



Information graduation placement Communication and Multimedia Design (AUAS)

Amsterdam University of Applied Sciences

The Amsterdam University of Applied Sciences (AUAS) is based in The Netherlands, in the city of Amsterdam. Amsterdam is a cosmopolitan city where 175 different nationalities live and work together and where the English language is largely spoken. The city is a hotbed of education and research in all conceivable areas: culture and society, trade, logistics, aviation, shipping, ICT, sports, healthcare, education and much more.

At AUAS we take full advantage of this wealth of opportunities in order to provide the best possible education and produce cutting-edge research. The AUAS consists of seven schools. We have a total of 43,000 students and offer a total of 80 bachelor and master programmes. We have 250 partner institutes across 50 different countries and contribute to various educational projects such as curriculum development, research projects, student/professor exchanges and work placements within an international working field. This ensures that the education provided by AUAS is truly internationally orientated.

AUAS Communication and Multimedia Design

Our School for Communication and Multimedia Design (CMD) sets out to help students learn how to think and act like designers, and aims to give its interactive media design graduates the best possible preparation for today's – and tomorrow's – professional practice. Students learn to implement 'design thinking and doing' within the development process of interactive products and services such as websites, mobile sites, mobile apps, web apps and interactive installations.

The CMD programme is practice-based and assessed by means of competencies, which are based on the integration of specific knowledge, skills and behavioural outputs. Our students develop their skills in projects and work placements offered by external commissioners, which is part of our 'productive

learning' method. CMD students can create effective solutions for complex challenges in the field of interactive media.

Graduation Placement

During the graduation placement in your office, students can support your organisation in various ways. It is possible to let them work along with one of your employees and provide them junior assignments and tasks. It is possible to ask students to create a product or prototype, a design or basic content strategy plan. The placement can be followed up by a graduation assignment. The majority of students will start their graduation placements every September.

Students are able to work independently on tasks that have been specified after client contact. Deliverables that students are familiar with: user scenarios, interviews, customer journeys, storyboards, video prototyping, flowcharts, wireframes, clickable prototyping, usability tests, data-modelling, responsive websites, arduino, node.js & javascript. Students can web-analytics, content audits, kpi's, traffic, funnels and conversion marketing.

Preparation

Students will independently look for a placement that supports their professional development. Companies can offer specific applications at www.cmda.eu/stages.

When students apply for a nice place in your company, then it is common to invite them for a job interview. If the outcome is positive, then the student will send a request for approval to our Internship Agency.

It is important to sign the contract that is set up by our school, this is one of our conditions to approve the placement. If besides our CMD-contract, you have your own contract, then this must be announced to our Internship Agency. The student will arrange the signing procedure.

School mentoring during the graduation placement

During the placement students are coached and mentored by a senior lecturer, who is familiar with our students. At the start of the placement, students will have to set up a plan, which describes their learning goals, observational questions and output. The school mentor will visit the company once or twice during the placement. The student is responsible for the arrangement of the visits.

During the placement, students will write their placement report, which will be graded by the school mentor. During a verbal assessment with the school mentor, the company mentor and the student, he will be asked about his experience, learning goals, development during the placement and during the second year. The report and the verbal assessment will be part of the grading process.

Company mentoring during the graduation placement

It is important to mentor the student while he is working. Though students can offer up-to-date knowledge and skills, it is still one of their first working experiences in the field of Communication and Multimedia Design. A good idea is to weekly talk through their progress in a short meeting or to daily ask them about what they have done and learned. Common challenges are time management and providing feedback on their progress to the company mentor.

When problems occur that are difficult to solve, it is important to report this to the school mentor.

Conditions to companies

We encourage our students to complete their placement in companies that have established a complex working environment. We prefer our students to be exposed to a great variation of professional roles and clients.

Conditions to the placement. Companies are asked to:

- offer a professional CMD-workingenvironment;
- exist for over a year;
- have a minimum of 5 employees in a permanent position;
- have a CMD-professional (UAS-level) to mentor and supervise the student;
- have employees who can assist students in their activities;
- offer a suitable set of activities;
- the mentor should be available for regular feedback and a job evaluation meeting;
- be prepared to be involved in activities such as workshops or seminars in which students and mentors share and discuss their experiences.

Allowance

It is common to offer students an allowance for their placement, mostly 250 - 500 euros.

More information

If you have any further general questions regarding this information, please contact:

- the Internship Agency for questions about offering placements and meeting the placement conditions. Best is to send an email to stage-cmd@hva.nl or call on Thursday (10h - 13h): +31 [0]20 - 595 4883.
- the coordinator External Relations Mattijs Blekemolen (m.blekemolen@hva.nl), for questions concerning cooperation with our school, guest lecturers, presentations.
- the school mentor, if you have specific questions concerning the student during the placement, then you can send an email the school mentor. The student will provide you this information.

Thank you and we wish you and our student a good placement period!

www.cmd-amsterdam.nl/english