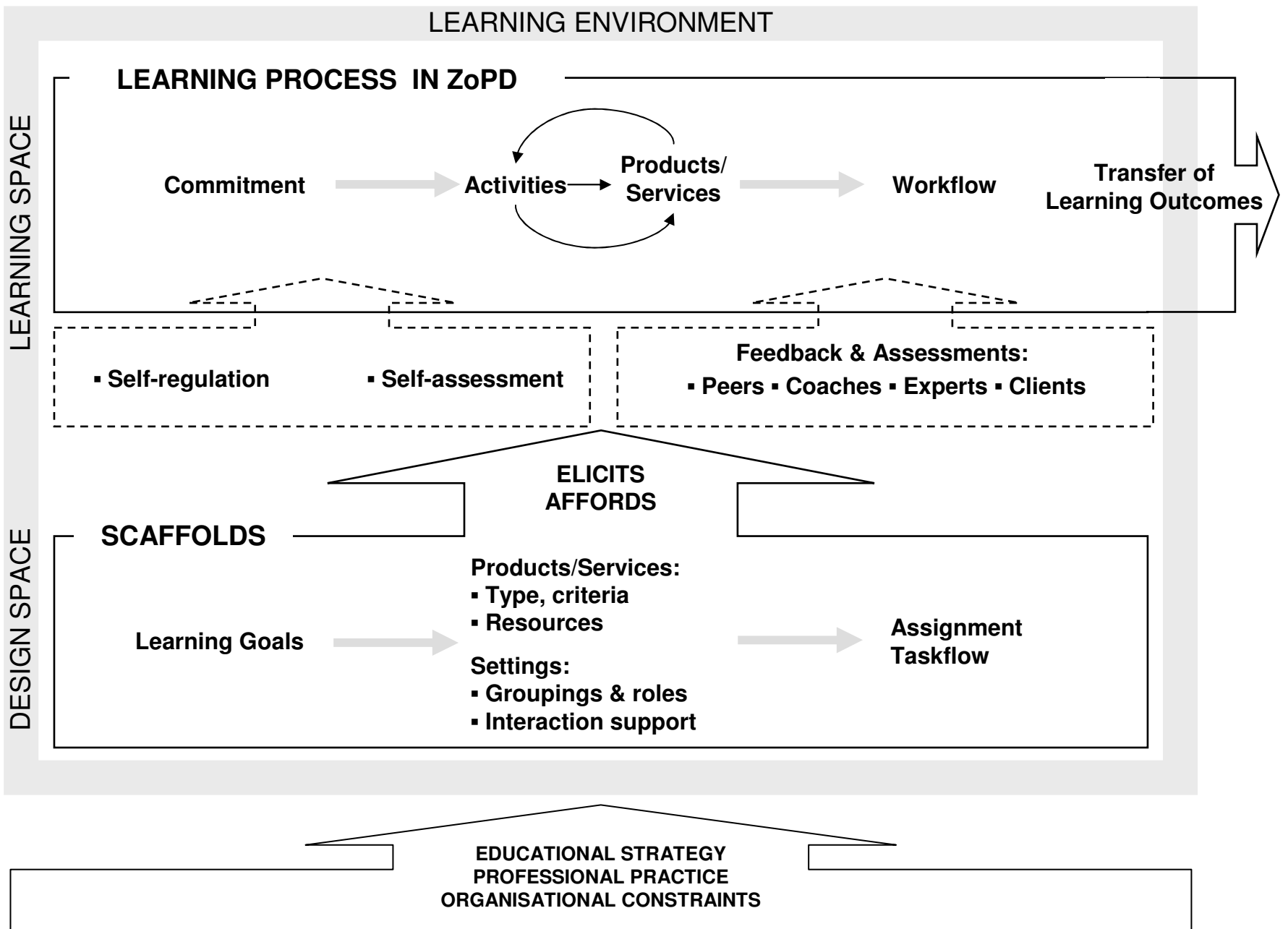


# Example: 'Module System Development 2006'



# Professional practice

- ‘In view of the increasing rate of digitalisation and the integration of multi media applications, more and more is possible. Therefore, it is crucial to have specialists in this area. The Academy of Digital Communication educates these specialists. Students are educated to become Bachelors of Communication’

# Educational Strategy

- ‘The Academy of Digital Communication provides competency-based, constructivist, student-centred education, based on authentic assignments’

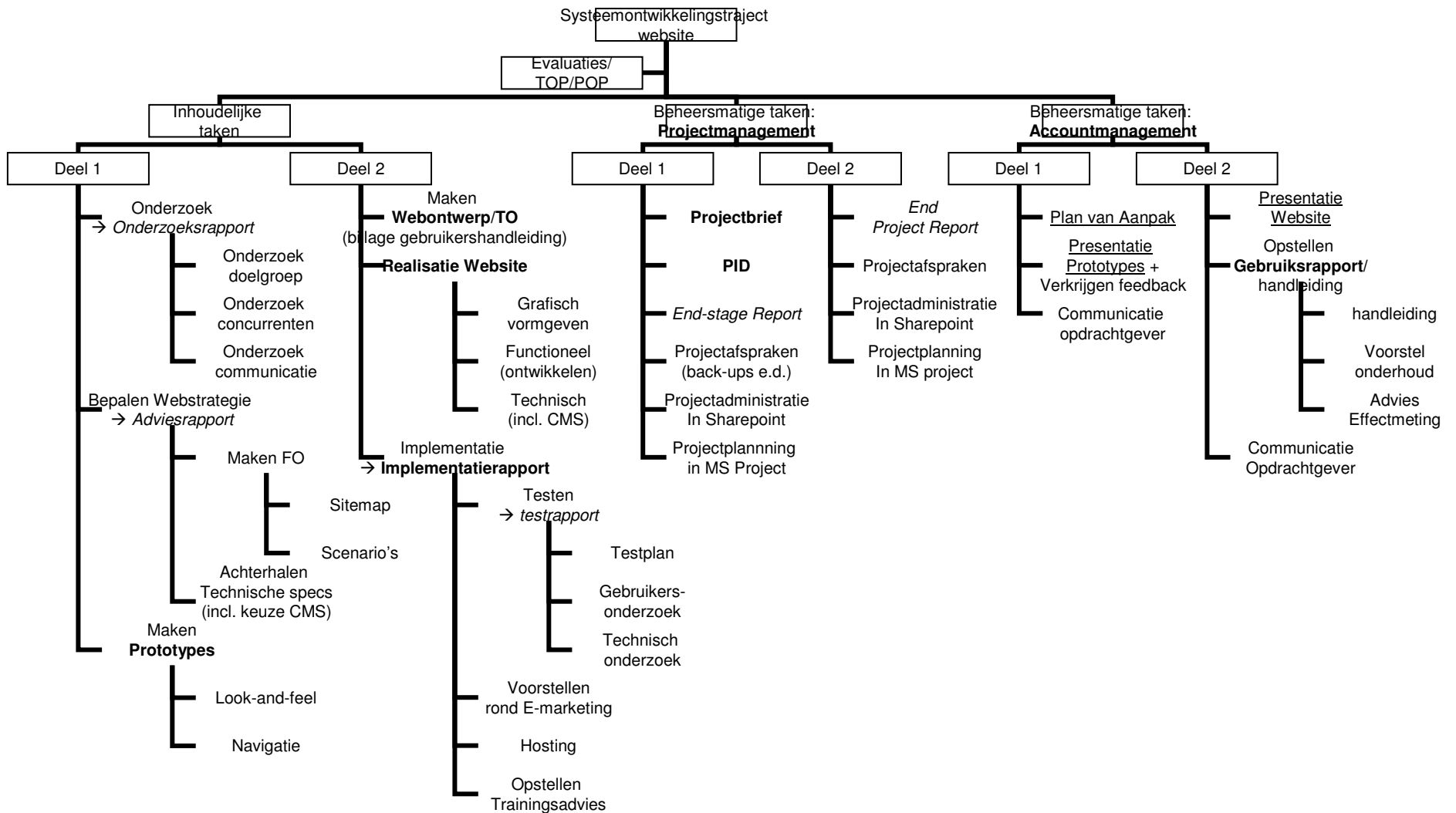
# Organisational Constraints

- Final module first year
- $2 \times 7$  ECTS = 14 ECTS
- 8 weeks
- 150 students
- 12 tutors, 2 coordinators
- 6 groups, 2 tutors for each group
- 6 hours/week for face-to-face education
- 6 real clients, no budget

# Assignment

- 'Design and develop a dynamic website with accompanying advisory report for an external client'

# Products & Services



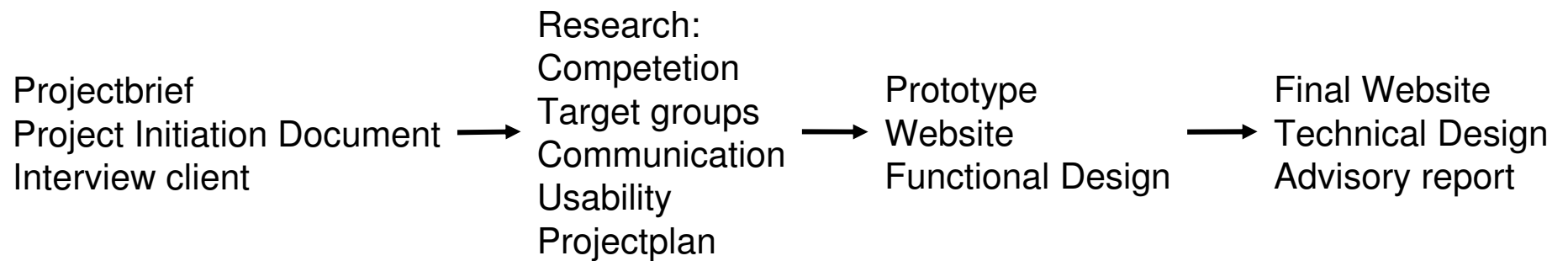
# Examples of resources

<b>Resource</b>	<b>Type</b>	<b>Description</b>
Prince2	Book	Projectmanagement method
CMS	Software	Contentmanagement system
Sharepoint	CSCW	Computer-supported Collaborative Work Environment

# Examples of Settings

<b>Setting</b>	<b>Students</b>	<b>Role student</b>	<b>Role others</b>
Presentation	150	Active listener	Presenter/ Expert
Tutor-guided projectwork	8 groups of 3 students	Junior professional	Senior professional Account manager
Sharepoint	8 groups of 3 students	Junior professional	Senior professional Assessor

# Taskflow



# Examples Feedback & Assessment

<b>Type</b>	<b>Description</b>
Verbal feedback	Senior professional (tutor) to (group of) junior professional(s) (students)
Assessment	Formal assessment of intermediary products (grade) by assessor (tutor)
Best website	Client chooses best group to implement website for real

# Example workflow/ learning outcomes



**Group interview client**

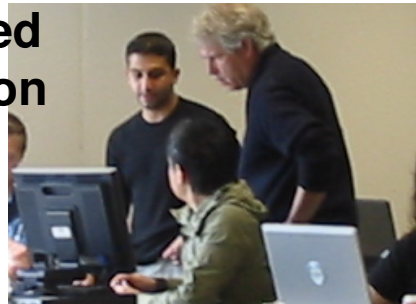


**Sketch website**



**Present prototype**

**Tutor-guided  
collaboration**



**Client announces best website**