IT-Universitetet
i København

Curriculum for the Bachelor Programme in Digital Media and Design at the IT University of Copenhagen

The curriculum of 1 August 2009
Revised on 17 March 2011 and on 20 December 2012

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Background

This curriculum for the Bachelor Programme in Digital Media and Design has been drawn up by the Board of Studies at the IT University of Copenhagen (in the following referred to as the Board of Studies ITU). The curriculum has been drawn up in compliance with the Executive Order on Bachelor's and Master´s (Candidatus) Programmes at Universities (the Order on Study Programmes) issued by the Ministry of Science, Technology and Innovation (Executive Order no. 814 of 29 June 2010).

Chapter 1

Academic profile of the programme

Objectives and academic profile of the programme

Section 1. The objectives of the Bachelor Programme in Digital Media and Design are to provide students with the scientific qualifications to independently reflect on and understand the relationship between people and digital media, and on the basis thereof to analyse, select, design and strategically use digital design and communication solutions across digital platforms. These objectives require that bachelors acquire broad academic knowledge within the fields of interaction design, media and communication and learn how to independently evaluate, select and use the relevant methods.

Subsection 2. Bachelors will be able to play an independent reflective role in professional digital design and media projects, including to analyse digital form and contents, to design interaction between users and artefacts and to work as constructive contributors in local as well as global collaborations, to communicate effectively and apply knowledge of target groups, platforms and media for digital IT design and communication solutions.

Subsection 3. Bachelors are qualified to hold posts in business and industry within design, communication, application and analysis of digital services, artefacts and digital media and to
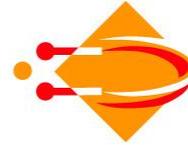
apply for admission to a Master's programme within digital media, interaction design, IT or communication.

Objectives for learning output

Section 2. On completion of the programme, the student must have attained the following learning output objectives. The learning output is divided into the categories knowledge, skills and competences; cf. the Danish Qualifications Framework for higher education. The *subject area* should be understood as the two fields 'interaction design' and 'digital media'.

Subsection 2. Knowledge and understanding

The bachelor must:

- have in-depth knowledge of the most important scientific theoretical basis and fields of study of the subject area
- have knowledge of the different scientific methods of analysis, design, development, production and evaluation within the subject area
- be able to describe and reflect on theory and method applied in academic work and communication
- be able to identify and describe aesthetic effects and modes of expression within digital media, experiences and design
- have and be able to use basic knowledge of digital technology, including software, hardware, electronics, communication and mobile platforms in connection with digital design and communication assignments
- be able to identify the social, cultural, organisational, ethical, legal and financial importance of digital media to selected target groups
- have knowledge of interaction, including be able to identify the most important theories within interaction design and interaction forms, application contexts and qualities, as well as sketching
- be able to describe the characteristics of digital media, using knowledge of digital culture and rhetorics, communication theory and forms of media
- have knowledge and an understanding of the basic aspects of academic and interdisciplinary collaboration in local and global contexts

Subsection 3. Skills

The bachelor must:

- be able to describe, analyse, reflect on and develop contents and modes of expression in digital media
- be able to design interactive systems, artefacts, communication and services based on physical as well as graphical user interfaces
- be able to implement concept development focusing on innovation and business potential
- be able to apply theory to strengthen and reflect on own design practice and media understanding
- be able to use and tailor different methods in order to understand, communicate in and provide design(s) for different application contexts and media and to evaluate selected designs and concepts
- be able to design interactive prototypes, digital as well as physical, at script level
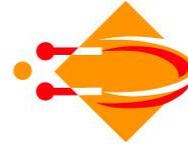
- be able to use and tailor different design methods, taking into consideration application context and target group
- be able to communicate and discuss own ideas, concepts and designs visually, orally and in writing in academic as well as business-related contexts
- be able to plan strategic communication on the basis of target group and media analysis
- be able to enter into academic and interdisciplinary collaborations in local and global contexts

Subsection 4. Competences

The bachelor must:

- be able to handle complex and development-related situations in study and work contexts
- be able to translate an analysis into specific strategies in design and communication, using digital media
- be able to independently select and use the relevant prototyping tools
- be able to use digital rhetorical instruments and aesthetic effects in strategic communication contexts
- be able to translate concepts and innovation into sustainable social and commercial projects
- be able to select and apply relevant tools in target group analysis, design, development and implementation of digital products
- be able to independently enter into academic and interdisciplinary collaborations, taking an academic approach in local as well as global contexts
- be able to coordinate and develop projects within interactive systems, artefacts and services
- be able to identify his or her own learning needs and structure his or her own learning in different work and learning environments

Chapter 2

Duration and titles of the programme

Duration

Section 3. The programme has a standard duration of 180 ECTS points. 60 ECTS points correspond to one year of full-time studies; cf. the Order on Study Programmes section 6, subsection 3.

Subsection 2. The programme must be concluded within five years. Under special circumstances, the IT University is entitled to grant exemptions from this regulation.

Subsection 3. The IT University may, without further notice, cease enrolment for students who have not been active in their study programme for a period of at least one year, cf. section 38 of the Order on Admission and Enrolment on Bachelor's and Master's (Candidatus) Programmes at Universities (the Admission Order) issued by the Ministry of Science, Innovation and Higher Education (Executive Order no. 233 of 24 March 2011). Under special circumstances, the IT University is entitled to grant exemptions from this regulation, cf. the Admission Order section 38, subsection 3.
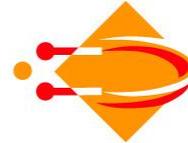
Subsection 4. A student, who does not pass examinations corresponding to at least 7.5 ECTS points within a consecutive period of one year, is not active in his or her study programme.

<p align="center">*Titles*</p>

Section 4. A student, who has completed the programme, has the right to use the title Bachelor (BSc) i digitale medier og design.

Subsection 2. The title in English is Bachelor of Science (BSc) in Digital Media and Design.

<p align="center">**Chapter 3**</p>

<p align="center">**Admission requirements and conditions**</p>

<p align="center">*Admission requirements*</p>

Section 5. Admission to the programme is conditional upon the applicant having successfully completed an upper secondary programme. Furthermore, the applicant must meet admission area and programme specific requirements, including the IT University's requirements with regard to marks.

Subsection 2. The admission area and programme specific requirements, cf. annex to the Admission Order, are A-level Danish, B-level English and B-level mathematics.

Subsection 3. The IT University has defined the following requirements with regard to marks:
- A-level Danish, no requirements with regard to marks (it is a requirement, however, that the student has passed the discipline).
- B-level English with a minimum average of 6 on the 7-point marking scale of the marks in the discipline that appear from the examination certificate.
- B-level mathematics with a minimum average of 6 on the 7-point marking scale of the marks in the discipline that appear from the examination certificate.

Subsection 4. The admission area and programme specific admission requirements are published on the admission portal of the Ministry of Education (www.optagelse.dk) and on the IT University's website (www.itu.dk).

Subsection 5. The IT University has the authority to grant admission to applicants, who do not meet the requirements in subsections 1 -3, but who, on the basis of a concrete assessment, are considered to have academic qualifications that are comparable to these requirements. The University makes an individual assessment of the individual applicant. The university may require supplementary tests; cf. section 8 of the Admission Order.

<p align="center">*Conditions of admission*</p>

Section 6. Meeting the admission requirements in section 5 is a necessity, but not sufficient for admission on its own.

Subsection 2. The IT University stipulates and publishes detailed rules for the criteria for admission of applicants via quota 2 if there are more qualified applicants, cf. section 5, than
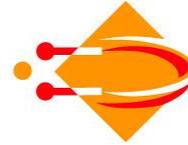
there are places available. The IT University publishes the criteria for selection on the university's website.

Chapter 4

Structure, content, etc.

Term structure

Section 7. An academic year consists of two terms: the autumn term and the spring term.

Programme structure

Section 8. The programme requires passes in *study activities* corresponding to a workload of 180 ECTS points.

Subsection 2. One term of full-time study consists of study activities worth 30 ECTS points.

Subsection 3. The programme comprises mandatory study activities worth 150 ECTS points, optional study activities worth 15 ECTS points, and a bachelor project worth 15 ECTS points.
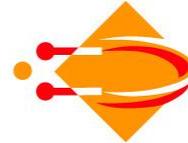
Subsection 4. The study activities listed below constitute the core elements of the programme and are worth 120 ECTS points.

- Media and communication theory (7.5 ECTS points)
- Interaction design: Genres and contexts (7.5 ECTS points)
- Digital culture and media (7.5 ECTS points)
- User surveys and quantitative methods (7.5 ECTS points)
- Digital material and interactive artefacts/social media (15 ECTS points)
- Digital experiences and aesthetics (7.5 ECTS points)
- Digital game design/network society (7.5 ECTS points)
- Co-design and quantitative methods (15 ECTS points)
- Context-based App design/Media production and modes of expression (7.5 ECTS points)
- Concept development with industry (15 ECTS points)
- Science and technology theory (7.5 ECTS points)
- Bachelor project (15 ECTS points)

Subsection 5. The study activities of the programme consist of *modules.* A module consists of a *course* and a *project* that are assessed, or of a course or a project that is assessed.

Subsection 6. The student may not complete study activities worth more than the prescribed 180 ECTS points.

Subsection 7. All study activities, including the bachelor project, are evaluated and assessed. If the student has been given the assessment *passed* or, as a minimum, been given mark 2, the study activity is considered passed.

Subsection 8. If a student fails to sit for an examination in study activities for which the student has been registered, the IT University is entitled to reduce, and in special cases even reallocate, the teaching resources devoted to the student.

Subsection 9. To take part in a study activity, a student must register in advance.

Subsection 10. When registering for study activities, it is the responsibility of the student to make sure that all requirements of his or her study programme can and will be met.

Structure of the programme

Section 9. Each term consists of two to four modules of either 7.5 ECTS points or 15 ECTS points, i.e. a total of 30 ECTS points.

Subsection 2. The modules appear in the table below. Courses and course descriptions are published in the course database on the IT University's website by the Board of Studies in advance of each term.

Term				
1	Academic Work and Communication	Web Design and Portfolio	Interaction Design: Genres and Contexts	Media and Communication Theory
2	User Surveys and Quantitative Methods	Digital Culture and Media	Digital Material and Interactive Artefacts	
			Digital Material and Social Media	
3	Co-design and Qualitative Methods		Digital Experience and Aesthetics	Designing Digital Play
				Network Society
4	Concept Development with Industry		Philosophy of Science and Technology	Context-based App-design
				Expressive Media
5	Qualitative Research Methods and Academic Communication		Elective	Elective
6	Bachelor Project		E-business and Entrepreneurship	Sustainable Futures

Track module: Interaction design
Track module: Media and communication
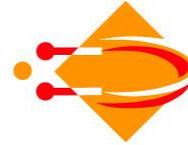
Section 10. The first term of the programme consists of mandatory modules, giving an introduction to the fields interaction design and media and communication. Moreover, students are given an introduction to communication and project work and to web design and programming principles.

Subsection 2. Through the track modules, the optional study activities, the concept development project, optional discipline in the course 'qualitative research methods and academic communication' and the bachelor project offer a high degree of freedom of choice in the subsequent programme terms, thus allowing the individual student to build his or her academic profile aiming towards either interaction design or media and communication.

Subsection 3. During the course of the programme, students are introduced to a number of digital tools that are integrated in the teaching.

Subsection 4. During the course of the programme, students will be able to adjust their academic profiles within either interaction design or media and communication by selecting track modules in the second, third and fourth terms.

Subsection 5. During the course of the programme, students take part in global collaboration(s).

Subsection 6. During the course of the programme, students take part in project activities.

Courses and projects

Section 11. During a *course*, students attend organised classes, which may include lectures, minor assignments, practical and theoretical exercises, oral presentations, home study, field trips, etc.

Subsection 2. The purpose of course activities is to provide students with knowledge, skills and competences within the subject-areas of the programme through lectures, exercises and minor assignments.

Subsection 3. A course may form an integrated part of a module or constitute a module in itself, cf. section 8, subsection 5.

Section 12. A *project* consists of targeted, independent learning under supervision.

Subsection 2. The purpose of project activities is that students apply knowledge to and use skills and competences within digital communication and design projects.

Subsection 3. A project may form an integrated part of a module or constitute a module in itself, cf. section 8, subsection 5.

Subsection 4. A project is normally done in groups of 2–6 students. Dependent on the nature of the project, the Board of Studies may grant permission for larger groups.

Subsection 5. A project which does not form an integrated part of a module is defined by a *project agreement*.
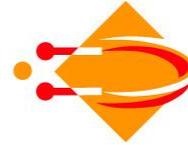
First year examination

Section 13. The first year examination comprises the modules 'Media and communication theory' and 'Interaction design: Genres and contexts' in the first term (for a total of 15 ECTS points) and either 'Digital material and interactive artefacts' or 'Digital material and social media' in the second term (15 ECTS points), a total of 30 ECTS points.

Subsection 2. Before the end of the first year of study, students must sit for examinations in the study activities which according to the curriculum constitute part of the first year examination. Sitting for examination means that the student's work can be assessed.

Subsection 3. In order to continue the programme, students must pass the first year examination not later than by the end of the second year of study after starting their studies.

Bachelor project

Section 14. Bachelor projects follow the same rules that apply to other project activities, cf. section 12. The following special conditions also apply to the bachelor project.

Subsection 2. The bachelor project must be worth 15 ECTS points.

Subsection 3. The bachelor project must be composed in the sixth term of the programme.

Subsection 4. The bachelor project must demonstrate that the student has acquired the qualifications to formulate, analyse and work with problems in a defined subject area that reflects the main focus of the programme, cf. the Order on Study Programmes section 14, subsection 5.

Subsection 5. The bachelor project is defined by a *project agreement.*

Subsection 6. The project agreement is prepared in collaboration with one or more supervisors. The Board of Studies approves the subject delimitation in accordance with subsection 5 and lays down a hand-in deadline for the bachelor project, cf. the Executive Order on Study Programmes section 14, subsection 5. The bachelor project is generally composed in a group of 2–3 students. The bachelor project is concluded with a written bachelor report and an individual, oral defence.

Subsection 7. The bachelor report must be composed in Danish or English. The report must include a summary in a foreign language that forms part of the total assessment, cf. section 24, subsection 2 of the Executive Order on Examinations in University Programmes (the Examination Order) issued by the Ministry of Science, Technology and Innovation (Executive Order no. 857 of 1 July 2010). If the report is written in Danish, the summary must be prepared in English. If the report is written in English, the summary should be prepared in Danish or English.

Subsection 8. The student's spelling and writing skills enter into the basis of the assessment of the bachelor project no matter in which language the report is written, however with the main emphasis being given to the academic contents, cf. the Examination Order section 24, subsection 1.

Subsection 9. Please also refer to the IT University's examination regulations.
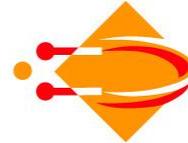
Study language

Section 15 In the first and the third year of study, most lectures are in Danish. Some courses may, however, be taught in English. For the whole of the second year of study, teaching and lectures will be given in English.

Subsection 2. Students must be able to read texts in English, participate actively in teaching conducted in the English language, and write and present assignments and projects in English. For the courses and project activities offered in English, examination will be in English.

Subsection 3. Students will be trained in making presentations in oral and written Danish and English.

Study trips abroad

Section 16. Credits for study trips abroad may be transferred to the programme. Credits for educational activities during a study trip abroad can be transferred as courses and/or projects, provided they meet the requirements, cf. sections 11 and 12.

Chapter 5

Examinations

Section 17. The IT University issues diplomas for the Bachelor Programme in Digital Media and Design. Examination of the programme is the responsibility of the examiners for Information Studies and Interactive Media Studies (IIM).

Subsection 2. The following rules apply for examinations:
- Executive Order on Examinations and Grading in University Programmes (the Examination Order).
- Executive Order on the Grading Scale and Other Forms of Assessment.

Subsection 3. With respect to issues regarding criteria for evaluation of achievement of goals for each study activity, reference is made to chapter 1 in the grading scale order.

Subsection 4. Please also refer to:
- The IT University's examination regulations.
- The IT University's rules and procedures for complaints.

Chapter 6

Miscellaneous regulations

Credit transfer

Section 18. Credits can be awarded for parts of the programme by credit transfer from other institutions, but only up to a maximum of 120 ECTS points.

Subsection 2. Credit transfers for study activities from other institutions require approval by the Board of Studies.
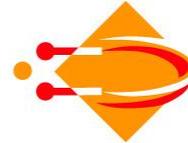
Subsection 3. The content of the activity for which the credit is transferred must correspond with the learning output objectives of the Bachelor Programme in Digital Media and Design, cf. section 2. Documentation must be presented as to the amount of ECTS points and assessment and to prove that the activity for which the credit is transferred corresponds to a bachelor's programme.

Exemptions

Section 19. When justified by special circumstances, the IT University is entitled to grant exemptions from the rules in the curriculum that have been laid down by the university and the university alone, cf. the Order on Study Programmes section 24, subsection 7.

Subsection 2. The entitlement to grant exemptions stipulated in subsection 1 is administered by the Board of Studies under its authority, cf. the Act on Universities section 18 issued by the Ministry of Science, Technology and Innovation (Act no. 754 of 17 June 2010).

Subsection 3. The Ministry of Science, Technology and Innovation is entitled to grant exemptions from the Order on Study Programmes if justified by special circumstances, unless otherwise stipulated in the provisions on the Board set out in the Act on Universities, cf. the Order on Study Programmes section 30.

Complaints

Section 20. As regards complaints, please refer to the IT University's rules and procedures for complaints.

Chapter 7

Date of commencement and transitional regulations

Section 21. This curriculum comes into force 1 August 2013 and applies to all students admitted to the Bachelor Programme in Digital Media and Design which starts in the autumn of 2013.

Subsection 2. Students who are enrolled under previous curriculums have the right to complete their programmes according to the curriculum under which they were enrolled, but may take part in study activities offered under the new curriculum. Examinations under the curriculum from 2009 will be held for the last time in 2017.

Subsection 3. Students, who are enrolled under previous curriculums, may apply to the Board of Studies ITU to complete the programme under the present curriculum if this can be done within a maximum of 180 ECTS points.

Subsection 4. When a new curriculum is published, or in the event of significant changes to this curriculum, transitional regulations will be set out in the curriculum.

Revision approved by the Board of Studies 11 December 2012