

HYPER ISLAND

Course Curriculum Digital Media 11 Karlskrona

Valid from 2009-08-03

1. Group Dynamics and Self-Managing Leadership

KY-points: 15

Delivery mode

Three-week module

Full-time

Aim

This module introduces students to 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 plan and studies. The model will amongst other things include a qualified team building and an introduction to PBL and case method.

Grades: Pass/Fail

2. Information Society

KY-points: 15

Delivery mode

Three-week module

Full-time

Aim

This module introduces students to the digital world and the branch for which they are seeking to work. Methods include exercises in business intelligence and gathering information about branch companies, current products, services and trends.

Grades: Pass/Fail

3. Communication Skills

KY-points: 10

Delivery mode

Two-week module

Full-time

Aim

The Communication Skills module contains presentation technique, rhetoric, and the sales process. It aims at strengthening students' oral communication and presentation skills.

Grades: Pass/Fail

4. Experience Technology

KY-points: 20

Delivery mode

Four-week module
Full-time

Aim

This module focuses upon techniques and concepts. Its goal is to have students acquire a basic understanding about programming, technical possibilities and the role of a developer in projects that have a digital focus.

Grades: Pass/Fail

5. Concept and Development

KY-points: 20

Delivery mode

Four-week module
Full-time

Aim

The goal of this module is to have students create their own business plans, beginning with their own ideas and concepts. The module also contains subjects such as entrepreneurship, presentation technique, the sales process, and business development.

Grades: Pass/Fail

6. Visual Communication

KY-points: 20

Delivery mode

Four-week module
Full-time

Aim

The goal of this module is to have students acquire a basic understanding for trademark construction, visual communication, design strategy and design skills.

Grades: Pass/Fail

7. Portfolio

KY-points: 20

Delivery mode

Four-week module
Full-time

Aim

During the Portfolio module, students learn about needs analysis, concept development, digital communication solutions, marketing and PR-solutions in preparation for their LIA application.

Grades: Pass/Fail

8. Marketing and Promotion

KY-points: 15

Delivery mode

Three-week module
Full-time

Aim

The module's goal is to have students run a marketing campaign using digital media so they receive experience from all stages of such a project.

Grades: Pass/Fail

9. Specialisation 1

KY-points: 20

Delivery mode

Four-week module
Full-time

Aim

During the first specialisation module, students choose one area of specialisation within design, technique or business development and project leadership.

Grades: Pass/Fail

10. The Project Life Cycle

KY-points: 20

Delivery mode

Four-week module

Full-time

Aim

During the Project Life Cycle module, students work in sharp projects for external clients.

The module includes client care, the sales process, project and production methods, digital communication solutions, marketing and quality control.

Grades: Pass/Fail

11. Specialisation 2

KY-points: 25

Delivery mode

Five-week module

Full-time

Aim

During the second specialisation module, students choose an advanced course of design, technique or business development and project leadership.

Grades: Pass/Fail

12. The Industry Project

KY-points: 30

Delivery mode

Six-week module

Full-time

Aim

During the Industry Project module, students create imaginary companies, which they run during six weeks. The module includes market communication and strategy, the sales process, organisational development, entrepreneurship, time estimation, resource allocation, client care, and budgeting.

Grades: Pass/Fail

13. Final Project

KY-points: 70

Delivery mode

Fourteen-week module
Full-time

Aim

During 14 weeks, students will work on specialisation within respective areas of digital media as part of a final examination project and the marketing of the same.

Grades: Pass/Fail

14. Industrial Placement 1

KY-points: 70

Delivery mode

Fourteen-week module
Full-time

Aim

During the second LIA period, students will receive special competence by developing and generating deeper understanding, experience and skills within their respective specialisations.

Grades: Pass/Fail

15. Industrial Placement 2

KY-points: 70

Delivery mode

Fourteen-week module
Full-time

Aim

During the second LIA period, students will receive special competence by developing and generating deeper understanding, experience and skills within their respective specialisations.

Grades: Pass/Fail