



AALBORG UNIVERSITET

CURRICULUM FOR THE BACHELOR'S PROGRAMME IN MEDIALOGY, 2014, ESBJERG

BACHELOR OF SCIENCE (BSC)
ESBJERG

[Link to this studyline](#)

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§ 1: PREFACE

Pursuant to Act 367 of March 25, 2013 on Universities (the University Act) with subsequent changes, the following curriculum for the Bachelor's programme in Medialogy is established. The programme also follows the Framework Provisions and the Examination Policies and Procedures for the Faculty of Engineering and Science.

§ 2: BASIS IN MINISTERIAL ORDERS

The Bachelor's programme is organised in accordance with the Ministry of Higher Education and Science's Order no. 1520 of 16 December 2013 on Bachelor's and Master's Programmes at Universities (the Ministerial Order of the Study Programmes) and Ministerial Order no. 670 of 19 June 2014 on University Examinations (the Examination Order) with subsequent changes. Further reference is made to Ministerial Order no. 257 of March 18, 2015 (the Admission Order) and Ministerial Order no. 114 of February 3, 2015 (the Grading Scale Order) with subsequent changes.

§ 3: CAMPUS

The programme is offered in Esbjerg.

§ 4: FACULTY AFFILIATION

The Bachelor's programme falls under Faculty of Engineering and Science, Aalborg University.

§ 5: STUDY BOARD AFFILIATION

The Bachelor's programme falls under Study Board of Media Technology

§ 6: AFFILIATION TO CORPS OF EXTERNAL EXAMINERS

The Bachelor's programme is associated with the external examiners corps on Information Technologies and Interactive Media Studies.

§ 7: ADMISSION REQUIREMENTS

Admission requires an upper secondary education.

According to the Admission Order, the programme's specific entry requirements are:

- English B or an acceptable IELTS test score
- Mathematics B or better (or equivalent level or better from foreign upper secondary institutions)

cf. the Admission Order.

The University can stipulate requirements concerning conducting additional exams prior to the start of study.

§ 8: THE PROGRAMME TITLE IN DANISH AND ENGLISH

The Bachelor's programme entitles the graduate to the Danish designation: Bachelor (BSc) i medialogi. The English designation is: Bachelor of Science (BSc) in Medialogy.

§ 9: PROGRAMME SPECIFICATIONS IN ECTS CREDITS

The Bachelor's programme is a 3-year, research-based, full-time study programme. The programme is set to 180 ECTS credits.

§ 10: RULES CONCERNING CREDIT TRANSFER (MERIT), INCLUDING THE POSSIBILITY FOR CHOICE OF MODULES THAT ARE PART OF ANOTHER PROGRAMME AT A UNIVERSITY IN DENMARK OR ABROAD

The Study Board can approve successfully completed (passed) programme elements from other Bachelor's programmes in lieu of programme elements in this programme (credit transfer). The Study Board can also approve successfully completed (passed) programme elements from another Danish programme or a programme outside of Denmark at the

same level, in lieu of programme elements within this curriculum. Decisions on credit transfer are made by the Study Board based on an academic assessment. See the Joint Programme Regulations for the rules on credit transfer.

§ 11: EXEMPTIONS

In exceptional circumstances, the Study Board study can grant exemption from those parts of the curriculum that are not stipulated by law or ministerial order. Exemption regarding an examination applies to the immediate examination.

§ 12: RULES FOR EXAMINATIONS

The rules for examinations are stated in the Examination Policies and Procedures - published at this website: <https://www.studieservice.aau.dk/Studielegalitet/>

§ 13: RULES CONCERNING WRITTEN WORK, INCLUDING THE BACHELOR'S PROJECT

In the assessment of all written work, regardless of the language it is written in, weight is also given to the student's formulation and spelling ability, in addition to the academic content. Orthographic and grammatical correctness as well as stylistic proficiency are taken as a basis for the evaluation of language performance. Language performance must always be included as an independent dimension of the total evaluation. However, no examination can be assessed as 'Pass' on the basis of good language performance alone; similarly, an examination normally cannot be assessed as 'Fail' on the basis of poor language performance alone.

The Study Board can grant exemption from this in special cases (e.g., dyslexia or a native language other than Danish).

The Bachelor's project must include an English summary (or another foreign language: French, Spanish or German upon approval by the Study Board). If the project is written in English, the summary must be in Danish (The Study Board can grant exemption from this). The summary must be at least 1 page and not more than 2 pages (this is not included in any fixed minimum and maximum number of pages per student). The summary is included in the evaluation of the project as a whole.

§ 14: REQUIREMENTS REGARDING THE READING OF TEXTS IN A FOREIGN LANGUAGE

At programmes that are taught in Danish, it is assumed that the student can read academic texts in modern Danish, Norwegian, Swedish and English and use reference works, etc., in other European languages. At programmes taught in English, it is assumed that the student can read academic text and use reference works, etc., in English.

§ 15: COMPETENCE PROFILE ON THE DIPLOMA

The following competence profile will appear on the diploma:

A graduate of the Bachelor's programme has competencies acquired through an educational programme that has taken place in a research environment.

A graduate of the Bachelor's programme has fundamental knowledge of and insight into his/her subject's methods and scientific foundation. These properties qualify the graduate of the Bachelor's programme for further education in a relevant Master's programme as well as for employment on the basis of the educational programme

§ 16: COMPETENCE PROFILE OF THE PROGRAMME

Students who complete the Bachelor's Programme will obtain the following qualifications:

Knowledge

- Understanding of the basic function of the human senses, and their interaction, as they function in the perception of the surroundings in general and media in particular
- Understanding of the duality between, on the one hand, computer-based recording and analysis of digital signals, and on the other, computerbased generation/synthesis and presentation of the corresponding signals
- Understanding of the interactive processes between humans, computers and machines
- Understanding of the structures of narrative forms and dissemination in relation to media and media technology characteristics, and understanding of the interplay between form and content regarding media and media technologies
- Understanding of media history, including cultural, ethnographical, social and sociological perspectives of media

- Understanding of media technological theories and methods, and of their respective foundations and validity areas. This concerns core media technological areas such as audio processing/analysis, image processing/analysis, computer graphics modelling/animation and rendering, computer games and virtual reality
- Understanding of aspects of programming, from control structures to design patterns and communication protocols

Skills

- Ability to identify, phrase and operationalize constraints on a media technological system, taking into account the aim of the system, the users and the technological affordances
- Ability to analyse and evaluate the validity, applicability and performance of media technological solutions in the context of a given problem domain
- Ability to apply state-of-the-art media technologies in designing and implementing interactive systems
- Ability to synthesize complex systems from existing elements, and/or to synthesize new functionality, methodology or knowledge regarding subsystems
- Ability to design evaluations of, and to evaluate, media technological systems in relation of identified metrics and goals
- Ability to communicate analyses, designs, implementations, and evaluations to peers orally, and in various forms of writing

Competencies

- Ability to apply acquired skills to working independently in teams of peers and/or in interdisciplinary teams
- Ability to identify own and well as group-related learning needs
- Ability to independently acquire knowledge and connect new knowledge with existing knowledge and critically assess both
- Ability to clearly and structurally disseminate relevant information, taking into account the target audience and show an alert and attentive attitude to other participants
- Ability to define and respect own, and possibly also other participants', function compared to the whole – that is both to lead and be guided
- Able to contribute to the joint development of knowledge and experience formation

§ 17: STRUCTURE AND CONTENTS OF THE PROGRAMME

The Programme is structured in modules and organized as a problem-based study. A module is a Programme element or a group of Programme elements, which aims to give students a set of professional skills within a fixed time frame specified in ECTS credits, and concluding with one or more examinations within specific exam periods. The examinations are defined in the curriculum.

The Programme is based on a combination of academic, problem-oriented and interdisciplinary approaches and organized based on the following work and evaluation methods that combine skills and reflection:

- lectures
- classroom instruction
- project work
- workshops
- exercises (individually and in groups)
- project work and exercises in labs
- teacher feedback
- reflection
- portfolio work

The BSc education in Medialogy is taught in English. All activities, including the above stated, are carried out in English. All exercise work and deliverables, project-work (as well as any documentation in connection to these) delivered by the student must be written in English and all exams are carried out in English. In accordance with the current Joint

Programme Regulations, The Study Board for Media Technology may choose to exempt from this rule in extra-ordinary cases, which in principle requires a well-documented application from the student and/or teacher.

Rules concerning the progress and completion of the Bachelor's Programme:

The student must participate in all first year examinations by the end of the first year of study in the Bachelor's Programme, in order to be able to continue the Programme. The first year of study must be passed by the end of the second year of study, in order that the student can continue his/her Bachelor's Programme.

In special cases, however, there may be exemption from the above if the student has been on a leave of absence. Leave is granted during first year of study only in the event of maternity, adoption, military service, UN service or where there are exceptional circumstances.

The Bachelor's program must be completed no later than six years after it was begun.

§ 18: OVERVIEW OF THE PROGRAMME

All modules are assessed through individual grading according to the 7-point scale or Pass/Fail. All modules are assessed by external examination (external grading) or internal examination (internal grading or assessment by the supervisor only).

Offered as: 1-professional					
Study programme: BSc. Medialogy, 2014, Esbjerg					
Module name	Course type	ECT S	Applied grading scale	Evaluation method	Assessment method
1 SEMESTER Designing from Both Sides of the Screen					
Creative Play - Applied Technology	Project	5	Passed/Not Passed	Internal examination	Oral exam based on a project
Designing from Both Sides of the Screen	Project	10	7-point grading scale	Internal examination	Oral exam based on a project
Audio-Visual Sketching	Course	5	7-point grading scale	Internal examination	Written or oral exam
Introduction to Programming	Course	5	7-point grading scale	Internal examination	Written or oral exam
Problem Based Learning in Science, Technology and Society	Course	5	Passed/Not Passed	Internal examination	Written or oral exam
2 SEMESTER Interaction Design					
Human-Computer Interaction	Project	15	7-point grading scale	External examination	Oral exam based on a project
Interaction Design	Course	5	7-point grading scale	Internal examination	Written or oral exam
Mathematics for Multimedia Applications	Course	5	7-point grading scale	Internal examination	Written exam
Programming for Interaction	Course	5	7-point grading scale	Internal examination	Written or oral exam
3 SEMESTER Visual Computing - Human Perception					
Visual Computing-Human Perception	Project	15	7-point grading scale	External examination	Oral exam based on a project
Image Processing	Course	5	7-point grading scale	Internal examination	Written or oral exam

Human Senses and Perception	Course	5	7-point grading scale	Internal examination	Written or oral exam
Programming of Complex Software Systems	Course	5	7-point grading scale	Internal examination	Written or oral exam
4 SEMESTER Sound Computing and Sensor Technology					
Sound Computing and Sensor Technology	Project	15	7-point grading scale	Internal examination	Oral exam based on a project
Audio Processing	Course	5	7-point grading scale	Internal examination	Written or oral exam
Design and Analysis of Experiments	Course	5	7-point grading scale	Internal examination	Written or oral exam
Physical Interface Design	Course	5	7-point grading scale	Internal examination	Written or oral exam
5 SEMESTER Audio-Visual Experiments					
Audio-Visual Experiments	Project	15	7-point grading scale	External examination	Oral exam based on a project
Computer Graphics Programming	Course	5	7-point grading scale	Internal examination	Written or oral exam
Rendering and Animation Techniques	Course	5	7-point grading scale	Internal examination	Written or oral exam
Screen Media	Course	5	Passed/Not Passed	Internal examination	Written or oral exam
6 SEMESTER Interactive Systems Design					
BSc Project (Interactive Systems Design)	Project	15	7-point grading scale	External examination	Oral exam based on a project
6th semester elective courses package Choose 3 courses (15 ECTS)					

6th semester elective courses package Choose 3 courses (15 ECTS)					
Module name	Course type	ECTS	Applied grading scale	Evaluation Method	Assessment method
Artificial Intelligence Programming	Course	5	7-point grading scale	Internal examination	Written or oral exam
Ethnographically Informed Design	Course	5	7-point grading scale	Internal examination	Written or oral exam
Real-time Interfaces and Interactions	Course	5	7-point grading scale	Internal examination	Written or oral exam
Theory and Practice of Game Design and Development	Course	5	7-point grading scale	Internal examination	Written or oral exam
Technologies for Web and Social Media	Course	5	7-point grading scale	Internal examination	Written or oral exam

§ 19: ADDITIONAL INFORMATION

The current version of the curriculum is published on the study board's website, including more detailed information about the Programme, including exams.

§ 20: COMMENCEMENT AND TRANSITIONAL RULES

The curriculum is approved by the dean and enters into force as of 01.09.2014.

Students who wish to complete their studies under the previous curriculum from 2010 must conclude their education by the 2016 at the latest, since examinations under the previous curriculum are not offered after this time.

§ 21: AMENDMENTS TO THE CURRICULUM AND REGULATIONS

Minor editorial changes have been made during the digitization.