

# Cross media communication and design

## About the course

subject	Kommunikation / Strategisk kommunikation og digitale medier
activitytype	master course
Teaching language	English
Registration	<p>Tilmelding sker via <a href="#">STADS-Selvbetjening</a> indenfor annonceret tilmeldingsperiode, som du kan se på <a href="#">Studieadministrationens hjemmeside</a></p> <p>Når du tilmelder dig kurset, skal du være opmærksom på, om der er sammenfald i tidspunktet for kursusafholdelse og eksamen med andre kurser, du har valgt. Uddannelsesplanlægningen tager udgangspunkt i, at det er muligt at gennemføre et anbefalet studieforløb uden overlap. Men omkring valgfrie elementer og studieplaner som går ud over de anbefalede studieforløb, kan der forekomme overlap, alt efter hvilke kurser du vælger.</p> <p>Registration through <a href="#">STADS-Selvbetjening</a> within the announced registration period, as you can see on the <a href="#">Studyadministration homepage</a>.</p> <p>When registering for courses, please be aware of the potential conflicts between courses or exam dates on courses. The planning of course activities at Roskilde University is based on the recommended study programs which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Detailed description of content	<p>This course will introduce students to contemporary media theory with a focus on the interconnectedness of media and forms of communication in today's complex mediascape. It will provide students with a vocabulary and a set of concepts with which to describe, analyse and critically reflect upon the complex media-related phenomena and practices they will often find themselves faced with as communication professionals in an increasingly mediatized world. The theoretical perspective framing the course will be "cross-media communication", an emerging field in Media Studies.</p> <p>In addition to introducing these media theoretical aspects, the course will include a practical dimension, where theory will be grounded in concrete practice. Throughout the course, students will work on developing and refining an idea (an outline or sketch) for a cross media service following the principles of user-centered design (UCD). A design professional will teach four out of twelve lectures, introducing students to conceptual product development and helping facilitate the design and development process.</p> <p>The content of the design lectures will to a large extent be hands-on development work in permanent groups, where each lecture builds directly on the work produced in previous lectures. This means that students will need to attend class in order to get the full benefit of the course.</p>
Expected work effort (ECTS-declaration)	<p>The expected workload in relation to the course is 270 hours (1 ECTS point = 27 work hours):</p> <p>11 x 4 hours of confrontation divided between lectures and assignments</p> <p>12 hours of preparation per confrontation, which includes reading the course curriculum and solving home assignments</p> <p>80 hours for the exam including preparation</p> <p>14 hours of different activities such as evaluation, introduction to the semester etc.</p>
Evaluation- and feedback forms	<p>The student(s) will receive teacher and peer feedback in class discussions, exercises and group work. In addition, the student(s) receives feedback from the teacher in connection with the exam. This feedback will focus on weaknesses and strengths of the student work.</p> <p>Every 3rd year, a formal evaluation takes place. The evaluation takes the form of a digital questionnaire that is sent to the head of studies as well as the study board.</p> <p>The teacher may carry out their own informal evaluation (during or after the course). Informal evaluations stay with the teacher unless they find it relevant to share it with the head of studies.</p>
Administration of exams	IKH Studyadministration ( <a href="mailto:ikh-studyadministration@ruc.dk">ikh-studyadministration@ruc.dk</a> )
Responsible for the activity	Troels Fibæk Bertel ( <a href="mailto:tfibertel@ruc.dk">tfibertel@ruc.dk</a> )
ECTS	10

Learning outcomes and assessment criteria	<ul style="list-style-type: none"> <li>• Knowledge and understanding of a specific subject area in the field of communication, information and media, including having knowledge and understanding of the common practices in relation to th subject area</li> <li>• Knowledge and understanding of current theories relevant to the subject area, including knowledge of essential communications concepts and terms</li> <li>• Knowledge and understanding of current methods used to study the subject area</li> <li>• Skills in being able to apply relevant theory to a specific communications-related research questio</li> <li>• Skills in being able to use appropriate methods to study communications-related research questions</li> <li>• Skills in being able to translate analyses and knowledge and understanding to a practical communications-related context</li> <li>• Competences in independently being able to take responsibility for one's own professional development and specialisation within the subject area</li> </ul>
Overall content	The course includes presentations and critical discussions as well as the testing the of knowledge about and understanding of a defined subject area within the field of communications, including presentations and discussions of concepts, theories and investigative methods
Teaching and working methods	The course consists of a mix of lectures and discussions, and it can include group work, homework and peer feedback. It is structured around a number of themes that will be presented at the start of the course
Type of activity	Elective course
Form of examination (p3)	<p>Individual portfolio consisting of written products and other types of products.</p> <p>The portfolio consists of maximum 10 (the exact number is determined by the lecturer based on an academic assessment of the student's subject) products, that wholly or partially are developed during the course. The products are e.g. answers to exercises, an outline for a presentation, written feedback, written reflections and written assignments, wiki-inputs, sound productions and visual productions.. The preparation of the products may be subject to time limits.</p> <p>The total character limit of portfolio incl. the written products is 4,800-36,000 characters, including spaces. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The portfolio's specific products and the (if relevant) recommended size (character limits) for the individual products are made public on study.ruc.dk before the course begins.</p> <p>The entire portfolio must be handed in at the same time (uploaded to eksamen.ruc.dk). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to eksamen.ruc.dk. Furthermore, the assignment must document that the student possesses a confident mastery of written English, including grammar and linguistic correctness. The submission deadline will be announced on study.ruc.dk before the course begins.</p> <p>The assessment is individual and based on the entire portfolio.</p> <p>Assessment: 7-point grading scale.</p>
Form of Re-examination (p3)	Samme som ordinær eksamen
Exam code(s)	Exam code(s) : U41314

## Course days:

**Hold: 1**

## Cross Media Communication and Design (KOMM)

time	10-09-2020 08:15 til 10-09-2020 12:00
location	46.3-042 - teorirum (74)
Teacher	Troels Fibæk Bertel ( tfbertel@ruc.dk )

## Cross Media Communication and Design (KOMM)

time	17-09-2020 08:15 til 17-09-2020 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	40.2-016 - workshoplokale (20)
Teacher	Troels Fibæk Bertel ( tfbertel@ruc.dk )

## Cross Media Communication and Design (KOMM)

time	24-09-2020 08:15 til 24-09-2020 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel ( tfbertel@ruc.dk )

## Cross Media Communication and Design (KOMM)

time	01-10-2020 08:15 til 01-10-2020 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel ( tfbertel@ruc.dk )

## Cross Media Communication and Design (KOMM)

time	08-10-2020 08:15 til 08-10-2020 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel ( tfbertel@ruc.dk )

## Cross Media Communication and Design (KOMM)

time	22-10-2020 08:15 til 22-10-2020 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel ( tfbertel@ruc.dk )

## Cross Media Communication and Design (KOMM)

time	27-10-2020 08:15 til 27-10-2020 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel ( tfbertel@ruc.dk )

## Cross Media Communication and Design (KOMM)

time 29-10-2020 08:15 til  
29-10-2020 12:00

location 40.3-25 - undervisningslokale (50)

Teacher Troels Fibæk Bertel ( [tfbertel@ruc.dk](mailto:tfbertel@ruc.dk) )

## Cross Media Communication and Design (KOMM)

time 03-11-2020 08:15 til  
03-11-2020 12:00

location 40.3-25 - undervisningslokale (50)

Teacher Troels Fibæk Bertel ( [tfbertel@ruc.dk](mailto:tfbertel@ruc.dk) )

## Cross Media Communication and Design (KOMM)

time 05-11-2020 08:15 til  
05-11-2020 12:00

location 40.3-25 - undervisningslokale (50)

Teacher Troels Fibæk Bertel ( [tfbertel@ruc.dk](mailto:tfbertel@ruc.dk) )

## Cross Media Communication and Design (KOMM)

time 10-11-2020 08:15 til  
10-11-2020 12:00

location 40.3-25 - undervisningslokale (50)

Teacher Troels Fibæk Bertel ( [tfbertel@ruc.dk](mailto:tfbertel@ruc.dk) )

## Cross Media Communication and Design (KOMM)

time 12-11-2020 08:15 til  
12-11-2020 12:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 44.2-40 - theory room (hybridlokale) (45)

Teacher Troels Fibæk Bertel ( [tfbertel@ruc.dk](mailto:tfbertel@ruc.dk) )

## Cross Media Communication and Design - Exam (KOMM)

time 20-11-2020 10:00 til  
20-11-2020 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

## Cross Media Communication and Design - Reexam (KOMM)

time	15-01-2021 10:00 til 15-01-2021 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt