

Communication and Multimedia Design

Minor User Experience Design

Minor Design Thinking and Doing



Experience Communication and Multimedia Design in Amsterdam!

Communication and Multimedia Design Amsterdam puts design at the core of its program. It sets out to help students learn how to think and act like designers, and aims to give its interactive media design graduates the best possible preparation for today's – and tomorrow's – professional practice.

At CMD Amsterdam students will learn to use 'design thinking and doing' to develop interactive products and services such as websites, mobile sites, mobile apps, web apps and interactive installations. Throughout the study, students have the opportunity to follow their personal interests in one of the five profiles we offer: interaction design, visual interface design, frontend development, project management and content management.

In the third year we offer two international minors: User Experience Design (UXD) and Design Thinking & Doing (DT&D). These minors are open to both CMD students as well as students from our international partners. The minors start in February 2015 and finish in July 2015. In this brochure we present an overview of these minors.



Amsterdam University of Applied Sciences



```
graph TD; A[Amsterdam University of Applied Sciences] --- B[School of Economics & Management]; A --- C[School of Education]; A --- D[School of Health Professions]; A --- E[School of Social Work & Law]; A --- F[School of Sports & Nutrition]; A --- G[School of Technology]; A --- H[School of Digital Media & Creative Industries]; H --- I[Communication and Multimedia Design (CMD)]; H --- J[Amsterdam Fashion Institute (AMFI)]; H --- K[Information & Communication Technology (ICT)]; H --- L[Media, Information & Communication (MIC)];
```

School of Economics & Management

School of Education

School of Health Professions

School of Social Work & Law

School of Sports & Nutrition

School of Technology

School of Digital Media & Creative Industries

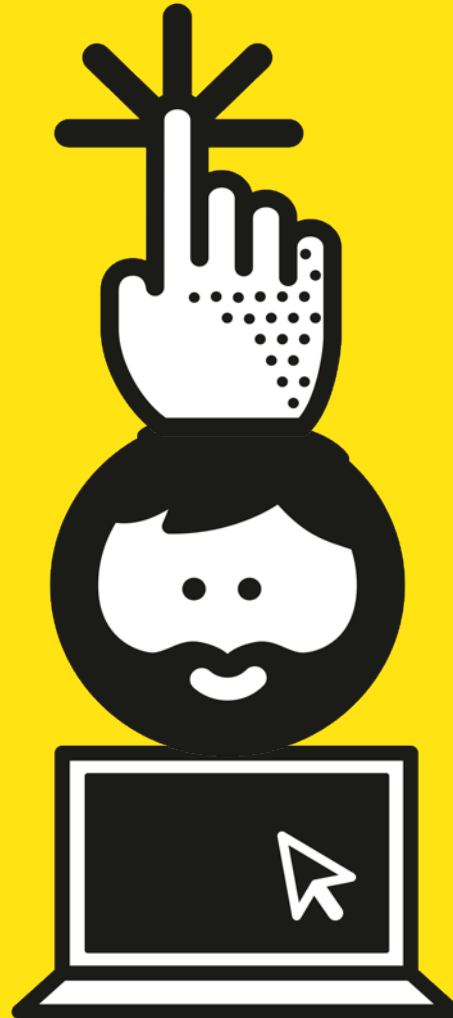
Communication and Multimedia Design (CMD)

Amsterdam Fashion Institute (AMFI)

Information & Communication Technology (ICT)

Media, Information & Communication (MIC)

Minor User Experience Design



Description



As interactive media becomes an increasingly normal part of everyday life, more and more organizations are using the web and mobile internet to deliver products, services and information to customers, employees and other stakeholders. One consequence of this trend is that today the user interface for products / services must be seen as a central part of the user experience offered by an organization. Poorly designed interfaces negatively affect the user experience; while a well designed one can contribute to a positive experience with that organization.

The minor User Experience Design (UXD) aims to help you design web and mobile interfaces that are a positive experience to use in themselves and which also that make a positive contribution to the user's overall experience with the organization provides the product / service via the interface. Through the use of simulations and real-world assignments you will learn to research, understand and design solutions for complex user experience design problems at both a strategic level and at the level of the user interface.

This minor is especially suitable for Communication and Multimedia Design (CMD) students with ambitions in the area of user experience- and/or interaction design. If you are creative and analytical, and you enjoyed courses such as HCI, Information Architecture, Models & Processes, Design Research, Front-end, Evidence Based Design, Visual Interface Design, Prototyping, Design & Interaction and Service Design then this would be good minor for you.

Non-CMD Amsterdam students from within HvA and from our partner schools outside The Netherlands are also welcome to join this minor as long as they can demonstrate that they have sufficient knowledge, skills and experience in design and design research.

The minor will consist of the following elements:

(Element - number of ECTS)

User experience: Theoretical foundations – 9 ECTS

The craft of user experience design – 9 ECTS

Individual UX project – 9 ECTS

Coaching – 3 ECTS



Department offering minor: Communication and Multimedia Design

Semester: 2 (Feb – June)

Open to:

Students Communication and Multimedia Design (CMD) at the Amsterdam University of Applied Sciences.

Students from other courses within HvA *and* from partner schools outside The Netherlands are welcome provided they come from a course with a strong design / digital technology element such communication & multimedia design, (digital) media design, media technology, interaction design, game design, communication systems, art & technology, informatics and graphic design.



Entry requirements:

Students from CMD at the Amsterdam University of Applied Sciences

You should have scored at least a 7.0 or higher for at least four of the following CMD courses: Information Architecture, Research for Design, DFI: Models & Processes, Frontend Development, Evidence Based Design, Prototyping for Interaction and/or Design & Interaction.

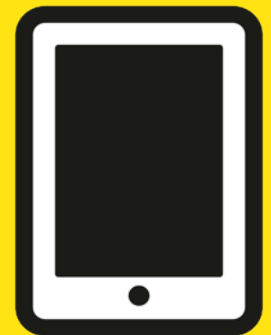
If you do not meet the above criteria and still want to follow this minor, then you should write a motivation letter and send this with a link to your digital portfolio. You will be invited for a portfolio meeting with one of our tutors to discuss your goals and motivation.

Students from other courses inside & outside The Netherlands

We ask you to write a motivation letter and send this together with a link to a portfolio of your work. You will be invited for a portfolio meeting with one of the tutors on the minor either here in Amsterdam or via Skype.

All students:

You should write and speak good English and be able to read and understand university-level English texts quickly and thoroughly.



Minor User Experience Design

Contact:

HvA & students from Dutch universities of applied sciences:
Mr. Charlie Mulholland, email: c.mulholland@hva.nl

Students from CMD partner schools outside The Netherlands:
Mr. Mattijs Blekemolen m.blekemolen@hva.nl

More information about CMD:
www.cmd-amsterdam.nl/english



Minor Design Thinking & Doing



Description



We live in a complex and fast moving world where one of the few things we can be certain of is that things will change and change quickly. For organizations, be they profit, non-profit, governmental or educational, this has meant that traditional approaches to dealing with problems and taking advantage of opportunities are not enough. Doing the same thing, only better, is no longer an option. When the future is uncertain and change occurs rapidly the problems faced by organizations are hard to define clearly. Developing and implementing sustainable solutions to such problems requires creativity and innovation.

In recent years *design thinking* is one approach to this problem that has caught the attention of professionals and academics alike. It is an approach that involves using designers and/or designerly ways of thinking and doing to develop solutions that allow organizations to deal with an uncertain future in a sustainable way. Rather than just being used to design new products or way of communicating with customers, organizations use designerly approaches to help them navigate through and succeed in a complex and rapidly changing world.

The minor Design Thinking & Doing offers you the chance to develop yourself as a *design thinker*. You will learn to think about problems and implement effective and sustainable solutions to the problems faced by today's organizations.



What you'll be doing (1/3)

We believe that the fundamental aim of design thinking is action to improve things for people. Our goal therefore is to ensure that you do not simply learn about design thinking, but actually experience doing it. To achieve this we will use a project-based learning approach that allows you to learn to both think and act in designerly ways.

The main body of the minor will consist of three projects. You will work in small multi-disciplinary teams to solve complex, ill-defined and real-world problems where you will be supported in a number of ways:

Coaching

Experienced project coaches will act as your sounding board and guide as well as an important source of feedback during each project. They will listen to your ideas and plans, assist you in identifying the knowledge, skills and tools you require, and provide you with regular feedback on your approach, ideas and progress. In addition coaches will play a key role in assessment.

Consultation

A number of tutors from the Communication and Multimedia Design course will act as consultants with expertise that you can use throughout the minor. These consultants will help you locate the knowledge, skills and tools you need and where necessary arrange formal teaching via workshops, seminars, guest speakers, company visits and other approaches.





What you'll be doing (2/3)

Seminars & workshops

In general you will be expected to work with your coaches to identify the knowledge, skills and tools you require and locate it yourself or via the consultants. However, there are three areas that we believe require more support in the form of seminars and workshops:

Sketching & modeling: an essential part of designing is the ability to make problems, ideas and solutions tangible to stakeholders. To this end you will have the opportunity to take part in sketching and modeling workshops throughout the minor. We will begin with an intensive sketching workshop during the kick-off week.

Design theory & methods: in the first ten weeks of the minor there will be a weekly seminar covering basic theories of design, design thinking and essential design methods. The purpose of these seminars will be to develop a common vocabulary and understanding between students from different disciplines and backgrounds.

Creative facilitation: design thinking involves working closely with stakeholders, such as users and clients, to understand problems and co-create solutions. Workshops in creative facilitation will help you prepare for and manage these stakeholder sessions to maximize their usefulness while minimizing the risks.

What you'll be doing (3/3)

Feedback: Feedback is an essential part of design and designing, and it will be one of your main learning tools throughout the minor. You will receive and actively look for feedback not just from coaches, but also from among others fellow students, users, clients, experts and yourself. You will also give feedback to other students and teams. To facilitate this we will run weekly design critiques during the projects and each project will be rounded off with a reflection week. In addition you will maintain a portfolio of reflective practice and learning throughout the minor, which will form a major part of your assessment.

What you can expect

The minor Design Thinking & Doing will provide you with an enjoyable and rewarding experience where you will discover how design and design thinking can be used to improve the world for people and how you can be a part of this. We will create an environment that allows you to set your own learning goals and supports you in achieving these. You can expect to be challenged, at times confused and often uncertain, but with the support of coaches, experts, your fellow students and reflective practice, you will learn to take the risks necessary to develop solutions to complex problems and learn while doing so.



The minor will consist of the following elements:

(Element - number of ECTS – assessment form)

Kick-off & design challenges – 2 ECTS – portfolio

Project 1 – 2 ECTS – 360-degree feedback, portfolio

Project 2 – 3 ECTS – 360-degree feedback, portfolio

Project 3 – 8 ECTS – 360-degree feedback, product, portfolio

Sketching & modeling – 5 ECTS – portfolio

Design theory & methods – 4 ECTS – portfolio

Creative facilitation – 4 ECTS – 360-degree feedback, portfolio

Personal development – 2 ECTS – presentation x 2

Minimum number of students: 24

Maximum number of students: 32

Department offering minor: Communication and Multimedia Design

Semester: 2



Open to:

This minor is open for all students within the School of Digital media and Creative Industries (Amsterdam University of Applied Sciences) and courses in institutes outside The Netherlands with a partnership agreement with our school.

Our aim is for you to work in multi-disciplinary teams and so we encourage applications from any student within our school and partner courses outside The Netherlands. However, given the nature of design thinking and the approach we are using, the following personal characteristics are important:

Openness

Curiosity

Strong analytical skills

Empathy

Excellent team-work

Ability to reflect on and learn from practice

Ability to use theory in practice

Independent learner



In addition you should write and speak good English and be able to read and understand university-level English texts quickly and thoroughly. We will use a selection procedure with a practical assignment and an interview

Minor Design Thinking & Doing

Contact:

HvA & students from Dutch universities of applied sciences:
Mr. Charlie Mulholland, email: c.mulholland@hva.nl

Students from CMD partner schools outside The Netherlands:
Mr. Mattijs Blekemolen m.blekemolen@hva.nl

More information about CMD:
www.cmd-amsterdam.nl/english

