WEEK 34 — THEME: INTRO WEEK

TOPIC: INTRO WEEK — ROOM: TELLUS

21 August 2017	22 August 2017	23 August 2017	24 August 2017	25 August 2017
TEACHERS: GSC (8-14), BOCR (8:30-13:30), KMAM (13:30 - 15:00) JEC (9:00-12:00)	TEACHERS: GSC (8:15-11:30), BOCR (8:30-13) & KMAM (13-15)	TEACHERS: GSC (8:15-15:00) & KMAM (8:30-15)	TEACHERS: GSC (12:45-13:00), BOCR (8:30-13) & KMAM (11:30-13:30)	TEACHERS: BOCR (8:15-11:15) & KMAM (8:15-11:15)
8:30 MEET UP & REGISTRATION Choose a card 8:45 - 9:15 Welcome and peer-to-peer presentation 9:30 - 9:45 Frederikke Bender, Head of Education 9:45 - 10:15 Semester Structure by Herman Bailey 10:15 - 12:00 Sociometric exercises by Jens Stanek 12:00 - 12:30 IT Introduction **12:30 - 13:00 LUNCH** 13:00 - 13:30 Guided Tour incl. Photo Booth 13:30 - 15:00 Intro to webhotel, web domain, and Task: Buy web domain and hosting Introduction and registration to Lynda.com. Watch "Photoshop CC 2017 Essential Training: Photography, Ch. 1, 3, 4 & 5" (Lynda.com)	8:30 MEET UP & REGISTRATION 8:30 - 9:30 Morning Booster Guest talk by Ralf Patrik Blaga **9:30 - 9:45 COFFEE BREAK** 9:45 - 10:45 Creative Teamwork Challenge 10.45 - 11:30 Introduction to The Fun Booster Week Assignment 11:30 - 12:00 LUNCH 12:00 - 12:30 Study Activity by Peter Lind 12:30 - 13:00 Library & Online services 13:00 Start working on Lynda.com playlist "Photoshop CC 2017 Essential Training: Design, Ch. 1, 4, 5, 6 & 7" (Lynda.com) 13:30 - 15:00 Group work on the week assignment (0.3. Your Facebook Event & 0.5. Presentation of	8:30 MEET UP & REGISTRATION 8:30 - 9:00 Introduction to 0.4. Photoshop: Your Profile 9:15 - 10:30 Introduction to Fronter - No Photo, No Feedback & Fronter Quiz **10:30 - 10:45 COFFEE BREAK** 10:45 - 11:45 Intro to SFTP: How to upload images to a web server host **11:45 - 12:30 LUNCH** 12:30 - 12:45 Information: Tutors & Laptop 12:45 - 15:00 Intro to Mood Board Group work on week assignment & Task: Create a mood board in Photoshop Individual work on 0.4. Photoshop: Your Profile	8:30 MEET UP & REGISTRATION 8:30 - 9:30 Morning Booster Guest Talk by Hawler Bo **09:30 - 09:45 COFFEE BREAK** 09.45 - 11.00 Work on the week assignment presentation for Friday **11:00 - 11:30 LUNCH** 11.30 - 11.50 Know your keyboard 11:50 - 12:20 How to become a successful student 12:20 - 12:40 Intro to exchange study and study counselling, Berit Bergman 13.00 - 13:45 Guest Talk by Hans Martin Lundgreen, Digital Producer at Chimney Denmark Publish event on Facebook Finish the presentation - Be ready to present in class tomorrow morning!	8:30 MEET UP & REGISTRATION 8:30 - 10:30 Presentation of The Fun Booster Week Assignment (5 minutes per group) 10:30 - 11:15 Intro Week Evaluation on Fronter **11:15 - 11:45 LUNCH** 12:00 - 16:00 Social Activities in the Space Shuttle **FRIDAY BAR** *For Monday, read "Universal Principles of*
HAND-IN:	HAND-IN:	HAND-IN: 0.1. Link to *your* photo on *your* domain 0.2. Fronter Quiz on Fronter	HAND-IN: 0.3. Link to Your Facebook Event 0.4. Photoshop: Your Profile (Fronter)	HAND-IN: 0.5. Upload presentation of event (Fronter)
FEEDBACK:	FEEDBACK:	FEEDBACK: 0.1. None 0.2. None	FEEDBACK: 0.3. None 0.4. GSC/KMAM/BOCR	FEEDBACK: 0.5. GSC/KMAM (In class)

WEEK 35	THEME: BASIC WEB DESIGN			MMD INT 1st SEMESTER
28 August 2017	29 August 2017	30 August 2017	31 August 2017	1 September 2017
TOPIC: Content and communication			**ROOM:** TELLUS	
TEACHERS: gsc & kmam	TEACHERS: gsc & kmam	TEACHERS: No lectures	TEACHERS: gsc & kmam	TEACHERS: gsc & kmam

	28 August	29 August	30 August	31 August	1 September
08:30 - 09:15 / 09:15 - 10:00	Introduction to the theme: - Theme 1: Basic Web Design - Modules - Tasks - Assignment - Week Task: 1.2. Project Document	Colour Theory #1: - Hue, Saturation, Tone, Values... - Colour Systems - Colour Schemes	+8 Work on producing an asset library of content (writing articles, collecting images, colours, typefaces...) Start sketching the hand drawn logo ideas for your website - ie. on paper!	Photoshop: - Editing images - Image formats, image compression & image naming - Exporting image assets (3 sizes) - Image resolutions - Folder structure	Illustrator - Drawing tools - Layers - Art boards - Colours
10:15 - 11:00 / 11:00 - 11:45	Introduction to styles: What is it? Typography	Introduction to multimedia: What is it? - Communication - Media - Channels	Revisit the Photoshop CC 2017 Essential Training (Photography + Design) lists on Lynda.com	Work on your images in Photoshop *Status*	Illustrator Tracing logo
12:30 - 13:15	Desk Research your given style: - Images, typography, people, definitions and descriptions	Write for web		Sketching logo ideas	Kahoot on week topics
13:15 - 14:00	Read "Universal Principles of Design" p. 48-49, 140-141.			Lecture on CREATIVITY by lecturer Jesper I Christensen in Tellus at 13:30	
14:15 - 15:00 / 15:00 - 15:45	+2 Create a mood board based on your initial research. Read communication literature for tomorrow. I.e. articles on Fronter!	+2 Collect your research and write text for the website about your given style		+2 Finish hand drawn logo for tomorrow Watch "Illustrator CC Essential Training" ch. 1, 5 + 7 (Lynda.com)	+2 PREPARATION FOR NEXT WEEK: 1) Read Introduction, Chapter 1 and 4 in HTML & CSS (Books24x7.com) 2) Install Brackets and Chrome!
	HAND-IN: 1.1. Mood board before 22:00 (On Fronter)	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN: 1.2. Project Document before 22:00, Sunday, 3 Sep (On Fronter)
	FEEDBACK: Approved/Not approved (gsc/kmam)	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK: Approved/Not approved (gsc/kmam)

WEEK 36	THEME: BASIC WEB DESIGN	MMD INT 1st SEMESTER

	4 September 2017	5 September 2017	6 September 2017	7 September 2017	8 September 2017
	TOPIC: Basic HTML & CSS			**ROOM:** TELLUS	
	TEACHERS: jphg & kmam	TEACHERS: jphg & kmam	TEACHERS: No lectures	TEACHERS: jphg & kmam	TEACHERS: jphg & kmam
08:30 - 09:15 09:15 - 10:00	Introduction to Week task: 1.3. Your basic mobile website HTML Basic Markup, Client/Server, Hyperlinks, Html comments	Check login to Fronter and Wiseflow! CSS Adding CSS to document, size units, typography, color, font, margin, padding, width, CSS comments...	+8 Mark up with HTML the rest of the pages in your website. Validate the HTML of *all* pages. Work through some of "HTML5 and CSS" on freeCodeCamp.com	CSS Basic layout with CSS, Flexbox, Display, Box models, Floating images, Background-images...	*Status Morning Talk* Finish your basic mobile website with coaching.
10:15 - 11:00 11:00 - 11:45	Semantic mark up. From (template) wireframe to markup. Relative and absolute file paths, and files (naming conventions, types and extensions)	Styling links and lists. Marking up content that isn't just headings and paragraphs.	Read "Ch. 13 Boxes", "Ch. 14 Lists..." *only* pages 331-336, "Ch. 16 Images" in HTML & CSS (Books24x7.com)	Developer tools in the browser.	Finish your basic mobile website with coaching.
12:30 - 13:15	Html validation (w3.org)	Css validation (w3.org)		FTP local and remote files	Finish your basic mobile website with coaching.
13:15 - 14:00	+2 Read "HTML5 Semantic Elements" on w3schools.com/html/html5_semantic_elements.asp	+2 Work on and validate your website. Study: csszengarden.com Read "Ch. 3 Lists", "Ch. 11 Color", "Ch. 12 Text" in HTML & CSS (Books24x7.com)			*For Monday, read "Universal Principles of Design" p. 24-25, 44-45, 50-51, 56-57, 96-99, 114-117, 120-121, 144-145, 196-197, 208-209, 226-227, 234-234, 246-247.*
14:15 - 15:00 15:00 - 15:45	Read Ch. 17 "HTML5 Layout" pages 428-440 and Ch. 10 "Introducing CSS" in HTML & CSS (Books24x7.com)			+2 Work on your basic mobil website.	+2 Finish 1.3. Your basic mobile website. Add comments to your code. It's the base to be developed further on in week 38!
	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN: 1.3. Your basic mobile website before 22:00 (Fronter)
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK: Approved/Not approved (kmam/jphg

WEEK 37 THEME: BASIC WEB DESIGN

MMD INT
1st SEMESTER

11 September 2017	12 September 2017	13 September 2017	14 September 2017	15 September 2017

	TOPIC: User Interface Design			ROOM: TELLUS	
	TEACHERS: gsc & kmam	TEACHERS: gsc & kmam	TEACHERS: No lectures	TEACHERS: gsc & kmam	TEACHERS: gsc & kmam
08:30 - 09:15 / 09:15 - 10:00	Introduction to Week task: 1.5. Design and process document	Paper Prototyping	+8 Work on and finish your paper prototypes	Work on your Interactive Hi-Fidelity Prototype in XD	Introduction to user centred design and usability #1
10:15 - 11:00 / 11:00 - 11:45	Basic Design Principles: - Gestalt principles - Composition - Contrast types	Work on Paper Prototypes		Work on your Interactive Hi-Fidelity Prototype in XD *Individual status meeting (short)*	User centred design and usability
12:30 - 13:15 / 13:15 - 14:00	Interface design: Multi-Device Layout Patterns	Interactive Hi-Fidelity Prototype in XD		Style Tiles as a tool when creating responsive web designs	Conduct "trunk test"
14:15 - 15:00 / 15:00 - 15:45	+2 Wireframe multi-device layouts (Mobile, tablet, and desktop)	+2 Work on Week Task		+2 Work on 1.5. Design and process document	+2 Work on 1.5. Design and process document
	HAND-IN:	HAND-IN:	HAND-IN: 1.4. Paper Prototype before 22:00 (Hang it on the wall in class)	HAND-IN:	HAND-IN: 1.5. Design and process document before 22:00 (Fronter)
	FEEDBACK:	FEEDBACK:	FEEDBACK: None	FEEDBACK:	FEEDBACK: Written (kmam/gsc)

WEEK 38 — THEME: BASIC WEB DESIGN

MMD INT
1st SEMESTER

18 September 2017	19 September 2017	20 September 2017	21 September 2017	22 September 2017

TOPIC: Responsive Web Design			ROOM: TELLUS	
TEACHERS: jphg & ale	TEACHERS: jphg & ale	TEACHERS: No lectures	TEACHERS: jphg & kmam	TEACHERS: jphg & kmam

Time	Day 1	Day 2	Day 3	Day 4	Day 5
08:30 - 09:15 / 09:15 - 10:00	Introduction to week task: 1.6. Responsive website HTML/CSS display:grid Using responsive patterns Media queries. Size units. Min-width	CSS Using responsive patterns Media queries continued Responsive/adaptive images.	Work in coding the responsive website Read about html entities: w3schools.com/html/html_entities.asp	CSS Html entities	Finish the responsive website with coaching.
10:15 - 11:00 / 11:00 - 11:45	Media Query Exercises	Compound/advanced selectors Breakpoints Transitions		CSS exercises. *Individual status meeting (short)*	Finish the responsive website with coaching.
12:30 - 13:15	User testing with 2nd semester.	Make your website more responsive.		Wrap up loose ends.	Finish the responsive website with coaching.
13:15 - 14:00 / 14:15 - 15:00 / 15:00 - 15:45	Watch "Media types and media queries" from "Learning CSS" and "CSS: Page Layouts" ch.7 (Lynda.com) Work through rest of "HTML 5 and CSS" and finish it on freeCodeCamp.com	Test and train your CSS selector skills on flukeout.github.io		Work on 1.6. Responsive website	Finish 1.6. Responsive website
	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:	Commencement of studies exam: hand-in in Wiseflow before 23:59
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK: Before 26 Sep, 10:00 (JPHG)

WEEK 39 THEME: BASIC WEB DESIGN

MMD INT 1st SEMESTER

25 September 2017	26 September 2017	27 September 2017	28 September 2017	29 September 2017

TOPIC: Basic Redesign - Group Project   ROOM: TELLUS

Time					
	TEACHERS: jphg & gsc	TEACHERS: jphg & gsc	TEACHERS: No lectures	TEACHERS: jphg	TEACHERS: jphg & kmam
08:30 - 09:15	Introduction to the Week Project: Testing and redesigning an existing website	Revisiting design tools - Mini sketches - Wireframes	+8 Work on group project	Test your redesign. Group coaching (Status meeting):	Theme evaluation (On Fronter) Presentation + Feedback

Time					
09:15 - 10:00	Introduction to Kanban chart (to do, doing, done) Forming groups and create 1.7. Collaboration Agreement	- Paper prototypes - Interactive prototypes in XD	Read the Web Style Guide, Chapter 3 about "Information Architecture" on webstyleguide.com/wsg3/3-information-architecture and Universal Principles of Design p. 20-21, 40-41, 56-57, 102-103 Read the rest of "113 Design Guidelines for Homepage Usability" on nngroup.com/articles/113-design-guidelines-homepage-usability	Prepare short presentation for feedback session	
10:15 - 11:00	Introduction to user centered design Usability #2 - Heuristic inspection - Cognitive walkthrough - Peer review	Discuss and make conklusions on test results. Create 1.8. Test Report! Coaching groups (Status meeting) Work on redesign in your groups		Analyse test results, and correct your prototype/design accordingly. Group coaching (Status meeting): Prepare short presentation for feedback session	Presentation + Feedback
11:00 - 11:45					
12:30 - 13:15	Usability testing the existing website	PRAKTIKSAMTALER PÅ 3. SEM UNDERVISNING SLUTTER 11:45		Group coaching	Presentation + Feedback
13:15 - 14:00					
14:15 - 15:00	+2 Start reading "113 Design Guidelines on Homepage Usability" on nngroup.com/articles/113-design-guidelines-homepage-usability	+2 Work on redesign Code the page according to wireframes (Mobile first)		+2 Finish your presentation for Friday. Rehearse the presentation. Every group member must present. 7 minutes per group!	
15:00 - 15:45					
	HAND-IN: 1.7. Collaboration Agreement before 22:00 (Fronter)	HAND-IN: 1.8. Test Report (One PDF) before 22:00 (Fronter)	HAND-IN:	HAND-IN: 1.9 Link to redesigned web site before 22:00 (Fronter)	HAND-IN: 1.10 Presentation (in class)
	FEEDBACK: A/NA (KMAM)	FEEDBACK: Before 14 Sep (GSC/JPHG)	FEEDBACK:	FEEDBACK: Oral in class after presentation	FEEDBACK: Oral in class after presentation

WEEK 40 — THEME: BASIC ANIMATION

MMD INT
1st SEMESTER

	2 October 2017	3 October 2017	4 October 2017	5 October 2017	6 October 2017

TOPIC: JAVASCRIPT — ROOM: TELLUS

Time	TEACHERS: Jofh, ale	TEACHERS: Jofh, ale	TEACHERS:	TEACHERS: Jofh, ale	TEACHERS: Jofh, ale
08:30 - 09:15	**Introduction to the theme** Advanced CSS Animating with CSS, Advanced CSS selectors Production of spritesheet and animation with CSS	Intro to JS What is JS? - Backward compatibility Why JS? Variables The DOM, part 1 - querySelector	+8 Work on assignment 2.1b Remember, the Tutors are available Get used to working with git 1. Create a github project 2. Clone	CSS positioning, SVG	State variables . Control structures
09:15 - 10:00					

Time	Mon	Tue	Wed	Thu	Fri
10:15 - 11:00 11:00 - 11:45	**transition, animation, transform** **http://www.w3schools.com/css/css3_animations.asp** **http://www.w3schools.com/css/css3_2dtransforms.asp** **Animating with CSS,** **Advanced CSS selectors**	The console Events Functions (part 1) classList Setting up a project with git	2. Clone 3. add 4. commit 5. push 6. go to 3	Controlling audio, (the audio html element) Controlling video, the video html element Discussion of some chosen hand-ins	setTimeOut, setInterval pseudo code, sequence diagrams (j)
12:30 - 13:15	Introduction to git (jofh)	**JavaScript...**		**JavaScript...**	JavaScript...
13:15 - 14:00	Install git from https://git-scm.com/ Create an account on github.com	Sign up for freecodecamp.com, and get as far as you can in the JavaScript track		http://learnlayout.com/position.html using SVG: http://www.sitepoint.com extra:http://www.w3schools.com/svg	Continue the freecodecamp JS track
14:15 - 15:00 15:00 - 15:45	+2	+2		+2	+2 hours: *Preparation for next week* *Principle 3: Staging* *Principle 12: Appeal*
	HAND-IN: 23:59: 2.1 your github profile (like: https://github.com/jofhatkea/)	HAND-IN: 23:59 2.1a Your freecodecamp profile link	HAND-IN: 2.1b Link to simple animation	HAND-IN:	HAND-IN:
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

WEEK 41	THEME: BASIC ANIMATION			MMD INT 1st SEMESTER	
	9 October 2017	10 October 2017	11 October 2017	12 October 2017	13 October 2017
TOPIC: Storytelling and Character design			ROOM: TELLUS		
	TEACHERS: gsc, jphg	TEACHERS: gsc, madc	TEACHERS:	TEACHERS: madc, gsc	TEACHERS: madc, gsc
08:30 - 09:15 09:15 - 10:00	Intro to the week assignment. What is storytelling? How to develop your story!	Theory about Character Design Sketching on character design. Character Sheet (Psychological profile, physical profile, colours)	+8 Preparation Wednesday (for Thursd 48 min. Playlist:	Work with backgrounds. Drawing your own animation (walk cycle) in Illustrator. Coach Meeting (improved storyboard, character, animation)	Animation: Animation principles, how to use animation effectively. Demonstration and procedure. Making the GIF-animation (walk cycle) in PhotoShop.
10:15 - 11:00	How to develop your story! How to use the narrative curve and dramaturgical elements in your story. Sketching storyboard	Drawing in Adobe Illustrator Continue working on your narrative stor	Playlist extra pen tool (for Thursday)	Coach Meeting (improved storyboard, character, animation)	

Time	16 October 2017	17 October 2017	18 October 2017	19 October 2017	20 October 2017
11:00 - 11:45	Sketching, storyboard,	story.			
12:30 - 13:15	narrative story	drawing		Work with backgrounds and character. Home work: Animation principles preparation:	Drawing your own animation. Coach Meeting (improved storyboard, character, animation)
13:15 - 14:00		Individual work on the day's drawings.		Individual work on the day's assignment. Home work for Friday	
14:15 - 15:00	+2	+2		Animation principles	+2
15:00 - 15:45					
	HAND-IN: 2.2 Style tile	HAND-IN:	HAND-IN: 2.2a Story board & Character sheet. worked with in Illustrator, deliver a PDF	HAND-IN:	HAND-IN: 2.2b link to GIF animation. 2.2c PDF to Final work.
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

WEEK 42 THEME: BASIC ANIMATION

**MMD INT
1st SEMESTER**

Time	16 October 2017	17 October 2017	18 October 2017	19 October 2017	20 October 2017
	TOPIC: Javascript			ROOM: TELLUS	
	TEACHERS: jofh, ale	TEACHERS: jofh, ale	TEACHERS:	TEACHERS: jofh, ale	TEACHERS: jofh, ale
08:30 - 09:15	Sequence diagrams, Arrays,	Functions and DOM	+8	Project Pool	Project pool
09:15 - 10:00					
10:15 - 11:00					
11:00 - 11:45					

Time					
12:30 - 13:15	(orange)	(orange)		(orange)	(orange)
13:15 - 14:00					
14:15 - 15:00	+2	+2		+2	+2
15:00 - 15:45					
	HAND-IN:	HAND-IN:	HAND-IN: 2.3 Interactive Animation	HAND-IN: 2.3a ProjectPool day 1	HAND-IN: 2.3b ProjectPool day 2
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

WEEK 43 — THEME: BASIC ANIMATION

MMD INT
1st SEMESTER

TOPIC: Project   ROOM: TELLUS

Time	23 October 2017	24 October 2017	25 October 2017	26 October 2017	27 October 2017
	TEACHERS: gsc, jphg	TEACHERS: gsc, jphg	TEACHERS:	TEACHERS: gsc, jphg	TEACHERS: gsc, jphg
08:30 - 09:15 / 09:15 - 10:00	Group Project intro, Group dynamics Collaboration agreement Brain storming	User research, interview, focus group interview User profile using personas collage	+8	Sequence diagram Status round. All group members. Coding coaching Implementation of interactive production	expert test/cross over with danish line
10:15 - 11:00 / 11:00 - 11:45	Introduction to iterative development	Status round with coach. Mini sketching, drawing, story-board, narrative curve, dramaturgic elements			
12:30 - 13:15 / 13:15 - 14:00		Implementation of interactive production		Prepare expert test for tomorrow	Summary of expert test

Time	30 October 2017	31 October 2017	1 November 2017	2 November 2017	3 November 2017
14:15 - 15:00 / 15:00 - 15:45	+2	+2		+2	+2
	HAND-IN: 2.4 Collaboration agreement	HAND-IN: 2.4a personas collage	HAND-IN: 2.4b Storyboard	HAND-IN:	HAND-IN: 2.4c Summary of expert test
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

WEEK 44 — THEME: BASIC ANIMATION

**MMD INT
1st SEMESTER**

Time	30 October 2017	31 October 2017	1 November 2017	2 November 2017	3 November 2017
TOPIC: Project				ROOM: TELLUS	
	TEACHERS: gsc, jhpg	TEACHERS: jphg	TEACHERS:	TEACHERS: jofh, ale	TEACHERS: jofh, ale, gsc
08:30 - 09:15 / 09:15 - 10:00	Exhibition design of multimedia, Lecture/input	Status round with coach. Implementation of interactive production	+8 Prepare user test and exihibition	Status round with coach. Implementation of interactive production	Exhibition and USER tests
10:15 - 11:00 / 11:00 - 11:45	Implementation of interactive production	USER test introduction		Prepare exhibition for tommorow	
12:30 - 13:15	Implementation of interactive production	**Implementation of interactive production**		**Finishing prototype & project documentation**	
13:15 - 14:00					
14:15 - 15:00 / 15:00 - 15:45	+2	+2		+2	+2 *Reading for next week: article on Fronter: The Disruption of Industry Logics*

HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN: 2.5 Link to final interactive production 2.5a Project documentation
FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

WEEK 45 — THEME: BUILD YOUR DIGITAL AGENCY

**MMD INT
1st SEMESTER**

	6 November 2017	7 November 2017	8 November 2017	9 November 2017	10 November 2017

TOPIC: Entrepreneurship & Ideation Week   ROOM: TELLUS

	TEACHERS: AMJS, BOCR (8.30 - 13.15)	TEACHERS: JEC, KMAM (8.30 - 13.15)	TEACHERS:	TEACHERS: BOCR (8.30 - 13.15)	TEACHERS: AMJS, JEC, BOCR (8.30 - 13.15)
08:30 - 09:15 / 09:15 - 10:00	Case Presentation Entrepreneurship	Introduction to UX Design The prototype by Kenny (HTML, CSS, JS)	**Today: Group work all day** 1) Make a decision of what your web agency is all about: What product(s) and/or service(s) will you provide and who could be the agency's customers/useres?	Image & Identity Mission, vision, values	Stakeholders and users of your digital agency
10:15 - 11:00 / 11:00 - 11:45	Guest Speaker	Methods for Ideation: How do we become creative on demand? Ideation & Design thinking	2) Read the case assignment again and highlight the most important key points and requirements 3) Research on other related agencies, competitors, market trends, new relevant technologies, industry trends, research about your potential customer etc.	Introduction to Business Goals & Strategy	Report writing
12:30 - 13:15	Group formation. 4 - 5 students per group. Collaboration Agreement	Project Management Agile, incremental development Scrum & Kanban	Read the article on Fronter: Vision, Mission, Values + Jobber & Fahy: Chapter 1	Group Work: Formulate the Mission, vision, values and goals for your web agency	Group work: Make a stakeholder analysis of your digital agency
13:15 - 14:00	Group Work: Discuss and ideate ideas for your web agency. What product(s)/service(s) will the agency provide? Who could be the agency's customers/users?	Group work: Create Scrum project plan Research, continue the discuss and brainstorm about your digital web agency		Group Work: Formulate the Mission, vision, values and goals for your web agency	Group work: Start outlining and writing the content of the report
14:15 - 15:00		Read the article on Fronter: Vision, Mission, Values + Jobber & Fahy: Chapter 1 for Thursday		Jobber & Fahy Ch. 5: Market Segmentation, Targeting and Positioning NB. Additional articles about communication plans on Fronter	Literature: Read articles and check out slides about service design and customer journey uploaded on Fronter
15:00 - 15:45	Read text on Fronter: Scrum and XP from the Trenches (read extensively)				

WEEK 46

THEME: BUILD YOUR DIGITAL AGENCY

MMD INT
1st SEMESTER

13 November 2017	14 November 2017	15 November 2017	16 November 2017	17 November 2017

TOPIC: Business, Users & Communication   ROOM: TELLUS

	TEACHERS: BOCR, JEC (8.30 - 13.15)	TEACHERS: BOCR (8.30 - 11.45)	TEACHERS:	TEACHERS: AMJS, BOCR (8.30 - 15.00)	TEACHERS: BOCR, JEC (8.30 - 13.15)
08:30 - 09:15 / 09:15 - 10:00	Introduction to the Customer Journey, Touchpoints & Failure points, user scenarios	Coaching: Groupwork: Continue working on Stakeholder analysis, competitors, personas and customer journey	Group work all day: Write on your report: Content of the report: - Introduce your web agency and the product(s) and service(s) it will provide - The agency's Mission, Vision and Value - The agency's stakeholders including an analysis of the user/customer - The communication with the user/customer - The Customer journey, Touchpoint and Failure points - The Kanban Chart for the whole project	Introduction to business models	Introduction to Digital Media Channels
10:15 - 11:00 / 11:00 - 11:45	User research: Questionaries and focus group	Coaching: Groupwork: Continue working on Stakeholder analysis, competitors, personas and customer journey		GAME WORKSHOP	Plan your communication according to your choice of channels and your users preference
12:30 - 13:15	Coaching: Groupwork: User Research Design Survey and focus group etc.			GAME WORKSHOP	Selling propositions (ESP, USP etc.)
13:15 - 14:00	Groupwork: User Research Design, Survey and focus group etc.				Group work: Create a communication plan
14:15 - 15:00	Literature: Business Model Generation by Osterwalder & Pigneur p. 1 – 87	3 hours: Read the rest of the book: Business Model Generation by Osterwalder & Pigneur		GAME WORKSHOP	Literature: Read articles uploaded on Fronter
15:00 - 15:45				Group Work: Finalize the canvas and upload on Fronter Readings for tomorrow: Read articles on Fronter about The Communication Plan, and Selling Propositions	

				HAND-IN: Deadline: 22.00 **3.2. Business Model Canvas**	HAND-IN: Deadline: Sunday the 19th at 22.00 **3.3 Report**
	HAND-IN:	HAND-IN:	HAND-IN:		
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK: By 26/12 Form: A/NA Teacher: Bodil	FEEDBACK: By 28/11 Form: Oral Teachers: AMJS, BOCR, JEC, KMAM

WEEK 47   THEME: BUILD YOUR DIGITAL AGENCY   MMD INT / 1st SEMESTER

	20 November 2017	21 November 2017	22 November 2017	23 November 2017	24 November 2017
	TOPIC: Design documentation and Usertesting			ROOM: TELLUS	
	TEACHERS: JEC (8.30-13:15)	TEACHERS: ALE, KMAM (8.30 - 13.15)	TEACHERS: No lectures	TEACHERS: ALE, KMAM (08:30-11:45)	TEACHERS: KMAM, BOCR (8.30-13:15)
08:30 - 09:15 / 09:15 - 10:00	Color Theory	Visual identity Design Brief Visual strategies Design Program and basic design elements	Group work all day: 1) Work on the visual identity 2) Create a visual strategy 3) Continue working on the design documents	Further talks on design program, - brief and - manual, if needed. Interactive pretotypes Adobe XD, InVision or alike (To be announced)	Usertesting: test your pretotype, think aloud testing
10:15 - 11:00 / 11:00 - 11:45	Infographics	Visual identity Design Manual How do you use it and what does it contain?		Interactive pretotypes Using UI Kits	Requirements for the The Web Prototype HTML, CSS, JS
12:30 - 13:15		Visual identity The Design Manual		Group Work: Create your interactive pretotype	
13:15 - 14:00	Group Work: Create the Customer Journey & The Touchpoints and possible failure points	Group Work: Create your design programme		Group Work: Create your interactive pretotype	
14:15 - 15:00	Group Work: Create User Scenarios & Personas				+2
15:00 - 15:45	Literature: Read articles uploaded on Fronter	Literature: Read articles uploaded on Fronter		Literature: Read articles uploaded on Fronter	

	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:	**HAND-IN: Deadline: Sunday the 26th at 22.00** **3.4: Design documentation**
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK: 1/12 Form: A/NA Or Written Teacher: Alan

WEEK 48 — THEME: BUILD YOUR DIGITAL AGENCY — MMD INT 1st SEMESTER

	27 November 2017	28 November 2017	29 November 2017	30 November 2017	1 December 2017
TOPIC: The Prototype, Report & Final Pitch				**ROOM:** TELLUS	
	TEACHERS: TOKE, BOCR (8.30 - 15)	TEACHERS: (8.30 - 13.15) AMJS, JEC, KMAM	TEACHERS:	TEACHERS: BOCR (8.30 - 15.00)	TEACHERS: AMJS, KMAM, JEC, BOCR (8.30-13.15)
08:30 - 09:15 09:15 - 10:00	Budgets - Methods & tools Key knowledge for any entrepreneur, digital designer and developer !	Work on the Web Prototype	Group work all day: 1) Finalize your prototype 2) Create pitch slides for Friday 3) Practice your presentation skills	How to make the great pitch!	**FINAL PITCH DAY** **7 min investor pitch per group** Pitch your web agency, the key points, the prototype and reasoning the design of the prototype
10:15 - 11:00 11:00 - 11:45	Digital Business Law Key knowledge for any entrepreneur, digital designer and developer !	Feedback: Oral feedback on the report		Work in groups: Prepare the final 7 min. pitch	**FINAL PITCH DAY** All groups and teachers are divided into two main clusters for the pitch
12:30 - 13:15	Copyright & Licensing methods	Work on the Web Prototype		Coaching	**FINAL PITCH DAY**
13:15 - 14:00	Coaching	Group work: Work on the Web Prototype			
14:15 - 15:00	Coaching			Coaching	
15:00 - 15:45	Group Work: Make the budget for your business idea and update your Business Model Canvas			Group Work: Finalize the entire project	
	HAND-IN:	HAND-IN:	**HAND-IN: Deadline: 22.00** **3.5 Link to the Web Prototype**	HAND-IN:	HAND-IN:

	4 December 2017	5 December 2017	6 December 2017	7 December 2017	8 December 2017
FEEDBACK:	Form: Teacher:	FEEDBACK:	FEEDBACK: 8/12 Form: A/NA Teacher: Kenny	FEEDBACK:	FEEDBACK: Oral feedback and questions by the teachers on the spot

WEEK 49 — THEME: BASIC VIDEO

MMD INT
1st SEMESTER

	4 December 2017	5 December 2017	6 December 2017	7 December 2017	8 December 2017

TOPIC: Narration without words — ROOM: TELLUS

Time	4 December 2017	5 December 2017	6 December 2017	7 December 2017	8 December 2017
	TEACHERS: KEMM, SULU	TEACHERS: KEMM, SULU	TEACHERS:	TEACHERS: KEMM, SULU	TEACHERS: KEMM, SULU
08:30 - 09:15 / 09:15 - 10:00	Theme introduction Telling a story with moving images using mobile devises	Introduction to Premiere Pro: Video editing + Edit your video	Editing	Showing videos in class	Language of genre
10:15 - 11:00 / 11:00 - 11:45	**x** **pre-defined groups**	Sound editing + Edit your sound		Bicycle Ambassadors (Marie Kåstrup) Introduction to Module 2 by Copenhagen Municipality	Dramaturgy Rhetorics Lecture: Coherence between website and video
12:30 - 13:15	Production	Editing			Idea development
13:15 - 14:00					
14:15 - 15:00 / 15:00 - 15:45	Production	Editing		Idea development	Idea development
HAND-IN:	HAND-IN:	HAND-IN:	**HAND-IN: 4.1** **3.6 Link in Fronter to online video (by 23:59)**	HAND-IN:	HAND-IN:
FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK: Oral in class	FEEDBACK:	FEEDBACK:

	WEEK 50	THEME: BASIC VIDEO			MMD INT 1st SEMESTER
	11 December 2017	12 December 2017	13 December 2017	14 December 2017	15 December 2017
	TOPIC: Video grammer and sound			ROOM: TELLUS	
	TEACHERS: KEMM, SULU	TEACHERS: KEMM, SULU	TEACHERS:	TEACHERS: KEMM, SULU	TEACHERS: KEMM, SULU
08:30 - 09:15	Language of film	Embedding video in HTML Production plan	Production	Sound in video	Watch videos in class + evaluation Marie Kåstrup from Bycycle Embassadeurs
09:15 - 10:00					
10:15 - 11:00	Introduction to synopsis and storyboard Researching technique	Storyboard + Website development		Production	
11:00 - 11:45					
12:30 - 13:15	Approval of idea (group meetings)	Production meeting with coach		Production	
13:15 - 14:00					
14:15 - 15:00	Research on location The groups go out and find the images needed for the production	Production		Production	
15:00 - 15:45					
	HAND-IN:	HAND-IN: 4.2 Storyboard (pdf)	HAND-IN:	HAND-IN: 4.3 Link in Fronter to website with online video (by 23:59)	HAND-IN:
	FEEDBACK:	FEEDBACK: Approval in Fronter	FEEDBACK:	FEEDBACK: Oral feedback in class + 3 level grade i Fronter	FEEDBACK:
	WEEK 51	THEME:			MMD INT 1st SEMESTER

	18 December 2017	19 December 2017	20 December 2017	21 December 2017	22 December 2017
	TOPIC: XX			ROOM: TELLUS	
	TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:
08:30 - 09:15	CHRISTMAS HOLIDAY	CHRISTMAS HOLIDAY	CHRISTMAS HOLIDAY	CHRISTMAS HOLIDAY	CHRISTMAS HOLIDAY
09:15 - 10:00					
10:15 - 11:00					
11:00 - 11:45					
12:30 - 13:15					
13:15 - 14:00					
14:15 - 15:00					
15:00 - 15:45					
	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

WEEK 52 THEME:

MMD INT
1st SEMESTER

	25 December 2017	26 December 2017	27 December 2017	28 December 2017	29 December 2017
	TOPIC: XX			ROOM: TELLUS	

	TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:
08:30 - 09:15					
09:15 - 10:00					
10:15 - 11:00					
11:00 - 11:45	CHRISTMAS HOLIDAY	CHRISTMAS HOLIDAY	CHRISTMAS HOLIDAY	CHRISTMAS HOLIDAY	CHRISTMAS HOLIDAY
12:30 - 13:15					
13:15 - 14:00					
14:15 - 15:00					
15:00 - 15:45					
	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

WEEK 1	THEME: PORTFOLIO			MMD INT 1st SEMESTER
1 January 2018	2 January 2018	3 January 2018	4 January 2018	5 January 2018

TOPIC: XX			ROOM: TELLUS	
TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:

	8 January 2018	9 January 2018	10 January 2018	11 January 2018	12 January 2018
08:30 - 09:15	CHRISTMAS HOLIDAY		+8		
09:15 - 10:00					
10:15 - 11:00					
11:00 - 11:45					
12:30 - 13:15					
13:15 - 14:00					
14:15 - 15:00		+2		+2	+2
15:00 - 15:45					
	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

WEEK 2
THEME: PORTFOLIO EXAM
MMD INT
1st SEMESTER

	8 January 2018	9 January 2018	10 January 2018	11 January 2018	12 January 2018
TOPIC: XX			**ROOM: TELLUS**		
TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:	
08:30 - 09:15	DEADLINE FOR EXAM PROJECT HAND-IN : Kl. 10:00 AM	+8			

09:15 - 10:00				
10:15 - 11:00				
11:00 - 11:45				
12:30 - 13:15				
13:15 - 14:00				
14:15 - 15:00	+2		+2	+2
15:00 - 15:45				
	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

WEEK 3

THEME: PORTFOLIO EXAM

MMD INT
1st SEMESTER

	15 January 2018	16 January 2018	17 January 2018	18 January 2018	19 January 2018
TOPIC: XX			ROOM: TELLUS		
	TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:	TEACHERS:
08:30 - 09:15					
09:15 - 10:00					

10:15 - 11:00					
11:00 - 11:45					
12:30 - 13:15					
13:15 - 14:00					
14:15 - 15:00					
15:00 - 15:45					
	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:	HAND-IN:
	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:	FEEDBACK:

2nd semester starts on monday the 29th of January 2018