AALBORG UNIVERSITY

Project module description

General module information
Title: Media Innovation
Type: Project module
Language of instruction: English
Location of the lecture: Campus Copenhagen

ECTS points: 20 ECTS

Period: 1 September 2022 — 31 January 2023

Placement
3rd semester, M.Sc. in Medialogy

Module coordinator
Luis Bruni (coordinator), Lisbeth Nykjær and Christine Pedersen (secretary)

Academic content and relationships to other modules/semesters
The formal study plan description of the module can be found here:

https://moduler.aau.dk/course/2022-2023/MSNMWSM3201?lang=da-DK

As the semester theme indicates, the main focus for this semester project is “media innovation”. Projects will focus on the interplay between technology, media, and society in order to create innovative solutions to real problems. From a formal academic perspective students should focus on their chosen specialization in order to explore the relationships between their scientific projects and its commercial and/or societal perspectives.

The focus is to develop and evaluate a novel system that uses concepts and technologies in the chosen specialization with a focus on exploring either
1) its commercial aspects, and/or
2) its socio-cultural implications, and/or
3) its use in generating scientific knowledge.

Projects can draw on any subjects acquired in previous semesters and former educations concerned with media technologies or any combination of these.

Objectives and learning goals
The objective of the project is to let students base their work on their specialization while gaining knowledge in order to be able to understand core elements in current and emerging interactive technology systems (e.g., mobile devices and platforms, augmented reality, game consoles, multimodal systems, virtual reality, cognitive and learning technologies, etc.).

After completing the project module, students should be able to analyze the principles and challenges behind the application of such systems either from a commercial or a socio-cultural perspective. This means that students should be able to combine and integrate concepts, theories, tools, and technologies to create products with a conscious and purposive relation to applicable concepts and phenomena of the real world. Finally, students should be able to combine and integrate considerations of sustainability, social responsibility and ethical dimensions in the design of such systems.

A range of project proposals will be presented at the semester start as a foundation for group forming and choice of project. It is a priority that a good portion of the project proposals are in collaboration with external partners, industry and institutions - but projects of a more research-oriented nature are also encouraged.

Extent and expected workload
20 ECTS – 600 hours per student.
Approximately divided into 20% state of the art literature review, 20% Design and prototyping, 20% Implementation and iterations, 20% evaluation, test and 20% report writing. Some of this includes presentations to other students, tests at external partners and lab work.

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Pre-requisites for participation
The prerequisites for participation are listed in the module description (see link above).

Examination
The module is examined through a standard group-based project exam. See the module description (see link above) for any further detail on requirements, examination, and assessment.

It is a prerequisite for being allowed to take part in the project examination that the project documentation is handed in on time (see exam rules).