information architecture
- Development processes for digital media
- Interaction design

Web
- Client programming
- Applied web architecture
- Server programming

Miscellaneous
- Business planning and entrepreneurship
- Leadership and project management
- Project management of costumer oriented projects
- Scientific methods and communication
- Thesis project