

**HYPER ISLAND**

# Course Curriculum Interactive Art Director 10 Stockholm

Valid from 2009-08-03

## 1. Group Dynamics and Self-Managing Leadership

KY-points: 15

### Delivery mode

Three-week module

Full-time

### Aim

The module's goal is to introduce students to the models and methods, both practical and theoretical, which are related to group dynamics, personal leadership, and team development, as well as problem and experience based learning. The goal is also to prepare students for the following year's course content and process. Amongst other subjects, the module will include a qualified team building and an introduction to PBL and the case method.

Grades: Pass/Fail

## 2. The Future Digital Industry

KY-points: 15

### Delivery mode

Three-week module

Full-time

### Aim

Future possibilities, business intelligence and new digital areas of application. Where are we five years from now? What will the branch look like? What type of digital platforms will exist? Students will be inspired to seek out answers to these questions during the module's three weeks.

Grades: Pass/Fail

## 3. Interactive User Experience

KY-points: 35

### Delivery mode

Seven-week module

Full-time

### Aim

The module focuses upon interactive client experiences, interaction design, HCI (Human, Computer Interaction), as well as user friendliness and behaviour regarding digital channels.

Grades: Pass/Fail

## 4. Advanced Interface Design

KY-points: 35

### Delivery mode

Seven-week module  
Full-time

### Aim

The module focuses upon development within interactive design for advanced interfaces. Students work with creative Flash programming and motion graphics. The module also contains 3D, future platforms, and further specialisation within typography, graphic design, and colour and form theory for digital media.

Grades: Pass/Fail

## 5. Client Design Strategy & Branding

KY-points: 20

### Delivery mode

Four-week module  
Full-time

### Aim

The module focuses upon design strategy, interaction design, digital brand construction, and visual communication. How do we use design as a competitive tool? How does a trademark earn money through design and digital packaging?

Grades: Pass/Fail

## 6. The Agency

KY-points: 30

### Delivery mode

Six-week module  
Full-time

### Aim

During the module's six weeks, students will start and run imaginary bureaus, developing ideas, concepts, and prototype work for clients. This includes design production, the sales process, market communication and strategy, entrepreneurship, time estimation, resource allocation and budgeting.

Grades: Pass/Fail

## 8. Industrial Placement

KY-points: 65

### Delivery mode

Thirteen-week module

Full-time

### Aim

The module's goal is to apply the learning, which has been generated during the previous modules. It will support students to further develop their specialised competence and skills for the role of interactive art director in the digital media branch.

Grades: Pass/Fail