

Specialisation

Timing: 2nd year of study **Scope:** 15 ECTS

Content: This course enables students to design and carry out an individual learning journey within a self-chosen topic relevant to the multimedia design industry. Students define their own specialisation focus, create learning goals, identify emerging trends, industry needs, and professional aspirations.

Through structured exploration, students will develop a learning plan and gather relevant resources to gain deep insights into their chosen topic. The outcome will be a documented and reflected process, alongside the creation of digital media products that showcase the acquired competencies.

As part of the course, students will develop an individual portfolio website. The primary purpose of this site is to support internship applications during the semester by professionally showcasing the student's skills and profile. In addition, the portfolio will function as a curated collection of the digital products created during the specialisation process.

Students will be expected to demonstrate critical thinking in selecting and applying industry-relevant tools, theories and methods and show the ability to self-direct their learning and production process.

Learning objectives:

Knowledge

The student must have knowledge of:

- The relevance and role of the chosen topic in the multimedia industry
- Key trends, challenges, and opportunities within the chosen topic
- Commonly used theories, tools, and workflows associated with the topic

Skills

The student can:

- Define learning goals and plan an individual specialisation process
- Gather, evaluate and synthesise relevant sources and materials
- Apply relevant theories, methods and tools in the production of digital products
- Reflect on their development of professional knowledge and skills
- Communicate the value and relevance of the chosen specialisation area

Competencies

The student can:

- Independently acquire new knowledge, skills and competencies within their chosen topic
- Apply newly acquired knowledge and skills to create relevant digital products

The examination

This is an internal individual exam based on the student's documentation of the learning process and digital production. The assessment follows the 7-point grading scale.

Deliverables for exam

Each student must submit:

- A video (max. 8 minutes) reflecting on their learning process and showcasing the produced digital work
- An individual portfolio (hosted online) presenting the outcome of the specialization
- A logbook (PDF, URL, or shared document) documenting learning activities and reflections throughout the process

Prerequisites

- The chosen topic must be approved by the lecturers
- The portfolio must be published on a live domain
- The logbook must adequately reflect the invested time and effort

Assessment

The examination is internal and assessed according to the 7-point grading scale. A single grade will be awarded based on an overall evaluation of:

- The fulfilment of the learning objectives
- The quality and relevance of the produced digital products
- The student's ability to reflect critically on their learning journey
- The coherence and professionalism of the portfolio website
- How well the student has met their individually defined learning goals

Students are evaluated both on their process and final output, with particular attention given to the alignment between the student's personal objectives and the demonstrated outcomes.

Digital marketing

Timing: 2nd year of study **Scope:** 10 ECTS

Content: This course focuses on the development and execution of a strategic digital marketing campaign based on multimedia design competencies. Students will apply and build upon existing skills in content creation, UX design, CMS, and front-end development to plan, produce, and publish data-informed marketing content across digital platforms. A key aspect of this process will be the application of **design thinking** as an approach to creating effective and user-centered digital marketing campaigns.

The students will create a design system that ensures consistency, scalability, and which would enable a seamless handover. Students will use a CMS to manage and distribute content and work iteratively with testing and optimization using both qualitative methods as well as considering KPI's and setting up analytics.

Students will critically assess the use of AI in content production — balancing productivity gains with ethical, legal, and creative considerations.

Learning objectives:

Knowledge

The student must have knowledge of:

- Digital marketing campaign structure, strategy and key performance indicators (KPIs)
- Design thinking principles for developing digital marketing campaigns
- Content planning and delivery across web and social platforms
- Design systems for scalable and consistent marketing communication
- CMS capabilities for structured content management and publication
- Qualitative and quantitative methods for testing and optimizing content
- Legal and ethical considerations in marketing
- Use of AI tools in content creation and associated limitations and risks

Skills

The student can:

- Combine strategy, user insight, and design into a cohesive campaign, applying a design thinking approach
- Produce high-quality content in alignment with strategic campaign objectives
- Design and implement a modular design system for cross-platform marketing content
- Set up, manage and publish content using a CMS
- Apply analytics/testing to improve content performance
- Communicate campaign rationale, system design and performance outcomes to stakeholders
- Apply AI tools in content creation and critically reflect on their output and use

Competencies

The student can:

- Plan and execute a digital marketing campaign that integrates strategic objectives with user insights and content design in a coherent and goal-oriented way
- Manage an iterative development process, using testing and analytics to make informed decisions about content performance and improvements
- Structure and document a campaign setup to support scalability and effective handover to stakeholders or collaborators

- Assess and address ethical, legal, and creative implications of using AI tools and user data in marketing communication
- Critically evaluate how campaign decisions support business goals and engage target audiences based on strategic, visual and content-related considerations

The examination

This is an individual oral exam based upon handed-in digital productions, a group presentation, and an individual examination. It is assessed internally according to the 7-point scale.

The form of the examination is as follows:

- A group presentation, a maximum of 5 minutes per group member is allotted
- Individual examination of 15 minutes per student
- 5 minutes per student for evaluation and feedback

Groups can have a maximum of 3 people. Exemption from this rule can be granted, if a well-founded request in writing is sent to the institution.

Deliverables for exam

Students must hand in the following group-based products:

The digital products:

- A digital content plan and selected campaign materials (visuals, copy, video, etc.)
- A CMS-based website/blog/microsite with campaign content published
- A Figma-based design system, clearly documented and structured for handover

Report:

The report must have a maximum of 10 pages per group, plus 5 pages per additional group member (2 members: maximum 15 pages - 3 members: maximum 20 pages).

- The title page must include the links for any online version of the products
- All requirements in 'Guide to report writing' must be fulfilled