

**Danish School of Media and Journalism**  
**Visual Communication – course: Interactive Design**  
**Course Description**  
**Autumn 2016**

**3. semester**

**Course: Research, Concept Development and Campaign**

**ECTS: 5**

**Aim**

Students will know, understand, and apply those methods and principles associated with researching a problem field, collecting related data, and developing a concept based on the gathered material. The student will gain an overview of various research methods, including design anthropology. They will be able to undertake the practical gathering of knowledge. They will be able to analyze the collected material and translate it into arguments for the development of a digital concept. Based on their own research, students will develop a creative concept for a digital communication product. Finally, students will be able to test the concept through prototyping and evaluating feedback.

Module's central subjects are:

- Research theory and techniques
- Analysis of data
- Experience prototyping
- Concept development

Students will:

- Study research theories
- Work with users and target groups
- Work with developing concepts based on research
- Develop prototypes

**Course goals:**

After the course, students will have insight into, and knowledge of:

- Research methods and theory
- Concept development
- Design processes for interactive products
- Methods of experience prototyping

and be able to:

- Assess advantages and disadvantages of various research methods
- Undertake useful research
- Develop digital concepts with an outset in research
- Undertake prototyping

### **Tools**

Concept development, research techniques and methods, and prototyping.

### **Attributes**

Desire to learn, willingness to experiment, and openness.

### **Methods**

The course is a combination of lectures, seminars, group work, self-study, tutorials, and exercise and assignment solving. Assignments and exercises are solved individually or in groups. In the course, weight is placed on analysis, reflection and feedback on own and others' products and processes.

### **Teaching resources**

Books:

- Vijay Kumar: 101 Design Methods (2012)
- Patricia L. Sunderland & Pita M. Denny: Doing Antropology in consumer research
- Shove, Watson, Han and Ingram: The Design of Everyday Life (2008)
- IDEO: The Field Guide to Human-Centered Design (2015)

Online-tutorials:

- Lynda.com

### **Attendance at meetings and classes**

Attendance is compulsory for all scheduled classes. Participation is compulsory in exercises, group work, group feedback, and compilations.

### **Examination**

The course is assessed as pass/fail by an internal examiner. The course completes with a combined assignment. A pass requires that the course assignments be duly submitted and approved, the final assignment receives a pass, and that students have participated actively and have met the requirements on participation in meetings and classes. See the section on attendance in meetings and classes.

## Study Activity Model

