Minutes of the employer panel meeting, Medialogy

Monday, 5. oktober 2020

MS Teams

Participants: Claus B. Madsen, Nis Ovesen, Bjørn Flindt Temte, Sune Wolff, Claus Holm, Luis Emilio Bruni, Kasper Rodil, Hendrik Knoche, Martin Kraus, Simon Lajboschitz

Cancellation: Michael Schmidt, Dripta Roy, Camilla G. Christensen

Other participants: Anne-Marie Rasmussen (minute taker)

Minutes

1. Approval of the agenda
Approved.

2. Welcome to the group
Nis Ovesen, head of studies, gave a presentation (see enclosed slides) focusing on the department of Architecture, Design and Media Technology´s PR strategy and intake figures. After that he also presented figures regarding Employability. See minutes from the common start up meeting elsewhere. Then the groups split up into minor employer panel meetings. This minute relates to the group with focus on Medialogy.   Claus B. Madsen, chairman of the Study Board of Media Technology, gave a short introduction to the Medialogy educations (see enclosed slides). He informed the members about the ongoing study plan revision work, the competence profiles and how the structure of the educations should be in the future.

3. Curriculum revision
• Bachelor in Medialogy   • Master in Medialogy

Bachelor in Medialogy

The Chairman of the Study Board presented the new Medialogy bachelor study plan. The interesting part of the study plan is the new structure. E.g. we expect the projects to change from 15 ECTS to 20 ECTS. In the 20 ECTS project there will be a course in 5 ECTS that supports the project. The students will be examined in both the project and the course in the project exam. By this we try to get more coherence between courses and projects on each semester. We have also had focus on the student´s programming skills. The goal is to introduce Unity to the students sooner in the subsequent semesters. Finally we need to adjust the competence profiles so the students and the industry are not in doubt of what a Medialogy student is. In the example it shows a method course that addresses the competences of the students. However, we will look into the course titles once again, to make sure that they are as standardized as possible. The vision with this revision is to keep as many good students as possible and graduate them to good employment in

the industry. We sometimes see a high dropout figure from 1st year. Should we try to keep the less qualified students?

The industry finds it important that the bachelor students learn a lot about programming in Unity from an early stage. It is also important that the students know about their skills – transparency.

Master in Medialogy

The new Medialogy master study plan was also presented. Today we have 4 specializations. In the future we expect to cancel the specializations, but give the students possibility to choose elective courses with specialization topics. The semester projects will change from 15 ECTS to 20 ECTS like the bachelor study plan. The elective courses will be offered in both 1st and 2nd semester of the master. By this we are removing the specializations. In the 3rd semester master we will offer 30 ECTS projects in different ways. E.g., Internship, DADIU, project with entrepreneurship etc. We had a debate about other topics. See the part where we talk about the future.

The industry finds that the internship students are many times totally different regarding skills and competences, and the students should use some time to create their competence profiles to be able to "sell" themselves better – focus on buzzwords. We had a debate about specializations in the current study plan and how we can simplify it in the future. The external employer members expressed interest in keeping specializations, but perhaps with other topics. We had a debate about buzzwords, names of specializations and competence profiles or lack of the same, when the graduates apply for a job. The vision is of course to have as many students in job soon after graduation. We see a lot of students unemployed the first 2 years after graduated. They might be working on their own company (entrepreneurship) while they are registered in the social unemployment benefit system.

Fewer entries in the study plan will give less info in the transcript. It can also be hard to evaluate potential coming students if the transcript is not sufficient.

There is also an economic part from a departmental point of view that is important when a study plan is revised.

4. Employability

- Labour market 2025 – what are the important competences for the graduates?

In the meeting we had a debate about AR/VR competences. One of the members from the industry has read about a Harvard survey that claims that this will be the big platform for implementation in the future. Because of this, we will need specialists and it could be a Medialogy student. It would be fantastic, if there could be an even stronger industrial perspective in the Medialogy master program in the future.

Another important aspect is AI. An AI specialist will be more specialized, and by this the Medialogy master student is more needed. It is important to have more focus on what they have done as projects and see the connections. The student needs a portfolio with all the buzzwords.

Agile is also a possibility. Project management or Agile introduction could be part of the specialization topics in the master program in the future. Many good competences that should be taken into account in the revision work.

It was also mentioned that the tools involving User Experience and development, the Scientific part is also important regarding the cognitive way to implement this to the end user in the future. We see it in the health industry, creative domain, teaching domain etc.

5. Completion and evaluation

Chairman of the Study Board wrapped up the meeting and concluded that it has been a fine meeting, and we have got really good feedback from all. In particular, the comments to strengthen the curricula revisions were of great value. It will be a continuous discussion how the content in the master program should look like. It is especially nice to get the feedback that the specializations are important to the industry.

How about the online meeting style?
The participants felt that the online meeting was fine and positive with less travel time. Please reach out to the industry more if you have questions regarding e.g. revision of study plans. It is very interesting to follow.

How about the content of the meeting and how often?
One meeting per year is not enough. Maybe at least two meetings. The participants would like to have the attachments in good time before the meeting. It would make it easier to prepare, and give more valuable feedback.
Chairman of the Study Board acknowledges the good ideas, and assures that we will try to have at least two meetings online per year, and we will prepare you better next time.

Thank you for your participation.