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USER RESEARCH: INTERVIEWS

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FONTIA Fontys Semester 2

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Parties present:

INTERVIEW 1: Semester 1 Student Maja

Interviewer: Moussa

Interviewee: Maja

Interviewer: Hello

Interviewee: Hello

Interviewer: Thanks to accept our invitation. And now we are conducting an interview about the website. So, we need to build a website about Fontys and would like to ask you some questions. The first question which we need to ask you is how did you find out about Fontys?

Interviewee: Uhm, I applied for my studies around February. And that's when I was told to look around for some courses in the Netherlands, basically. And I found Fontys quite interesting. Basically, it was suggested by people who helps me to apply.

Interviewer: OK, thank you. What were your thoughts about Fontys ICT before you choose it?

Interviewee: I thought it may be fun actually, because I had the possibility to choose the course after starting ten weeks in, which was way more open and creative for me than choosing at the start.

Interviewer: So, you know that at Fontys ICT That there is a different kind of profile and one of them is ICT and media design is that were your choice goes?

Interviewee: Uh, I don't know yet, but I'm thinking about it.

Interviewer: Did you have any idea about media design courses?

Interviewee: Uhm, before starting or?

Interviewer: Yeah, before it started.

Interviewee: Before starting I had a little bit of experience, but it's not a lot.

Interviewer: And how now?

Interviewee: Right now, uh, I don't do currently anything.

Interviewer: What do you think is important information about the ICT media design courses that you want to see on the website?

Interviewee: For important thing that I want to see on the website? The design for sure.

Interviewer: OK.

Interviewee: Do you need specifics or?

Interviewer: Just something that will make you easier to get information related to media design.

Interviewee: I didn't see the websites.

Interviewer: Okay and if there's any website, what would you like to see first?

Interviewee: What would I like to see first? I think that pictures draw attention the most, so I would say a clear picture. Yeah, basically something interesting about the course.

Interviewer: OK.

Interviewee: Maybe like a catch phrase or something like that. Just something to draw and draw attention.

Interviewer: That is very interesting. So now that you have one course about media design, how did you find it?

Interviewee: What do you mean with this question?

Interviewer: I mean there's a course about media in the profile within the five other profile and how did you find it?

Interviewee: The presentation.

Interviewer: The course itself.

Interviewee: OK, I think it may be fun. That's why I'm thinking about it, because the design and like colours. Projecting and just how the website is supposed to look, it seems very nice for me.

Interviewer: OK.

Interviewee: But I am not sure yet, I will have to do my research some more.

Interviewer: Since you have to choose in the second semester profile, will you go to ICT and media design? Maybe?

Interviewee: Maybe, yeah, maybe. I'm not sure about that.

Interviewer: And if so, what will attract your attention? To go for that.

Interviewee: Mainly the design parts. I just like to create things.

Interviewer: Alright, I think that is all. If you have anything else to add or to say about media design, we are happy to hear from you.

Interviewee: I think I don't have anything more. I will do my research.

Interviewer: Alright, thank you.

Interviewee: Yeah, thank you.

Interview summary

She was very kind and enthusiastic about the questions that we had. She is by herself already creative and want to express that in some way that why she might choose media, but she isn't sure yet if she really choose this subject. Overall she wants a better design and more use of meaningful images.

Parties present:

INTERVIEW 2: Semester 1 Student Victor

Interviewer: Moussa

Videographer: Thimo

Assisting: Melita

Interviewee: Victor

Interviewer: Hello Victor

Interviewee: Hi

Interviewer: Thanks for accepting our invitation, so now we are conducting an interview about the media design profile. We are students of semester two and we would like to make a website specifically for the media design students, so we would like to ask you some questions which will help us to improve the website and to build the actual website

Interviewee: Okey.

Interviewer: So, first thing that I would like to ask you is how did you find out about Fontys?

Interviewee: Uh... I am not quite sure right now um I think I started looking towards studying in the Netherlands in the beginning of this year so I started researching about different universities and uh yeah, I think that's the way I found out about Fontys, through research.

Interviewer: Mhm... thank you and what were your thoughts about Fontys ICT before choosing it?

Interviewee: Uhm I was not told anything I just uh researched about uh best universities and Fontys was amongst the uh best um applied sciences universities so

uh I saw the website and the different bachelor's programs and uh I really like the ICT one so uh yeah that's why I choose it

Interviewer: Did you find all this info at Fontys website?

Interviewee: Yes yes

Interviewer: Was it easy to find it...?

Interviewee: Yep

Interviewer: And navigate through the web?

Interviewee: Yes

Interviewer: Okey so did you know that there is different kinds of profiles at Fontys when you were choosing the program?

Interviewee: Uh yeah, I did read uh all the information provided in the website and uh it is really well explained so yeah people can go to the website and see about the uh 5 different orientation profiles

Interviewer: Ok cool and what did you think about Media Design?

Interviewee: I really like it uh it sounds very interesting uh and I am probably looking forward to uh choosing the profile but I'm still not sure so we will see

Interviewer: So since now that you started the semester how did you find the Media course?

Interviewee: Uhm I like it, uhm we have different tasks including designing uh webpage with HTML and CSS for example, uh I have done this before as well, so it was not that hard for me uh so yeah, I like it and uh it's interesting

Interviewer: Okey and what do you think Is important info about the ICT & Media Design course that you want to see on the website?

Interviewee: Hmm well... I'm not quite sure

Interviewer: Did you ever search about a specific profile?

Interviewee: Uh yes, I have visited all the uh different profiles, uh but I'm not sure for example maybe uh all the things that we are going to study and work on during this profile I think that is already written uh as far as I can remember so yeah, I don't think there should be anything more specific

Interviewer: Okey and is there anything that you know about Media Design courses that will like uh help you to choose this profile?

Interviewee: Uh If I am not mistaken uh Media profile is not only about designing web pages its also includes programming and other stuff for example uh getting to know how to influence people and design the uh your projects so people can uh like them more, uh I think that this is very important uh and uh it's very nice to know this uh and yeah, it's good to know that uh Media Design is not all about designing it also includes other things

Interviewer: Yeah, good and uh since you have to choose a profile do you think Media Design could be a good profile for you in semester 2?

Interviewee: It could be uh but I'm still not sure which profile I am going to choose because uh um for now I like them all so I will have to find out which one suits me the best

Interviewer: Okey thank you very much if you have anything else to add or feedback, we are happy to hear from you

Interviewee: I think I have nothing else to add

Interviewer: Okey and uh maybe I will ask you again if you really want to choose ICT & Media Design what kind of information specific are you looking for?

Interviewee: Uh the things that I am going to study

Interviewer: Okey..

Interviewee: Nothing more specific, at least for now

Interviewer: Interviewer: Yeah, Thank you very much that's all

Interviewee: Thanks

Interview summary

Our interviewee, Viktor is very interested in the Media course and has some experience in programming using HTML & CSS. Is looking forward to learn more about the Media course but is not 100% sure about his choice just yet. Prefers to know the study material beforehand.

Parties present:

Interviewer: Moussa

Videographer: Thimo

Assisting: Melita

Interviewee: Dilyan

INTERVIEW 3: Semester 1 Student Dilyan

Interviewer: Hello Dilyan. Thank you for accepting our invitation. So now we are conducting an interview about Fontys University, our task is about building a website for a specific student which is about media design Student, and we would like to ask you some questions about this profile

Interviewer: Before coming to Fontys, how did you find it?

Interviewee: Uh, I was told that Fontys is very popular university, and it was very easy for the students here to get introduced to the system and yes, you don't need any experience in programming, and I thought that was exactly for me.

Interviewer: OK, and how did you find about Fontys itself?

Interviewee: There were some presentations by a company called Unify. I do not know if you know it, but it's popular in Bulgaria in my country, and people there, they just helping students to apply for Fontys.

Interviewer: Ah OK. And when you applied for Fontys ICT program, did you know that there's a different kind of program?

Interviewee: Like what program?

Interviewer: Like those five programs in this semester 1.

Interviewee: The choice that we have? Yeah, I know about it.

Interviewer: And did you ever search the media design profile?

Interviewee: I was told that there was media design.

Interviewer: OK. And how did you find out about the ICT and media design course?

Interviewee: Before or after coming to Fontys?

Interviewer: Before!

Interviewee: I wasn't so researching about media design because I was 100% sure that I will choose software. But after I came here, I noticed very interesting things about media design. I was actually considering media design when we learned about HTML and CSS. I was interested, but I came here with the idea to choose software, so I'll follow my path.

Interviewer: How far is your experience with media design course?

Interviewee: Like what?

Interviewer: Like With all the course, the teachers, the information, and the modules?

Interviewee: Until now? How do I find it?

Interviewer: Yes!

Interviewee: The Media design is really interesting profile, maybe if I wasn't 100% sure before applying to university that I want to choose software , I was sure that I

want to work with coding. Uh, this HTML and CSS part creating the sites, creating the design, It was very entertaining for me.

Interviewer: OK, so if ever you want to visit a website about the program information, what would you like to see on this website?

Interviewee: So, uhhm what I want to see on the websites ? Beautiful design. First thing, of course, Many options to choose between, What else? Well-made website, Yeah, that's it I guess.

Interviewer: Do you know if there's any kind of or if you are looking for specific information or orientation that will help you to choose a profile?

Interviewee: I don't get these questions.

Interviewer: Like if there's any things that you feel like to get information, more information about the website.

Interviewee: Yeah, I guess Like research, I don't know

Interviewer: So what do you think about the media design course? Umm yeah, I ask you about this, but again, I'm just curious about the media design course.

Interviewee: I don't know, as I already said, I was thinking about software engineering and. I like this, this design parts, the designing sides and everything, but I'm just 100% sure that I am going to software!

Interviewer: Alright, I think that is all. Do you have anything else, feedback or some kind of, I don't know, information, that You need to add ?

Interviewee: Maybe not for now, but if I have questions, Yeah, I'll look for it.

Interviewer: OK. Thank you very much.

Interviewee: Thank you.

Interview summary

Our interviewee, Dilyan is passionate about coding, particularly the HTML and CSS part of the lesson in his actual semester 1 course, however He seems hesitant to answer some questions related to Media design profile since he is 100% sure to choose Software engineering but he is willing to see an beautiful well design website with enough information that can guide student to choose the profile of his choice;

Interviewer: Agata
Interviewee: Jakub
Date: 26/09/2022
Time: 12:32
Place: Fontys university
Notetaker: Ranim Mohammad
Videographer : Ranim Mohammad

INTERVIEW 4: Semester 2
Student Jakub

you are in.

Interviewer: To start, can you introduce yourself, your name, your age and what semester

Interviewee: Hi I'm Jakub. I am from Poland and I am 22 years old and I am in the second semester of ICT media and design.

Interviewer: Okay, why did you choose the media profile?

Interviewee: Well, I choose it because I want to do coding but I was not interested in only that, I wanted to do some more creative work as well. I don't like to spend 24 hours in front of the screen so... yeah I think that is the reason.

Interviewer: Yeah well that's a valid reason. Was that your first choice?

Interviewee: yes.

Interviewer: Good. Do you recall looking at the ICT media page on the Fontys website when you were applying for this course?

Interviewee: Hmm... Yeah I remember. Because I was thinking about what should I choose, because I knew I didn't want to choose software. So I was thinking between the infrastructure and media design.

Interviewer: Did you get any lasting impressions from the website whether it be good or bad?

Interviewee: Honestly, not really. I was kinda disappointed that there is no course description more in detail or maybe there was but I didn't find it.

Interviewer: In terms of the course itself what do you like about studying media?

Interviewee: Well honestly the front end development, that's... I'm the most mostly for. Yeah user research is fine, but I don't like to research in general. So yeah front end development is for me.

Interviewer: Do you have a favourite project or thing that you've created so far or/and if not is there anything you're looking forward to during your course?

Interviewee: Well, even though it's not kind of the best, I am kind of happy with my portfolio for like the first semester.

Interviewer: What information do you think is important for future media students to know?

Interviewee: Uh... I would say it would be nice to have a like example of the schedule and exact descriptions what you do in each subject. I also like when it's clear for you what kind of jobs can you do afterwards so that's a plus for sure.

Interviewer: And what part of media design do you think is most likely to attract new students if you were to make an ad about it what would you include?

Interviewee: Looking from my perspective front end development just writing the code, that's the whole is interesting part for me.

Interviewer: Okay awesome thank you very much for your time.

Interviewee: Yeah thank you.

Interview summary

Jakub is a person who doesn't like to work behind the computer for 24 hours, so he choose media since media doesn't 'require' much time unlike software. Is interested in Front end development and creative activities.

Interviewer: Agata

Interviewee: Nigel

Date: 26/09/2022

Time: 12:46

Place: Fontys University

Notetaker: Ranim Mohammad

Videographer : Ranim Mohammad

INTERVIEW 5: Semester 2 Student Nigel

Interviewer: Can you introduce yourself, your name, age and your semester please.

Interviewee: I'm Nigel, I'm currently 19 years old and I'm doing ICT and Media.

Interviewer: What semester are you in?

Interviewee: Semester 2.

Interviewer: And why did you choose Media?

Interviewee: uh... I choose me because of like the diversity, the creativity. I can basically do whatever I want and if I want I can also do freelancing which is also good.

Interviewer: Okay was media your first choice?

Interviewee: No, initially I picked Software but after going through the first semester and doing the advanced phase of software I decided that it's not for me and I prefer doing more creative stuff so I went into the field design space.

Interviewer: And do you recall looking at the ICT media page when you were making your decision in the first semester?

Interviewee: Uh... no because initially I only focused on software and I didn't had any plans on doing any other courses so I only focused on software.

Interviewer: Okay thank you. And what do you like about studying media?

Interviewee: I like that you're not only working in the back end. I like doing the front end part. Doing designing is also something that I'm very good at and... yeah.

Interviewer: Do you have a favourite project that you've done so far and is there any projects that you are looking forward to?

Interviewee: I like doing the project of doing the portfolio last semester I think I did a pretty good job. Exceeded my own expectations which is good and also a few of the exercises we got for front end development with mister kirby.

Interviewer: What information do you think is important for future media students to know?

Interviewee: Uhm... Languages that you will get for coding on what all you would get that, you have to learn how the users will interact, you have to study them a lot. So if you're only like designing, you kind of have to keep an eye out for the user part because understanding the users is one of the most important things in media design.

Interviewer: Okay thank you. And what part of media do you think is most likely to attract more students so if you were to put up an ad what would you put in it?

Interviewee: Hm... I would put... like the possibilities of what you can do with media design like maybe show an example and lot of colours because that's what it represents media sometimes.

Interviewer: Okay thank you very much for your time.

Notetaker: I have one question though, why do you think colours represents media?

Interviewee: Since in media you have to, kind of learn a lot of about colours. It is like a... I don't know how to specifically say it but, it kind of represents media in a away because it shows that every colour might have like a... um... a meaning to it. So if you are only going with black colours it's not really media design because you know that black only has a specific reasoning to why you can use it so... showing all the colours has deeper meaning to each colour as it makes senses. So it kind of, for me, represents a lot about media.

Interviewer: Okay that makes sense.

Notetaker: Okay thank you for answering my question thank you.

Interviewer: Thank you thank you for doing the interview.

Interview summary

Nigel likes to work creative. He was in software but then he noticed that he is interested towards the creative thoughts and about the colours etc, so he switched to media. Wants to have more information about languages beforehand.

Interviewer: Agata
Interviewee: Iris
Date: 26/09/2022
Time: 12:32
Place: Fontys university
Notetaker: Ranim Mohammad
Videographer : Ranim Mohammad

INTERVIEW 6: Semester 2
Student Iris

Interviewer: Can you introduce yourself your age and your semester

Interviewee: My name is Iris and I'm 18 years old and I'm now in semester 2 media.

Interviewer: Why did you choose media?

Interviewee: I choose media because I like to be a creative, I like designing stuff and before I did software but it was more back end and I really like to do front end .That's why I choose media.

Interviewer: So you switched from software to media?

Interviewee: yes.

Interviewer: do you recall looking at that ICT and media page when you are making your decision?

Interviewee: Yes, yes I did.

Interviewer: Is there anything that sticks out in particular that you can recall from that website, whether it be positive or negative?

Interviewee: Um... Well you could read what kind of jobs you could get after and they seem really nice but there wasn't anything on the website saying that we were going to work with stuff like Adobe I think.

Interviewer: What do you like about studying media?

Interviewee: I like to work on thinking about how things should look, how web pages should be designed. I like to do front end development and I also like to do research about how pages should look for example with UCD and I also can't wait to work with Adobe programmes which we will do with in media production.

Interviewer: Do you have a favourite project or thing that you've done so far and if nauseous or any project or class that you're really looking forward to?

Interviewee: I really want to do the layout from front end development because finally we were thinking about how things should look at not only the back end like I always used to do in software. I also like to do the portfolio because you can make it look like how you want it's not like you have to do back end. Yeah... you have to be creative and think about okay I want to have my website with this colour and with this font and I really like to do that.

Interviewer: What information do you think is most important for future media design students?

Interviewee: I think it's important for them to know how the weeks will look like for example, we have in the morning self study and then in the afternoon we have lessons in class and we have four different modules where we work on. And I think it's also important for them to know what kind of things they can expect in media in semester two.

Interviewer: So is there anything that you wish you would have known beforehand when you were in your semester one in software, is there anything that could have giving you more information about media to make that choice straight away?

Interviewee: Well yes because in my semester one, we all thought that media was more like designing posters and not really the things we do now. Like I didn't know what media you could do with things with Adobo or Logo design or I didn't know. Also have a lot of focus on website development because I only thought it would be creative stuff and not developing and I think they should say more that is also HTML CSS and JavaScript

Interviewer: And if you were to make an ad for the media course right now, what would you put on us what do you think is the most likely to attract more students?

Interviewee: I think it's important to let everyone know it's not only making presentations or posters or logos but it's also the research we do with UCD and it's also the website page development we do and also the portfolio. But I don't think there's any information to find where it says that we also make a portfolio. So maybe you can add that in the website page

Interviewer: OK thank you very much for your time please sign a consent form on your way out

Interviewee: Okay thank you.

Interview summary

Iris is a switcher from software to media. She likes to be creative, design things. She is excited to work on her portfolio and to learn how to work with the adobe programs. She wants other students to know that media is not just only making posters, but also analyse stuff with UCD, do front end and logo design.

Interviewee: Mihnea

Interviewer: Moussa

*INTERVIEW 7: Semester 3 Student
Mihnea*

Interviewer: Hello, Mihnea. Thank you for accepting our Invitation.

Interviewee: No problem.

Interviewer: So, we are conducting a survey and interview about the website that we are looking to build, and the topic is about how to improve the media design profile.

Interviewer: The first thing that I would like to ask you is what was the reason that made you to choose ICT and media design course?

Interviewee: Well, I chose media design because I wanted to be more creative, and I knew that this will make use of my creativity more than on software and on anything else. And I also think it's a good job for the future.

Interviewer: And what do you think is very important about ICT and media design course?

Interviewee: Ummm, that you can learn a lot of things. You get the basics of what's important, you can learn how to make your own website, you can learn how to interact with people as well from the user centered design, you can do many things that can help you in the future.

Interviewer: So, at semester one, I guess you have to choose a profile and You chose media design.

Interviewee: Uh, yes.

Interviewer: So how did you choose this profile? and is it like on a website or somewhere else which motivates you to choose design?

Interviewee: Well, from the start, when coming to the university I was a bit influenced by the media design and I wanted to go there. But then I waited after the orientation phase to see if I like anything else more. But I didn't, and I stayed with my first option. I just liked , It's a thing that I will do in the future, and I will enjoy it.

Interviewer: OK. And right now, what kind of important information about ICT and media design course that you want to see on the website?

Interviewee: I think it should be well explained what media design is and what it means.

And also what you will be doing in it like what exactly will you learn?

Interviewer: Back in time, what content did you think was lacking on the website of the Fontys ICT?

Interviewee: First of all, for the Fontys website, it wasn't well translated in English when I was using it last year. And also it was poorly explained for every course what they will be doing in the semester.

Interviewer: So is there anything you know about the course now that you wish you had known sooner or at the point of applying?

Interviewee: Yes, I think it would have been better if they would have told us what courses or lessons we're going to take during the semester.

Interviewer: So kind of course content and course information.

Interviewee: Yeah, exactly.

Interviewer: What are you most looking forward to during your study, like the placement, the specific topics, everything that can help you?

Interviewee: Well, I want to learn programming better and I want to learn on the media production part, I want to learn more on that specific subject.

Interviewer: And do you think those things could be somewhere on the website?

Interviewee: Uh, I don't know for sure. I don't think they are on the website.

Interviewer: And do you think that if there is Direction or orientation to get those resources will be better?

Interviewee: Yeah, I think so. It would be better if you could get like a bit of a trial of what you are going to do on the specific web server.

Interviewer: OK. In your opinion, what would you encourage you and others to choose media design course?

Interviewee: A way is either having someone work that finished the university or working in this domain explain you what you do or what he does, just get a better understanding of it.

Interviewer: OK. So another thing that I would like to ask you, What is your favorite part of studying media design?

Interviewee: Of studying media design? I think my favorite part is the media production course, because we're doing all the creative stuff like designing logo, designing typography, fonts. Anything Photoshop.

Interviewer: OK. And what would you expect from the media course in the future?

Interviewee: I'll probably learn more advanced things of what I'm doing right now, but the advanced version of it.

Interviewer: I will ask him maybe the same question in a different way; For a first semester or for someone who has never come to Fontys and who would like to visit the website, what kind of primary information or kind of first impression that he should see on the website? That will attract to media design profile?

Interviewee: That will attract to media design? I think it could be like a preview video or some sort with just a short like explanation on what media is.

Interviewer: Did you regret to choose media?

Interviewee: No

Interviewer: Would you switch to any other course?

Interviewee: No

Interviewer: All Right! Yeah, that is basically all we need.

Interviewer: And if you have any suggestions or feedback about media profile improvement or anything, we are happy to hear from you.

Interviewee: I don't know if it can help you, but it's just, if there is better way of grading the assignments; but this is for the teachers... For example, to see what grade you're having, cause for now it's just a bit not clear

Interviewer: And since now you are in semester 3, on the website Did you ever go back to the website and look for something?

Interviewee: No, no, no. Only in semester 2. Nothing that interesting on the website to see.

Interviewer: And are there resources enough?

Interviewee: Uh, I think they changed the website a bit and it's a bit better than before. But still I think they can improve it.

Interviewer: Thank you very much. That is all.

Interviewee: No problem.

Interview summary

Mihnea gives an insightful information about the media design profile. He chose media design because it allowed him to put his creativity skills in action and the multiple career opportunities that it is offering. He found the media production profile very interesting and looking forward to scales his skills. As for the website, he suggested that if there is something that guide student to higher semester level or a graduate students which they can orient, explain and inspire them better to understand the profile would be great also he highlighted that the website should explain clearly the profile with all the semesters modules.

Interviewer: Thimo

Interviewee: Alexandra

Videographer: Melita

*INTERVIEW 8: Semester 3 Student
Alexandra*

Interviewer: Hello um this is the interview about how like um media in semester 3. So, um what is the reason that you made your choice ICT & Media?

Interviewee: Uh so ICT & Media I choose ICT & Media mainly because I'm a very creative person or at least that's how I consider myself to be and um with software although I understood it and I was good with it I didn't feel like I would actually enjoy it as I do with media now so yeah mainly my choice was because I wanted more freedom in my choices and um more capability to expand my abilities in the creative sector while also combining it with programming

Interviewer: Interesting... do you think is its important information about ICT & Media course that you want to see on the website?

Interviewee: Affirmation?

Interviewer: Information...

Interviewee: What do you mean with that?

Interviewer: Um like uh the ICT and media course that we have now...

Interviewee: Okey...

Interviewer: Do you think that there has to be more things about it...

Interviewee: Ah okey um maybe more programming I think because right now we only have one day per week and I feel like the things are a bit slow with that but of course each person can um engage into their own learning process so I feel, I believe that's why they do it like that so that each person can choose their own path because you know in media you can go in many directions programming is just one part of it so maybe that should also be more descriptive that you can when you're in media you can go into multiple paths you can be the designer, developer, UI/UX designer as well so maybe that.

Interviewer: Yeah, and looking back now what context did you think were lacking on the Fontys ICT website?

Interviewee: Um Fontys ICT website... so, u mean the one that's for everyone right?

Interviewer: Yea

Interviewee: So, when you first register to university, maybe um I feel like they did detail the structure quite good from what I remember form when I was applying to it so I see that the structure is good but maybe more details into the specialization

part because they do say that you can go to any specialization you want but of course when you go to cybersecurity from media it's going to be harder to adapt to the um skills you're needed there so maybe it's good to say what its specializations...

Interviewer: Has to offer?

Interviewee: Yeah, has to offer exactly.

Interviewer: Yeah, is there anything you know about the course now that you wish you had known sooner at the point of applying?

Interviewee: Hmm maybe that you have to do a premaster in order to have to take a masters but I don't think that is such a big deal but it could have been useful to be there

Interviewer: Ah okey Um what are you most looking forward to during your studies?

Interviewee: Um the internships

Interviewer: Internships... um in your opinion what would encourage other students to choose this course

Interviewee: Um I think the freedom you are provided with of course It has to come with a sense of responsibility because when you have too much freedom, you're going to skip the learning and just do other stuff so maybe um yeah it's nice you can do a lot things but be responsible with your choices and I feel like if each person is um sure with what they want to do with their course they can manage really well because otherwise they can go into a hole so that's not nice but yes, I would encourage people to choose media because it's fun you learn a lot if you want to learn a lot um yeah

Interviewer: What do you... what was your favorite part of studying media?

Interviewee: Um maybe developing projects for real life clients so that you can actually get to see how it is to work for somebody not just for projects that is given by your teacher, because right now um we have to develop something for a company like a real company which is really exciting because they are professionals so they know how things are done in the industry and I feel like that's really exciting.

Interviewer: Yeah, nice um did you regret choosing media so far?

Interviewee: Uhm I don't think so no

Interviewer: Would you switch to any other course?

Interviewee: No

Interviewer: No... that was uh that was it.

Interviewee: Okey

Interviewer: Thank you

Interviewee: Thank you as well

Interview summary

Alexandra is a very creative person who enjoys her study in Media. She would personally prefer that there would be more programming during the 3rd semester in Media. She is very excited in the projects which include real life clients and is looking forward to her internships.

Interviewer: Iris

Videographer: Agata

Notetaker: Ranim

Interviewee: Elin

Time: 12:12

Place: Fontys University Strijp S

INTERVIEW 9: Semester 7 Student Elin

Interviewer: Why did you choose media and was it your first choice?

Interviewee: I chose media because I actually kind of hated coding in general so I thought media would be more creative and more impact but turned out it was not what I thought it would be but it was my first choice and it was actually the reason I started studying ICT at Fontys in general.

Interviewer: What do you think is important information about the ICT and media course that you want to see on the website?

Interviewee: I think it should be clear that the focus, at least when I did it, was more on website design like front side and back end and less on visual design or UX, because that's what I thought and that's what a lot of people in my class thought back then so a bit of clarification for that.

Interviewer: What is something in the course that you didn't know about we would like others to know when applying?

Interviewee: I actually didn't know much about front or back end, front end a bit more but background I just didn't know what was I like expecting of it so having to learn JavaScript and things like that was just kind of a mess.

Interviewer: What was your favourite part of studying media?

Interviewee: It was very creative, I've heard people who studied technology that kind of want to kill themselves because it's so boring and strict but every media student was very open, very positive and wanted to actually create an impact on people.

Interviewer: What made you choose media as your study and was it anything on the website in particular?

Interviewee: Media design for me, it was definitely about creating something for people that directly use it, so not building something for a company and I think that was pretty decently explained on the Fontys website um so yeah.

Interviewer: What career prospects will you be looking at when you finish your studies?

Interviewee: I'm probably gonna get into ux design or research, either one of those but I haven't decided yet.

Interviewer: Tell me about your placement; where did you work, what did you do?

Interviewee: I've worked personally at insert toys for four years when I did my internship at the bio gore last semester and I focused mostly on ux and interviews and stuff like that.

Interviewer: Okay, what is one quality a person should possess if they wish to study media ?

Interviewee: Creativity.

Interviewer: Ok. And what were the stand out moments of studying media for you?

Interviewee: In semester 3 I think we could focus on three different things with coding ux and also game design and I thought that choice was really interesting and I actually hoped they would continue with that in following semesters but I don't know if they did.

Interviewer: What are you most proud of? E.g. project, learning a language, creation?

Interviewee: I think my internship UX design so like building or like designing the Bio group website in a different way based on my research, that was something.

Interviewer: and last question why would you recommend anyone to study media?

Interviewee: It's a creative like kind of flow if you have a creative brain if you want to have impact on someone I think you can really express yourself and your own opinions when you're making a website or something like that

Interviewer: That's all the questions.

Interview summary

Media design is more than just making pretty visuals. It requires a good bit of coding as well as research to support your design choices. The work you do can be influential to others and you can use it to express yourself. The current representation of media design is not reflecting the aforementioned statements.

Interviewer: Iris
Interviewee: Rachelle
Date: 03/10/2022
Time: 12:32
Place: Fontys University Strijp S
Notetaker: Agata
Videographer : Ranim

INTERVIEW 10: Semester 7
Student Rachelle

Interviewer: Hello my name is Iris and I'm going to interview you. Can you introduce yourself your name, your age and what semester you are in.

Interviewee: I am Rachelle, I am 22 and I am currently in semester 7

Interviewer: OK and why did she choose media was it your first choice

Interviewee: Yes, yeah I like to be creative and I like to make illustrations and stuff so I felt like that really matched with that. I just like making websites and stuff. I am not very technical so haha...

Interviewer: Haha... So um how did you find out about ICT & Media course?

Interviewee: Um just through the website actually,

Interviewer: Okay-

Interviewee: Looking through IT related things so..

Interviewer: And what do you think is an important information about ICT & Media course that you would want to see on the website?

Interviewee: Um maybe different directions because I think IT is very board thing so if you know the different things you can do with it and um that may help a lot.

Interviewer: What is something in the course that you did not know about but would like to know when applying?

Interviewee: Um I wasn't being aware of specialisations and so I chose technology and so I think that's a good thing to know about. That you can also specialize about certain things. Maybe you don't know much about it and end up not liking it that much.

Interviewer: Yeah. what was your favourite part about studying media?

Interviewee: Um just the projects and the freedom we got. This we didn't have like things we had to learn , we could really just learn the things we want to and work together with clients as well.

Interviewer: yeah, but did you do it in demand base, open learning or course based?

Interviewee: Demand based.

Interviewer: Okay. In your opinion what would encourage others to choose this course?

Interviewee: Uhm... *deep thinking*... I'm not sure I think it's very difficult to make a choice already so.. Maybe if you have like project or something you can see things that you have done so you get a better idea of what you would during this semester maybe.

Interviewer: What for career prospects will you be looking at when you finish your study

Interviewee: Um.. I am looking more into UX design and so creativity of that. Also making illustrations since I like doing that and it is a waste to not do it so... thinking about both basically.

Interviewer: Tell me about your placement when you did your internship.

Interviewee: I did my internship at Compli Twee Kracht. I made psychology games with cards and said he wants to digitalise is in like a game so I will tell the application and we need focused on creating an experience that give people the feeling that the words kept repeating meant something to them.

Interviewer: Nice! What is one quality approach should possess if they wish to study media?

Interviewee: I think creativity and just being open minded and just creative thinking basically.

Interviewer: What are your stand out moments while studying media or what are you most proud in this study?

Interviewee: I think learning about technical side as well and then just focusing not only just my visual designs but also really finding out about the users and finding out what the problems are and how to help them.

Interviewer: Okay yeah, thank you for the time this was the interview.

Interview summary

Rachelle is making illustrations in her free time, so she definitely likes to do creative works. She wasn't really aware about the specialisations nor did she get enough information about it, so she ended up choosing a wrong or not a good specialisation (Technology). After graduation she wants to combine being an UX designer and being an illustrator.

Interviewer: Ranim
Interviewee: Shihaab
Date: 03/10/2022
Time: 11:20
Place: Fontys University Strijp S
Notetaker: Agata
Videographer : Iris

*INTERVIEW 11: Semester 7
Student Shihaab*

Interviewer: well hello I'm Ranim I'm gonna interview you. I'm in semester 2 media. What's your name age and what semester are you in?

Interviewee: My name is Shihaab, I'm 23, I'm in semester 7

Interviewer: Do you study a minor at the moment?

Interviewee: Yeah I got a minor of creative technology.

Interviewer: So why did you choose media and was it your first choice?

Interviewee: well I chose media for the freedom because I chose software first and I later discovered that I won't be having much of the freedom I wanted so I changed to media.

Interviewer: and what for freedom did you expect?

Interviewee: The freedom of creation, like to create something I think will have impact on the world or something and not just to create something else cool or because it features

Interviewer: yeah, what do you think is most important information about ICT media course? That you want to see on the website?

Interviewee: I don't know I don't know what's on there right now so...

Interviewer: oh fair enough what is something you didn't know about, but would like others to know when applying for Media?

Interviewee: um maybe the demand based because a lot of people don't expect like the, the attention of the teachers I guess. there's a sometimes there won't be a lot of features in the room and then you have to ask by yourself or otherwise it's more structured and there's a lot of attention so something. That might be something you want to know before you start this semester.

Interviewer: So the different between demand and course?

Interviewee: yeah yeah and also the open base kinda. Sometimes really a fake like a great line.

Interviewer: yeah, what was your favourite part of studying media aside from the freedom?

Interviewee: again I think the project owners, like the different assignments you can get and well maybe it's freedom as well. think that really freedom yeah yeah yeah

Interviewer: Mostly freedom right?

Interviewee: yeah yeah

Interviewer: uh what career prospects will you be looking at when you finish your studies? What career jobs?

Interviewee: I don't know for sure but I want to do something that has impact, maybe the finishing of the funds or something the way something. I'm not really sure. it's hard to choose one

Interviewer: yeah um tell me about your placements for example where did you work or what did you do for your internship or work?

Interviewee: Yeah I did a mbo as well.

Interviewer: Also ICT?

Interviewee: yeah media, and I think it was... yeah it was a long ago. Application and media development. So it was ICT with the Media part. But just creating.

Interviewer: Is there a difference between media and ict&media?

Interviewee: yeah because uh, because its mbo so you don't have any studies or whatever. it's just making something cool if it looks good it's good there's no research. So it's really on your own yeah

Interviewer: Was it also coding?

Interviewee: yeah also coding, yeah it's a little bit hardware related stuff. Like rebuys.

Interviewer: so it's not only front end? More full stack?

Interviewee: yeah Full stack, that's what you will be.

Interviewer: um but yeah the internship?

Interviewee: yeah I did an internship at Motion, in Eindhoven.

Interviewer: Uhm that is?

Interviewee: It's an interactive light museum.

Interviewer: oh yeah, I get it.

Interviewee: Yeah I made a that work processes images and makes an interactive installation.

Interviewer: Oh nice, um what is one quality a person should possess if they wish to study media?

Interviewee: imagination.

Interviewer: OK what were the stand out moments of studying media for you?

Interviewee: The diversity of people around

Interviewer: With the nationalities or the creativity they have?

Interviewee: Everything. the way they think, the way they connect things.

Interviewer: Wat are you most proud in the course you did, like the projects?

Interviewee: yeah I think the projects and the internship was the most valuable for me.

Interviewer: and would you why would you recommend anyone to study media?

Interviewee: if you don't know what you want, then this is it might be the best option. There's a lot of freedom so you can lead the way, so I think that's a big plus

Interviewer: That was an interview thank you very much for it.

Interview summary

Shihaab choose Media mostly because of the freedom and being creative. He wants to make impact on people with his designs. He's not sure about the job he wants to get after finishing the studies. For him the best thing about the course were the projects and the internship.

Interview videos link via Youtube

	First Semester
Maya	https://youtu.be/h-2HzR-uOWc
Victor	https://youtu.be/LPSq20voFOo
Dilyan	https://youtu.be/mkQ7nxA4rJE
	Second Semester
Jakub	https://youtu.be/drzQhkwdaHk
Nigel	https://youtu.be/sCR3357s25U
Iris	https://youtu.be/Cv8uRuAq-UY
	Third Semester
Alexandra	https://youtu.be/cVVm8tTiYgE
Mihnea	https://youtu.be/YeBc-4CP1To
	Seventh Semester
Rachelle	https://youtu.be/RPnRhaOfVwE
Shihaab	https://youtu.be/t4AOSjbDd3M
Elin	https://youtu.be/j8k3ii3jNYkv

EMPATHY MAPS

SEMESTER 1

VICTOR

Says	Thinks
<ul style="list-style-type: none">- Media design is interesting and is looking forward to choosing the profile- it's good to know that Media Design is not all about designing it also includes other things	<ul style="list-style-type: none">- there shouldn't be anything more specific on the website- it's important to understand how to influence people
Does	Feels
<ul style="list-style-type: none">- experienced in HTML & CSS- researched about the course by himself	<ul style="list-style-type: none">- Really likes the ICT course- Unsure about choosing which profile and some answers to the questions

DILYAN

Says	Thinks
<ul style="list-style-type: none">- He said that media design is interesting when he started taking some course rather than his expectation of the program before coming to Fontys	<ul style="list-style-type: none">- Think that design of the website will attract more student- Creating design and website is very interesting
Does	Feels
<ul style="list-style-type: none">- Enjoy coding in HTML/CSS- Making decision based on others' opinions and influences	<ul style="list-style-type: none">- Hesitant to answer some question- Feel confident to not choose the profile- Entertained to make some design and code

MAJA

Says <ul style="list-style-type: none">- She said that the course is fun.-	Thinks <ul style="list-style-type: none">- A catch phrase and pictures help draw attention when there is a website.- Colours help in the design of the website.
Does <ul style="list-style-type: none">- Little experience about media design.- Like to create things.	Feels <ul style="list-style-type: none">- Is still not sure if she really wants to choose this profile.- Applied for the study because Fontys looked quite interesting.- Likes it that you don't have to choose at the start.

SEMESTER 2

JAKUB

Says <ul style="list-style-type: none">- Interested in creative work- Wants a better overview of the schedule-	Thinks <ul style="list-style-type: none">- It is easier than doing backend/software- There are good job prospects- Front end is most interesting
Does <ul style="list-style-type: none">- Enjoys front end development	Feels <ul style="list-style-type: none">- Disappointed with the descriptions on the website- Happy about the portfolio

NIGEL

Says <ul style="list-style-type: none">- Likes diversity, creativity, independence	Thinks <ul style="list-style-type: none">- Software not for him, prefers more creative work
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<ul style="list-style-type: none"> - There are a lot of possibilities - Colorful designs represent media well - 	<ul style="list-style-type: none"> - Important to know what languages you will learn, user research etc (not just design)
<p>Does</p> <ul style="list-style-type: none"> - Did not look into media as was focused on software in sem1 - 	<p>Feels</p> <ul style="list-style-type: none"> - Likes the portfolio - Exercises for front end development are good

IRIS

<p>Says</p> <ul style="list-style-type: none"> - Likes creativity and design - Portfolio was not described in website 	<p>Thinks</p> <ul style="list-style-type: none"> - Media has more frontend than software - The job prospects are good - Not enough descriptions of learning languages/programs - Students should know what the schedule looks like and the content of the classes
<p>Does</p> <ul style="list-style-type: none"> - Enjoy front end and design - Likes research and UCD - Likes media production and working with adobe - Enjoys reasoning behind why a layout should look a certain way 	<p>Feels</p> <ul style="list-style-type: none"> - Media was not well described initially, advertised as a drawing class and was not aware of any development/coding in the course

SEMESTER 3

ALEXANDRA

<p>Says</p> <ul style="list-style-type: none"> -It would be good to say what its specializations has to offer exactly -Looking forward to do internships 	<p>Thinks</p> <ul style="list-style-type: none"> - There should be more programming in the course
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Does	Feels
<ul style="list-style-type: none"> - a very creative person - choose media because she wanted more freedom in her choices and more capability to expand her abilities in the creative sector while also combining it with programming 	<ul style="list-style-type: none"> - Enjoys the Media Design course - Excited to work with real life clients

MIHNEA

Says	Thinks
<ul style="list-style-type: none"> - Feel confident and proud to study the profile - 	<ul style="list-style-type: none"> - He thinks getting orientation or guidance from graduate or experienced students will help much more - Think of job opportunities

DOES	Feels
<ul style="list-style-type: none"> - INFLUENCE BY THE OPPORTUNITIES TO BE CREATIVE - LIKE DOING ALL ABOUT MEDIA PRODUCTION PHOTOGRAPHY, POSTERS, AND LOGOS 	<ul style="list-style-type: none"> - Frustrate about the grading system - Excited about the improvement of the course in advanced level

SEMESTER 7

RACHEL

Says <ul style="list-style-type: none">- Wants a more board view on the specialisations/minors;- Freedom of thought/creativity is important for the course-	Thinks <ul style="list-style-type: none">-- Technical ICT is not her thing;- Regrets choosing a technical course rather than a media or creative.
Does <ul style="list-style-type: none">- Enjoys the creativity inside the media course;- Thinking about what the user wants and needs;	Feels <ul style="list-style-type: none">- Continuing making illustrations is just as important as being an ux designer.

ELIN

Says <ul style="list-style-type: none">- Other students do not enjoy technology or software because it is very strict and boring- You can express yourself and create an impact on others by studying media	Thinks <ul style="list-style-type: none">- Media is a creative choice of course- Course content was not clearly explained- Creativity is important to have if you want to study media
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Does	Feels
<ul style="list-style-type: none">- Wants to make impactful work- Wants to create things for people, not for company use	<ul style="list-style-type: none">- Coding is boring- Proud of using their UX research to create a product

