Elective course: Cross Media Communication and Design

Title	Elective course: Cross Media Communication and Design
Semester	E2022
Master programme in	Kommunikation / Kommunikation / Media and Communication
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at [ruc.dk](ruc.dk)

REGISTRATION AND STUDY ADMINISTRATIVE

Registration	Registration is through stads selvbetjeningwithin the announced registration period, as you can see on the Studyadministration homepage. When registering for study activities, please be aware of the potential conflicts between study activities or exam dates. The planning of 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.
Number of participants	
ECTS	10
Responsible for the activity	Troels Fibæk Bertel (tfbertel@ruc.dk)
Head of study	Chris Peters (cpeters@ruc.dk)
Teachers	
Study administration	IKH Studieadministration (ikh-studieadministration@ruc.dk)
Exam code(s)	U60143

ACADEMIC CONTENT

Overall objective	The course contains presentation and critical discussion as well as testing knowledge of a defined media and communication subject area/field of activity, including presentation and discussion of current concepts, theories, and research methods, possibly in collaboration with practitioners within the field.

Detailed description of content	Students from SKDM who have previously taken the course in "Design og designprocesser" should not take the course on "Cross Media Communication & Design" as these courses are very similar.

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.

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.

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. |
| Course material and Reading list | |
| Overall plan and expected work effort | The total study effort for the student (ECTS points converted into hours) = 270 hours. The hours are divided as follows:

- Course teaching: 48 hours
- Preparation: 120 hours
- Exam: 80 hours
- Other activities: 22 hours (semester start, literature search, etc. |
Format	In principle, teaching activities take place on campus. The teaching can be arranged so that one or more activities take place elsewhere than at Roskilde University. This can also be online.
Evaluation and feedback	Evaluation will be based on the evaluation practice of the study board.
Programme	

ASSESSMENT

Overall learning outcomes	At the end of the course, the student is able to:

- Demonstrate in-depth knowledge of a defined subject area/ field of activity within media and communication, including nuanced knowledge of common production and project work methods in relation to the subject area. |

	- Identify and account for current theories of relevance to the subject area/field of activity, including understanding of significant communication professional issues. - Develop, organize and present a specific communication production or project relevant to the subject area/field of activity. - Independently and reflectively translate theoretical perspectives and methodological approaches into a concrete communication professional practice. - Independently take responsibility for one's own professional development.
Form of examination	Individual portfolio exam The character limit of the portfolio is 24,000-48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. The portfolio is written completely or partially during the course. 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. Assessment: Pass/Fail.
Form of Re-examination	Individual portfolio exam The character limit of the portfolio is 24,000-48,000 characters, including spaces. Examples of written products are exercise responses, talking points for presentations, written feedback, reflections, written assignments. The preparation of the products may be subject to time limits. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. The portfolio is written after the course has ended. 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. Assessment: Pass/Fail.
Type of examination in special cases	
Examination and assessment criteria	Prøven er en individuel portfolio. Portfolien skal opfylde alle formelle krav og i bedømmelsen lægges der vægt på i hvor høj grad den studerende - demonstrerer dybdegående viden om valgkursets emneområde/virkefelt, herunder nuanceret kendskab til gængse praksisformer

- viser evnen til at identificere og anvende aktuelle teorier og metoder af relevans for emneområdet/virkefeltet, herunder forståelse for væsentlige kommunikationsfaglige begreber
- reflekteret kan omsætte teoretiske perspektiver og metodiske tilgange til en konkret kommunikationsfaglig praksis
- kan udvikle, tilrettelægge og præsentere konkrete kommunikationsproduktioner eller -projekter med relevans for området og med brug af adækvate kommunikations- og formidlingsformer.

Exam code(s)   Exam code(s) : U60143

Course days:

Hold: 1

Cross Media Communication and Design (KOMM)

time	08-09-2022 08:15 til 08-09-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	15-09-2022 08:15 til 15-09-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	22-09-2022 08:15 til 22-09-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	29-09-2022 08:15 til 29-09-2022 12:00
location	42.2-37 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	06-10-2022 08:15 til 06-10-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	13-10-2022 08:15 til 13-10-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	27-10-2022 08:15 til 27-10-2022 12:00
location	40.2-25 - teorirum (foldedør ud til kantineområdet) (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	03-11-2022 08:15 til 03-11-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	10-11-2022 08:15 til 10-11-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	17-11-2022 08:15 til 17-11-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	01-12-2022 08:15 til 01-12-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design (KOMM)

time	08-12-2022 08:15 til 08-12-2022 12:00
location	40.3-25 - undervisningslokale (50)
Teacher	Troels Fibæk Bertel (tfbertel@ruc.dk)

Cross Media Communication and Design - Exam (KOMM)

time	03-01-2023 10:00 til 03-01-2023 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt

Cross Media Communication and Design - Reexam (KOMM)

time	13-02-2023 10:00 til 13-02-2023 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt