

Log in to a creative education



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Zealand Institute Campus Slagelse
Bredahlsgade 1 • 4200 Slagelse • Denmark
Phone: +45 5856 7000 • www.campuslagelse.dk



Zealand Institute
of Business and Technology

A Short and Intense Education within Media Design

When signing up for the Multimedia designer education, you will be working with practical and theoretical areas covering communication, i.e. for example

- Visual design tools
- Practical web design and programming
- Media strategies for print and digital platforms
- Designing printed matter
- Business and project management
- Marketing
- Journalism
- Research

..... and much more. We believe in a fine mix between your talents and our sound academic multimedia programme.

Our strong suit is the way in which we combine no less than four subject areas in one powerful education. This colourful cocktail of said subject areas is officially called **Communication and Presentation, Design and Visualisation, the Company/Organisation** and finally **Interaction Design**. You will be taught how to plan and manage a strategic campaign, sug-

gest a creative design and at the same time get a good interdisciplinary foundation through academic disciplines.

Study Method and Environment

If you are creative and curious and can envision yourself studying and working in a dynamic study environment characterized by alternating periods with project assignments in teams, then we have the perfect challenge for you. Log in to a study based upon active cooperation between students and between students and teachers. We discuss, we reflect, we theorize – and we work practical with communication in digital and printed media. We call this a holistic work method. This form of study offers up lectures, interdisciplinary cases, workshops as well as individual assignments. You will actively participate as a student and we value your contribution through your strengths and your unique personality to the academic and social environment. We have a good study environment at Zealand Institute Campus Slagelse, all from a Friday bar to a more formal network with academic organizations and business community.



The Multimedia Designer education in Slagelse rocks, because it's not just theory but it's filled with practical assignments and interesting projects.

Tetyana, 1. Semester (Ukraine)

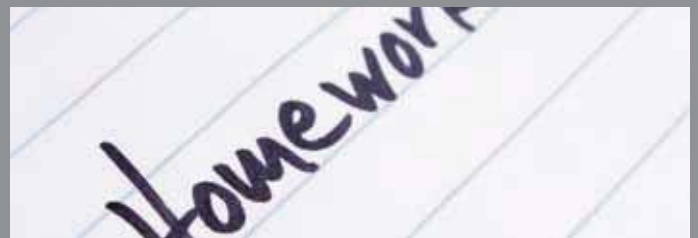
Job Functions and Vocational Opportunities

You can specialize yourself during the education, which has a duration of 4 semesters (six month each).

The fourth semester is a term of internship where your knowledge and skills will be challenged in a real life business with a modern approach to communication and design. After which you may choose to top

up with a Bachelor Degree or you might profile yourself across the job market within:

- Advertisement and Marketing
- Web and Intranet Design
- IT and Presentation
- Visual Communication



The Structure of the Education

The Multimedia Designer programme lasts two years, i.e. 4 semesters, consisting of both compulsory and optional elements as well as a internship.

You may be eligible for a scholarship i.e. SU from the Danish state (refer to the given requirements). Please see the progress of the education below:

Subject areas 120 ECTS in all	1st year of study		2nd year of study	
	1st semester	2nd semester	3rd semester	4th semester
Communication and Presentation	5 ECTS	10 ECTS	5 ECTS	
Interaction Design	10 ECTS	5 ECTS	10 ECTS	
Design and Visualisation	10 ECTS	10 ECTS	5 ECTS	
The Company	5 ECTS	5 ECTS	0 ECTS	
Optional Elements	0 ECTS	0 ECTS	10 ECTS	
Internship				15
Final Exam project				15

You will be taught from the ground up in a three-stage rocket progressing from 1st through 2nd to 3rd semester. Each semester contains thematic projects, as indicated on the following table:

Subject areas 120 ECTS in all	1st year of study		2nd year of study	
	1st semester SIMPEL	2nd semester DYNAMIC	3rd semester COMPLEX	4th semester
Communication and Presentation	Advertisement through Printed Matter	Storytelling through Animation	Optional Theme Project	Internship Report Final Exam
Interaction Design				
Design and Visualisation				
The Company	Promoting the Company on the Internet	E-Marketing (+ Mobile Media Marketing)	Social Media Marketing	
Optional Elements				
Internship				
Final Exam project				

There are usually one or two internal projects working up to the exam projects. The projects can be in cooperation with an actual client from the business community. You will never be lacking training prior to your exam, as presentation will already be a well versed discipline for you. The requirements for a typical exam will be a combination of an actual prod-

uct, a report or synopsis, your presentation of the product and communication strategy and finally the individual exam. This means that you are greatly in charge of the form and strategy of your exam project. You will learn how to mix a good cross disciplinary cocktail and serve it up in the right manner.





The Multimedia Designer education is very different from what I'm used to from Poland. We have a lot of good discussion and creative workshops in an exciting international environment at Selandia
Katarzyna, 1. Semester (Poland)

The Four Subject Areas – A Short Introduction

Our focus, within the four subject areas, is specified through:

- **Knowledge**
This is about understanding the objective and theory in relation to the involved parties in a media production
- **Skills**
You will gain the ability to work with tools from planning, web development and creative solutions, from project management, graphic design through programming whole websites as well as designing printed matter.
- **Competencies**
You must be able to merge knowledge and skills in a practical media production, and find solutions to demanding theoretical and practical challenges.

Communication and Presentation – Learn Strategic Solutions

Communication and presentation covers a broad spectre of academic disciplines. We not only cover marketing, but also include subjects such as journalism, semiotics, experience design, media sociology and user testing. You will learn how to build a solid communication strategy as the basis for your design i.e. the foundation for a good presentation for any choice of media production. Designing without a good strategy is letting the tail wag the dog.

Interaction Design – Become a Digital Problem Solver

You will evolve through multiple degrees of difficulty within interaction design, stretching from web design and static HTML/CSS to dynamic coding in PHP including mySql databases. You will touch intranet



design, CMS, web shops, SEO and complex web 2.0 solutions for social media. You will end up being able to design, code, secure and test systems. Teaching is based on both theory and practical design.

Design and Visualization – Learn about Visual Effects

You will learn about visual effects in digital and printed matter. This includes subjects such as colour theory, typography, graphic material, 2D and 3D animation, image processing, video, sound and much, much more. You can, based on academic theory, now justify the expressive effects and choices you make and create coherence between your target group and design. You will be able to design and create basic graphic printed matter, ex. flyers, brochures, business cards, posters and much more. You will be taught using the Adobe CS5 Creative Suite.

The Company – Create your own Business Concept

We know we learn best by doing, i.e. we don't just emphasize solid organisational theory, but we let you get to grips with creating an innovative business concept based on all the knowledge you have acquired at the given point of time about interaction, design and communication. You will also be able to understand all the novelties included in a business concept, not least of all through your work with actual clients from the real world as well as through your internship.



Client: We have had a great cooperative working experience with the multimedia designer students from Slagelse. We are truly impressed by their engagement and their abilities in solving our needs for new design- and marketing solutions. We are now using their creative and well documented solutions in our communication.

Preben Meiling, Jørlunde Kirke

Do you need additional information?

Please contact

Head of MMD dept. Palle Zych: pazy@selandia-ceu.dk

Susse Thrane (International contact teacher and MMD student councillor):
shth@selandia-ceu.dk

