

THE STUDENT'S VOICES

Bjørn:

The staff doesn't constrain your ideas or initiatives. It seems like no project is too big or too small. There is a good balance between theory and the practical projects - you never know which challenges the next day brings. We all want to learn from each other, students and teachers are working together to raise the standard.

Vicki:

I was surprised of how international the study environment really is. It is a very positive environment, a good combination of personalities and nationalities. There is room for everybody. Being taught and trained in designing, programming, marketing and project management is offering so many career options. This is great for me, since I want to work professionally with communication and marketing.

The Academy

AN EDUCATION THAT GETS YOU THE BEST JOBS!

We allow the students to be challenged by real projects with real consequences. This strengthens motivation and builds unity on the team and individual self confidence. All of the hard work involved translates to students who are capable and confident in their craft. Do you want to join in?

FURTHER INFORMATION:

Representative Eastern Europe: Antal Ildikó,
info@daniaitovabbtanulas.dk, www.daniaitovabbtanulas.dk,
 +45 25 36 58 53

Study secretary: Lisa Vraadal, lmv@celf.dk, +45 54 88 82 24
 Head of Studies: Marc Kluge, makl@celf.dk +45 61 63 29 46

CELF - The Academy
Bispegade 5
Dk-4800 Nykøbing Falster
www.the-academy.dk

The Academy.



Multimedia design

it u M s i p e n e r n' g i z

MULTIMEDIA DESIGNER EDUCATION

The AP degree in Multimedia Design and Communication is an education which deals with Interactive Design, Digital and Visual Communication and the newest forms of media. The program is a full time educational study with a duration of two years and an equivalent of 120 ECTS points (European Credit Transfer System). The program is designed to provide the educational background necessary for gaining entrance into a variety of work environments giving you the chance to conduct your work as a professional partner in communication, planning and designing of various multimedia products.

During the two years of the education, you will learn how to represent information, entertainment, education, news, etc. in a variety of formats. The study contains four main topic areas: Communication, Visualization, Business and

Interaction. Your education will not be just theoretical but will also take a practical approach to working with video and sound productions. The hands on experience will range from the planning and creation of the synopsis and manuscript through the recording stages and finally to the editing and mastering of the final production. The other types of assignments will include development and publishing graphical concepts, visual identities and communication plans - both for external partners and your own professional portfolio.

The educational focus is on the creative process: from idea to the completion and presentation of the final product. You will be working in teams, where the individual student in turn can work with the different roles and responsibilities: for example, concept developer, project leader, graphic artist, producer, journalist, interface-designer and more.

STUDY OVERVIEW

	Mandatory part	Mandatory part	Mandatory part	Specialization
Main Topics	1. semester	2. semester	3. semester	4. semester
Business	Organizational Design	Strategic Development	Understanding of society and technology	
Marketing and Communication	Communication	Market Communication	Communication & Media Sociology	Internship and final thesis
Interaction Development	Interaction Construction	Construction and Modeling	Construction and Database Design	
Visualization and Concept Development	Multimedia Design	Multimedia Development	Multimedia Integration	

MULTI
MEDIA.
MULTI
TALENT.

Your days will be both theoretical and practical. There will be lectures, exercises, study days, and project periods. These will include the production of video, sound, advertisements, web design, graphics, and more. In the beginning of the study, you will have the chance to experience each subject area. Later you will be allowed to choose an area of focus which will allow you to concentrate on your main interests and gain special skills in your area of specialization. By the end of the education program, you will have narrowed down your focus to one of the four main topic areas.

The education allows you to take responsibility for your own learning process and engage yourself in the school's social environment.

ADMISSIONS REQUIREMENTS

Students who have completed a Danish or foreign upper secondary exam (corresponding to the Danish studenterksamen, HHx, HTx or HF) may apply for admission. You may also apply if you have a relevant professional background with level C in English and Math or Business Economy.

TUITION FEES

Citizens of the EU and the Nordic countries: No tuition fee.
Foreign persons living in Denmark with a permanent resident permit: No tuition fee.
Other countries: 150 € application processing fee. This is to be submitted with the student's application. This is a non-refundable fee. First semester fee is DKK 50.000 (6711 €), second semester fee DKK 20.000 (2685 €). Subsequent semester fees are DKK 35.000 (4698 €) per semester. The cost for the entire program is DKK 140.000 (18.792 €).

INTERNSHIPS

In the fourth semester, you will be encouraged to utilize your education in a more practical manner. Internships with a variety of companies can be performed giving eight weeks of academic credit. During the internship, you will participate in the completion of several different tasks together with one or more of the company's employees. You can choose to complete your internship in Denmark or abroad.



**BJØRN.
STUDENT.
CONVIN-
CING.**

**Inter
active
people**



**ZHENG.
SHANG.
JUNGI.
PRESENT-
ING.**



STUDYING AT THE ACADEMY

The Academy is much more than lectures, projects and exams. Students have access to the facilities and equipment 24 hours every day of the week and often continue their relationship with the school long after their education has finished. This creates a strong social fellowship among the students, and an inspiring learning environment.

We always take a practical approach to communication assignments allowing for many ideas and suggestions to affect the teamwork. Students and staff help each other across topics and classes creating remarkable results both during project, exams and in their following careers.

Other than this - we simply have fun! We participate in multimedia competitions, broadcast media events, throw parties, meet students from all over Denmark, go on study related trips and hang out in our café.

COMPETENCY AND NETWORK

A multimedia designer degree gives a wide range of competencies that are requested by most modern companies today. With the multimedia education at CELF - The Academy, your education will gain you admittance to a variety of different and exciting jobs. The skills and experiences you receive in your studies will enhance your opportunities in the market place for competitive and exciting jobs.

You will be provided with many projects that will give you valuable experiences and contacts within the industry. Upon completion of your education, you will be able to qualify for jobs that work with planning, designing, managing and implementing different kinds of multimedia productions. Your future title, depending on your specialization profile, can be Multimedia Designer, Webmaster, Web designer, Web Developer, Project manager, Multimedia Consultant, Media Planner, IT-supporter or Network Administrator.

LIFE AT THE ACADEMY

You will become a part of a very active study environment. The Academy is the home for several higher educations, which together form an inspiring environment for all students.

We emphasize the fact that a comfortable and inspiring study environment is essential to giving you a good educational and life experience. Our focus on a high professional quality education and environment plus the closeness between students, staff, management and the industry create a unique chance for a student to experience and learn first hand - not in a class of hundreds.

**FRANCO.
STUDENT.
EXCITED.**

**.MARC
HEAD OF
.STUDIES
.IMPRESSED**

**KINDY.
LECTURER.
COMMUNI-
CATION.
CONTEM-
PLATIVE.**

**Design
er's
Pulse**