

Minor Regulations 2020-2021

1. & 2. Name of the minor (English):

Digital Experience Design (DXD)

3. Content of the minor

In the minor Digital Experience Design students improve the skills that are important to solve these questions of the future: Human Centered Design, Intercultural Communication, Critical Design, Story Creation, Media Theory. This enables students to work on complex challenges in many professional fields. By looking at issues from an international perspective and by cooperating with international students they can see these in a broader context and better understand the impact of their designs.

The minor DXD is closely associated with the lectorate Interaction Design. The students benefit from the extensive professional and research experience of the lector and researchers, and the availability of specialist teachers. In addition, partner companies collaborate with teachers and students of the minor in order to provide meaningful educational cases and context. This way, the students learn a lot about doing applied research and build new ties with the professional community.

Summary for diploma supplement

The student has successfully completed the minor Digital Experience Design and by that shown to be able to design and create meaningful interactive products and/or services in response to a given societal challenge. The student has successfully followed the subjects Human Centered Design, Media Theory, Intercultural Communication, Story Creation and Critical Design.

4. Summary of educational activities

Duration:	20 weeks
Contact hours:	15-20 per week
Study load:	30 ECTS
When:	September 2020 – February 2021 The minor is only offered in the fall semester
Location:	Eindhoven
Subjects:	Human Centered Design, Intercultural Communication, Critical Design, Storytelling, Media Theory

Students are offered workshops on the above subjects, as well as tutoring on the Design Challenge group project.

During the semester, students will build a digital portfolio in which they document their personal process and contribution towards the group work as well as the assignments of the subjects, in order to prove they meet the learning goals as mentioned in section 7 (Passing the minor). For each subject the teacher is available for suggestions on which works to include in the portfolio. The portfolio can take the shape of a blog, website or similar and can contain videos, photos, sketches, stories, prototypes, etc. The portfolio also contains a short reflection for each iteration, on the student's work and learnings.

6. Overview of tests and registration for tests

During the semester, students will build a digital portfolio in which they document their personal process and contribution towards the group work as well as the assignments of the subjects.

In two formative assessments during the semester, students are assessed on the learning goals below by means of this personal portfolio, in preparation for the final assessment. At each formative assessment, the team of teachers provides the student with feedback on subject-specific learning goals and professional development. Students are automatically enrolled in these assessments. The final assessment is the only formal, summative assessment in this minor.

7. Passing the minor

Students conclude the minor with one final summative assessment consisting of a portfolio review and interview by the team of teachers, assessing the student's achievements on the learning goals below, and an event to present the results of the research as well as the accompanying prototypes. The assessment is graded with unsatisfactory, satisfactory, good or outstanding. For satisfactory, good or outstanding the full 30 ECTS are rewarded.

- *The student applies the **Human Centered Design process** to solve a practical problem (design challenge).*
- *The student **creates meaningful** interactive products and/or services in response to the Human Design Process.*
- *The student **reflects** on its own professional competence in learning and intercultural communication through their work.*

8. Examination Board

The board of examination of ICT & Media Design has the power to decide on requests from students regarding the assessments of the minor. Contact information: fhict-examenkamerm@fontys.nl.

9. Validity

This information is valid for the study year 2020-2021.

10. Entry requirements minor

To be admitted to this minor the student needs to have completed their propedeuse or foundation course and at least one internship or comparable work experience in the field.

Furthermore, the student needs to demonstrate the following interests and/or skills:

- Basic knowledge and experience in design processes and user research
- Being able to create digital prototypes e.g. through front-end programming and/or prototyping tools.
- Interested in working with people from other cultures and with different ways of working
- A good knowledge of the English language (equal to IELTS 6.0/TOEFL 80)

These entry requirements are tested (after submitting the application) by means of a cover letter and CV sent to the minor coordinator. If necessary, this is followed by an interview. Should there be serious doubts at that time about the student's chances of successfully finishing this minor, we will advise him/her to join a more suitable minor.

11. Not available to:

Students who do not meet the entry requirements (see point 10)

For participation and completion of the minor there are no requirements made of students other than detailed here in this minor documentation.