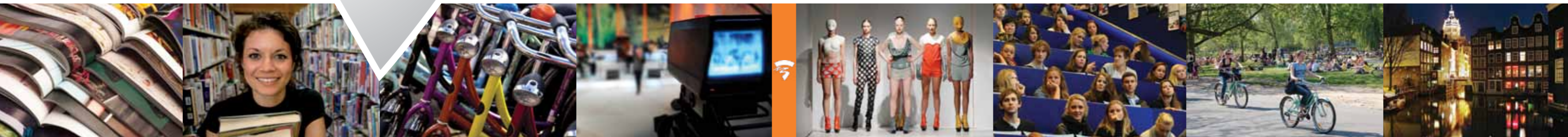




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School of Design and Communication 2012-2013

FOREWORD

The School of Design and Communication (Hogeschool van Amsterdam, University of Applied Sciences (HvA)) offers courses with creativity as the core element. Students preparing for the future by choosing one of our bachelor's programmes, are challenged to be as good as they can be. All developments around us require creativity, interaction and innovation. Our students are eager to learn what the new developments in the fields of design and communication are, and do that by getting ready to improve the world with innovative concepts and products. That is our ambition, and it is what we will expect from you.

The Hogeschool van Amsterdam, University of Applied Sciences (HvA) is one of the largest institutes for higher professional education in the Netherlands. Also, Amsterdam is a city with a diversity of inhabitants, cultures and ideas, and so is an inspiring environment for our students. Within the field of design and communication we work closely with leading companies in the media, fashion and ICT industries. During their studies students are already introduced to their future work environment, for example when they are doing a work placement. This also gives students the opportunity to expand their network.

At the School of Design and Communication you can be creative, and learn how to use your creativity in your future work. You will learn how to convert your ideas into concepts and products. Your studies will prepare you for the future, and moreover, the inspiring city of Amsterdam with its large creative industry and its exciting student life will guarantee you a fabulous time that you will always remember.

Harm Noordhof

*Dean of the School of Design and Communication
at the Hogeschool van Amsterdam,
University of Applied Sciences (HvA)*





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HOGESCHOOL VAN AMSTERDAM, UNIVERSITY OF APPLIED SCIENCES

The Hogeschool van Amsterdam, University of Applied Sciences (HvA) offers students more than eighty professional programmes in various areas, nine of which are offered in English.

Together with the University of Amsterdam (UvA) we offer a broad range of higher education to meet national and international demand for highly educated professionals. Sharing a Board of Governors, HvA and UvA work closely together. This enables HvA students to transfer easily to related UvA programmes and vice versa. HvA focuses more on vocational courses at tertiary level and applied research, while UvA offers the major academic disciplines with a great breadth and depth of research. This is an ideal combination.

In the third year of their programme, HvA students can opt for a minor programme preparing them for admission to a master's degree programme at the UvA. The existence of this transfer minor enables students to choose their optimal career path.

Studying abroad opens up a range of possibilities for students. The HvA has various partners abroad, universities and institutes with whom we co-operate and organise exchanges. They are based in various countries, and include the University of Plymouth and Oxford Brookes University in the United Kingdom, Universidad de Las Palmas de Gran Canaria in Spain and Oslo University College in Norway.

English and Dutch

Not all programmes are available in English. This is why you could enroll for the Language and Preparatory Course to learn Dutch. See page 93 for course details.

QR Codes

Throughout this guide you will find a number of QR (Quick Response) codes, which are square black-and-white two-dimensional barcodes. You can scan them with your mobile phone if it's equipped with a camera, reading software and Internet access. If it isn't, you can also use the URLs provided with the QR codes.



SCHOOL OF DESIGN AND COMMUNICATION

The fashion world is continually on the move, the digital landscape changes from one minute to the next and developments in the fields of communication and information follow each other in rapid succession too. A specialist in this field will come up with solutions in response to the wishes and requirements of companies, government organisations and consumers. To this end, the School of Design and Communication (i.e. domein Media, Creatie en Informatie, MCI) at the Hogeschool van Amsterdam, University of Applied Sciences (HvA) offers students high-quality, international education in a bustling international centre of knowledge.

The programmes offered by the HvA have been divided into seven schools. This guide describes the programmes of the School of Design and Communication. These are

- AMFI - Amsterdam Fashion Institute
- IT - Information Technology (including CMDA - Communication and Multimedia Design Amsterdam, CS - Computer Science, and IT - Information Technology and Game Development)
- MIC - Media, Information and Communication

All bachelor's programmes are in Dutch, apart from the AMFI international programme. However, we do offer English minor programmes (see page 68 for details). We also offer international exchange programmes. For the most recent information always check www.international.hva.nl.

After completing one of these courses, you will be a specialist in a field relevant to the School of Design and Communication. In this guide you will find detailed information about these programmes and the corresponding minor programmes. Why not take a look and see whether the programme that you are interested in is actually the right programme for you?

Excellent Students

The School of Design and Communication offers extra programmes to excellent students who like a challenge, are ambitious, proactive, creative, and have good social

skills. Our first and second year students can attend Studium Excellentie, while third and fourth year students can apply for a place in MCI Honours.

By attending Studium Excellentie and/or MCI Honours, students add to their curriculum vitae, expand their professional network, gain more in-depth knowledge and skills, and acquire an international and multidisciplinary view of their professional field. After successful participation in the programme(s), a rider will be attached to their bachelor's degree certificate.

Studium Excellentie

Studium Excellentie is an extracurricular programme for the best first year – going on second year – students of the School of Design and Communication. Students work in multidisciplinary teams benefiting from each other's knowledge and skills. Coached by a lecturer, they work on scenarios for important subjects in their fields. Outstanding professionals from the creative industry, such as trend watchers or social media experts, will give guest lectures once every two weeks. Students are encouraged to explore their creativity and to research various kinds of sources.

A trip abroad is part of the programme. Last year's students went to Madrid, where they were welcomed at the Universidad Europea de Madrid, and visited Medialab Prado.

At the end of the programme the students present their scenarios to the other Studium Excellentie students and to a team of experts specialised in the topics that the students have worked on.

See www.studium-excellentie.info (Dutch only) for more information.

MCI Honours

MCI Honours is an extracurricular programme for the best third and fourth year students of the School of Design and Communication. Students applying are interviewed and assessed. If selected, they are given the opportunity to work on projects within the creative industry in Amsterdam and on their individual goals as well, developing their professional skills and expanding their network.

The honours programme starts off with an intensive two day kick-off. From then on students work in multidisciplinary teams, for creative companies. They also attend a supervision programme to discover their talents and to make an individual plan for their professional development.

In the second semester students carry out this plan, doing research, visiting companies, attending conferences, speaking to professionals, working on projects, starting their own companies, and more. Every student will follow their own path. Group events in the second semester are a trip to

a major European city and master classes on leadership, entrepreneurship, personal branding, scenario-based reasoning, and presenting professionally. Students present themselves to the School and the creative industry during a closing ceremony in July.

See www.medialab.hva.nl/honours (Dutch only) for more information. MCI Honours is also on Twitter; look for @mcihonours.

CREATE-IT applied research

CREATE-IT applied research is the knowledge centre for the School of Design and Communication at the HvA. Lecturers, students and researchers at CREATE-IT applied research carry out practice-based research that has been commissioned by the creative industry and the ICT sector. These sectors include the media and entertainment industry (publishing, archives and the film and video industry), creative professional services (fashion, design and advertising) and ICT services (content, hardware and gaming).

CREATE-IT applied research has close connections with education at the HvA, developing research minor programmes in collaboration with the programmes in its field of interest. The associate professors from CREATE-IT applied research supervise all these various minors and the research. Students carry out their research in the MediaLAB or the Digital Life Lab, for instance. For more information see www.create-it.hva.nl.

The MediaLAB Amsterdam

At the MediaLAB Amsterdam, students of the School of Design and Communication work with students from other programmes offered by the HvA and with students from the University of Amsterdam (UvA).

High-potential students can graduate at one of the programmes of the School while performing (part of) their activities at the MediaLAB. Students who are accepted for

a programme may spend (part of the) six months or a year working in the MediaLAB, with an interdisciplinary team that works on solutions for real clients. The MediaLAB Amsterdam is an initiative of the Communication and Multimedia Design Amsterdam (CMDA) programme and is the number one seedbed for young talent in the field of culture, education, media studies, interactive media and publishers. For more information, see www.medialab.hva.nl.



MCI Honours students are making a mind map for their project

AMFI -
AMSTERDAM
FASHION
INSTITUTE





AMFI - AMSTERDAM FASHION INSTITUTE

If you feel that your future lies in the fashion industry then you need look no further. The AMFI offers three bachelor's degree programmes that prepare students for key positions in what is an international fashion and design industry. The programme is offered in Dutch or English.

Studying abroad at one of our partner institutes as part of a student exchange programme, study trips to countries that play an important role in the industry, international company visits and work placements in foreign countries, these are all a standard part of the curriculum. The AMFI has a broad international network and wants its students to develop similar networks for themselves. Our international students feel at home in this cosmopolitan world of fashion, and enjoy the thriving Amsterdam fashion scene.

The Job Market

We offer three graduation specialisations covering every profession within the fashion industry for which higher vocational training is required. This is why the AMFI programme is an ideal preparation for the job market. We maintain excellent contacts with the national and international fashion industry and the business world. This can be very useful for you, both during and after your studies. The AMFI also has a website for alumni (www.amfi-alumni.nl) which keeps graduates up-to-date on AMFI activities and invites them to AMFI events such as lectures, graduation presentations and shows.

The Foundation Programme

The AMFI foundation year consists of two 20-week semesters, during which you are introduced to every aspect of the fashion world. The first semester is the same for all three graduation specialisations. You learn how to develop a personal vision of the fashion world by producing three professional products in workshops, namely a Style Book, an Inspiration Book and a Prototype. You will learn how to make these products in so-called toolshops. The Theoretical Backbone uses lectures, talks and films to provide you with a good overview of the historical, cultural and economic backgrounds of fashion. Each semester will conclude with an assessment of your portfolio which shows what knowledge and skills you have acquired so far, and how you have reflected on your own

development. In the second semester of the first year, you will focus mainly on your own specialisation.

Degree Programmes

You can choose between three degree programmes in the fashion industry

- Fashion & Design
- Fashion & Management
- Fashion & Branding

Fashion & Design

A passion for fashion and creative talent is what you need for Fashion & Design. Although we expect a great deal from you, you will get a lot in return. You will learn about form, colour, materials and technique, and also about the social, economic and cultural backgrounds to fashion. You will develop a personal vision of fashion which you can then translate into clothing and styling concepts. The professional products you develop include garments and complete outfits, research and inspiration books, illustrations, photo shoots and concept presentations. Important subjects for Fashion & Design are concepts and trends, design, moulage, fabric expertise, pattern drawing, developing collections, product actualisation, drawing and visualisation.

Study Content

In the second foundation semester (the first being the same for all students), you will focus on Fashion & Design. You will design an article of clothing from a

historical perspective of your choice and produce clothing designs in which the use of materials and their technical treatment form an important starting point. You also put together your own Concept Book and Design Book.

The second year will focus on the fashion industry with sustainability as an issue that permeates the entire programme. The focus is on technology and experiments within the theme of jeans. You will design a mini-collection, organise a show, and produce a Technique Book and a Research Book describing your research. In the following semester the emphasis is on textiles, illustration and innovation. You will develop a personal 'signature style' for the various markets, do research into brands, and develop a Collection Book.

The third and fourth years are about the further development of your talents and aptitudes. You will choose a specialisation, a minor and a work placement. Your choices will depend on the professional perspectives you have in mind. Would you like to be an Independent Designer (designing for your own fashion brand), a Designer for the Industry (developing for a brand or a company), or a Fashion Forecaster (predicting trends in the fashion industry)? The final semester is devoted to your graduation project, during which you will develop a catwalk collection or draw up a trend forecast and write a thesis based on this.

Fashion & Design graduates work in their own company, in creative teams for clothing brands, magazines or chain stores such as H&M, Francisco van Benthum, Bruno Pieters, *ELLE* or Alexander McQueen.

Fashion & Management

In Fashion & Management you will learn about the clothing and fashion industry in detail. You will also learn how to put your new management qualities and insights to best use in buying, producing and selling clothes. Added to this you will be expected to have answers to the sustainability questions that play a role in the industry. The professional products you develop will include a fabric portfolio, a quality manual, a production guide and a collection and buying plan. Important subjects for Fashion & Management are fabric expertise, collections, production theory, ICT logistics, international business, production organisation systems, marketing, retail, HRM, management skills and economics.

Study Content

After the first foundation semester, which is the same for all students, the second semester will focus on Fashion & Management. You draw up a clothing analysis, formulate conceptual starting points and produce an article of clothing together with a corresponding style sheet and production file. The programme includes preparations for the many tasks expected of a fashion manager.

In the second year you will research every aspect of the world of jeans. As a Product Manager, you will choose a concept and develop it into a new jeans design. You will also prepare a business plan for a retail environment appropriate to this new concept. The following semester focuses on international, economic and strategic topics. You will look at global trends and how they translate into commercial business prospects. Alongside this analysis you will learn how to make strategic choices and how to prepare plans for the implementation of these choices in terms of purchasing, production, logistics, marketing and sales.

The third and fourth years will be all about the further development of your talents and aptitudes. You will choose a specialisation, a minor programme and a work placement. Your choices will depend on the professional perspectives you have in mind. These may include becoming a Buyer/Product Manager, a Retail Manager or a Production Coordinator. The last semester of the programme will be devoted to your graduation project. For Fashion & Management this will involve either a company assignment or a research subject of your choice, as long as it is relevant to the fashion world.

Fashion & Branding

In Fashion & Branding you learn that a concept forms the foundation of every fashion brand. It influences the designs, the collections, and communication and sales





strategy. You will learn how to develop and monitor a concept, how to deal with design principles and to set up a brand strategy. Professional products include house styles, retail concepts, magazine formats, web concepts, campaigns, events, brand manuals and forecasting and trend books. Important subjects for Fashion & Branding are design expertise, concepts and trends, marketing communication, 3D design, writing for a target audience, brand strategies and design.

Study Content

In the second foundation semester (the first is the same for all students), you will start to specialise in the Fashion & Branding direction of your choice. You will be introduced to products and activities such as analysing a basic article of clothing, formulating conceptual starting points, trend spotting, putting together a brand manual and presenting a new concept at an exhibition stand.

In the second year you will discover what the fashion industry expects from you and what you can contribute to it. You will develop a commercial fashion environment in which brand and consumer can meet. You will also produce a campaign that communicates the identity of a brand in various ways.

The third and fourth years are all about developing your personal talents and aptitudes. In these years you will choose a specialisation, a minor programme, and a work placement. Your choice will depend on which professional perspective you have in mind, such as becoming a Brand Engineer (developing and designing a brand strategy), a Concept Developer (developing a brand identity) or a Creative Manager (organising and shaping a communication strategy).

The final semester of your studies will be devoted to your graduation project. For Fashion & Branding this means either a company assignment or a research subject of your own choice (as long as it is relevant to the fashion world). Fashion & Branding graduates work, for instance, in fashion brands (American Apparel, Adidas, Diesel), magazines (*Zoo Magazine*, *Vice Magazine*), trend, design and advertising agencies (Trendlator, Concrete Associates and DDB Worldwide) and companies (Mexx, Unit Creative Management and Blue Blood).

Work Placement

In your third year you will do a 20-week, full-time work placement at a fashion company. Although the AMFI has a range of excellent contacts within the business world for just this purpose, you are also free to choose your own suitable work placement anywhere in the Netherlands or abroad.

Minor Programme

In the third or fourth year you will follow a 20-week minor programme. AMFI offers minor programmes in English. It is also possible to do a different minor within the School of Design and Communication. A number of these minor programmes are also available in English. See page 68 for details of the various minors.

English-taught Minor Programmes

- Design
- Exchange
- Fashion & Entrepreneurship
- Fashion & Visual Culture
- Independent Fashion Magazines
- Individuals
- Make & Buy
- Retail and Research
- Textile

Specialisations

The specialisation programmes are 20-week programmes that offer more in-depth work linked to the professional profiles of the three specialisations. The AMFI currently offers the following specialisations.

Fashion & Design

- Design (for the Independent Designer and Designer for the Industry specialisations)
- Fashion Futures (for the Fashion Forecaster specialisation)

Fashion & Management

- Make & Buy (for the Buyer/Product Manager specialisation)
- Suitsupply (for the Buyer/Product Manager and Retail Manager specialisations)
- TecStyle (for the Production Coordinator specialisation)

Fashion & Branding

- Brands & Identity (for the Concept Developer and Creative Manager specialisations)
- Brands & Innovation (for the Brand Engineer and Concept Developer specialisations)

AMFI Honours Programmes

The AMFI honours programmes are special programmes for which the ten best second-year Design students and Management students are nominated. The Design students selected are taken to Paris by a well-known stylist, where they will gather inspiration and see all the shows. Back in the Netherlands, the students draw on their experiences to prepare a small collection that they present at a special fashion show.

The Management students who are selected will go to Hong Kong for six months, and will attend lessons at the Hong Kong Polytechnic University. They can then apply their new knowledge in a commercial assignment for a Hong Kong production company.

Excellent Students

The School of Design and Communication offers special programmes besides the regular programmes for promising students who are looking for a challenge. See page 7 for more information on this subject.

International Office

For extra information, help with enrolment or finding accommodation, please contact the International Office. See page 95 for contact details.

To go to the HVA website about AMFI, scan the QR code or use the URL below.



www.tinyurl.com/hva-amfi

AMFI - Amsterdam Fashion Institute				
Year 1				
Semester	Theory	Fashion & Design	Fashion & Management	Fashion & Branding
1	Theoretical Backbone • Business & Fashion	• Inspiration Book • Prototype • Style Book	• Style Book • Inspiration Book • Prototype	• Prototype • Style Book • Inspiration Book
2	Theoretical Backbone • Business & Fashion	The Garment • Focus on Design Research	Fashion & Identity • Orientation: Professional Profiles	Fashion Concept • Product-oriented

Year 2				
Semester	Theory	Fashion & Design	Fashion & Management	Fashion & Branding
3	Theoretical Backbone • Industry & Culture	Industry & Identity • Focus on Technology and Identity	Retailing Jeans • Product Management • Retail Concept	Fashion Environment • Market-oriented
4	Theoretical Backbone • Industry & Culture	Quantity & Quality • Mass Production vs. Craftsmanship	Fashion & Business • Production Management • Business Strategy	Fashion Communication • Identity-oriented

Year 3				
Semester	Theory	Fashion & Design	Fashion & Management	Fashion & Branding
5			• Minor Programme, Work Placement or Specialisation	
6			• Minor Programme, Work Placement or Specialisation	

Year 4				
Semester	Theory	Fashion & Design	Fashion & Management	Fashion & Branding
7			• Minor Programme or Specialisation	
8			• Graduation	

The AMFI programme is offered in Dutch or English.

“WITH ‘DESIGN’ I’M LEARNING A LOT ABOUT FABRICS AND WORKING WITH 3D.”

NAME: Nadine Wagner
AGE: 26 years
FROM: Mainz, Germany
IN AMSTERDAM FOR: AMFI and minor programme ‘Design’

Why have you chosen to study at the Hogeschool van Amsterdam?

“First of all, I like Amsterdam. I could do this course back in Germany, but as the fashion industry is very international I wanted to do it in English. That’s the way to improve my grasp of the language and have the experience of studying abroad.”

What kind of minor programme are you following?

“The minor I’m following right now is called ‘Design’. I’m learning a lot about fabrics and working with 3D. I’m also learning how to draw a pattern with a computer programme. This is much more difficult than many people think.”

How does Amsterdam inspire you?

“Amsterdam is a creative and a very fast-moving city. It’s a bit small, but this also has advantages. It’s still a metropolis but everything you need is within reach. Dutch fashion inspires me too. German fashion is really colourful with strange combinations and I don’t like that. I like it simple. All these different nationalities here are also inspiring. My student house, for instance, lodges students from all over the world.”

What are you looking forward to in the near future?

“For now it is finishing the minor and my graduation at the AMFI. I don’t really have any ideas for my graduation yet, but during my summer holidays I hope I’ll get inspired.”

Where do you see yourself within ten years?

“I would like to work in a fashion company. I had my work placement at Hugo Boss; that’s a very big company. When I graduate I would like to work for a company like Sessùn, in France. That’s a smaller company so you have more variation in tasks there. It’s difficult to start your own label after graduation, so I’d like to gain experience by working in fashion companies and use that later to start my own label.”

We don’t have a Hogeschool campus yet. How did you find a place to stay?

“The HvA helped me find a room. The first two years I lived in Amstelveen. Recently I’ve been living in Amsterdam, near the Oosterpark. That’s very convenient because it’s not far from school. When I have a free period in between classes it’s easy to go home.”

Wondering what the AMFI building looks like? Take a look by scanning this QR code with your mobile phone or by using the URL below.



www.tinyurl.com/amfi-movie



IT - INFORMATION TECHNOLOGY

COMMUNICATION AND MULTIMEDIA DESIGN AMSTERDAM

COMPUTER SCIENCE

INFORMATION TECHNOLOGY



COMMUNICATION AND MULTIMEDIA DESIGN AMSTERDAM

Are you interested in developing an online campaign for a summer festival or designing a widget for a world-famous museum? If you opt for the Communication and Multimedia Design Amsterdam (CMDA) bachelor's programme at the Hogeschool van Amsterdam, University of Applied Sciences (HvA), you will learn how to use interactive media to improve products, services or even entire organisations. Demand for professionals in this field continues to increase and because of this, career opportunities are plentiful.

So, if you are a digital pioneer who wants to design the future in a creative and stimulating environment, then sign up for CMDA.

The main language of communication is Dutch. In case you are interested in following our programme, see the chapter entitled 'Practical Information' in the relevant section on page 93.

The Foundation Year Programme

In your first year you will follow a foundation programme, that will allow you to familiarise yourself with the central elements of the programme and the types of job that will be open to you when you graduate. Projects are an essential part to the whole programme and in the foundation year they will help you to start your exploration of the interactive media industry. The combination of theory, practice and projects will give you an insight into the possibilities for specialisation. You will learn more about the various aspects of the profession. In addition to areas such as design, interaction and content you will learn about business and communication; these are important to the role of an Interactive Media professional. You will work for external clients as part of a team and gradually you will discover where your talents and ambitions lie. Experience with computer programs like Photoshop, Illustrator and Flash is an advantage. However, if you have never worked with these programs before, we will help you to learn how to use them in the Tools 'r' Us programme.

Working on Real Projects in the Main Phase

In the main phase of the programme, you will again work on a real assignment for an external organisation or company as part of a team. This project work will give you the opportunity to put the knowledge and professional skills that you have gained into practice. You will work on professional

products and on a concrete end product as part of a multidisciplinary team formed by you and your fellow students. Examples of end products developed by students include an online campaign for Amnesty International, a website for the Robodock festival and a reality city game for the Amsterdam Tourist Office (VVV). You will work on creative assignments that will challenge you to get the very best out of yourself.

Main Phase Specialisations

On successful completion of the Foundation Year, you will move on to the main phase of the course. A broad core programme will ensure that you develop the competencies required of an Interactive Media professional, while the specialisation programme gives you choices that will allow you to graduate with a personal profile suited to your talents and career ambitions. CMDA offers the specialisations

- Interactive Media for Entrepreneurs
- Interactive Media for Communication Experts
- Interactive Media for Designers and Developers

Interactive Media for Entrepreneurs

Students with an enterprising spirit can choose profile courses helping them to focus on the business and organisation side of Interactive Media. In your profile modules and in your minor programme, you will learn everything you will need to know about marketing, corporate

objectives and about strategic plans for new interactive services or products. As an online business expert you will have an enterprising attitude and management ability. You will concentrate on the business, organisational and management aspects of CMDA. When you graduate you will be an Interactive Media professional with an entrepreneurial profile who has, for example, the skills needed to be able to start his own business.

Job Opportunities

- Project manager
- Interactive Media marketer
- Business development manager
- Interactive Media adviser
- Independent entrepreneur

Recent graduates work for Internet companies, profit and non-profit organisations, and many run their own businesses.

Interactive Media for Communication Experts

CMDA students that have a special interest in communication can learn to develop creative concepts for interactive campaigns. You will use interactive media to communicate a message to a target group and you will be able to integrate this with traditional media. Sometimes the objective will be to improve an organisation's image, or to improve brand recognition. You will learn to come up with interactive ideas using text, image and sound. Armed with

this specialisation, no two assignments you do in your career as an Interactive Media professional will ever be quite the same.

Job Opportunities

- Web concept manager
- Web/image editor
- (Junior) Art director
- Cross-media specialist
- Communication employee
- Copywriter

Graduates work for communication agencies, advertising agencies and cultural organisations.

Interactive Media for Designers and Developers

You are an architect of Interactive Media experiences. From idea to application, in text, image, animation, or all of these at the same time, you will make sure that your client's goal is achieved in a socially responsible way. You will be involved from concept development up to and including the delivery of working applications. In multidisciplinary teams you will work on the design and development of the visual, functional and technical aspects of Interactive Media. The user will be key throughout the design and development process. Your thinking and decisions will be guided by a deep understanding of those who will use or experience your work.



Job Opportunities

- Interaction designer
- Web developer
- Visual interface designer
- Front-end developer
- Information architect
- Concept developer

Recent graduates work for Internet companies, profit organisations, banks and government organisations.

The Graduation Phase

On the core programme, you will gain knowledge and professional skills that will help you to develop into an Interactive Media professional that is capable of performing a variety of roles. You will learn to look at current practice-based assignments from the point of view of the producer, the user or the consumer. You will prepare a marketing plan, design documents for digital applications and project planning and budgeting. You will work with professionals from various Interactive Media disciplines, such as online marketing, visual communication and interaction design. You will deepen or broaden your knowledge in the specialisation phase and while working on your graduation project.

Minor Programme

In the third or fourth year of the main phase of the programme, you will do a 20-week minor programme. Almost all minors are in Dutch; two minors are in English. It is also possible to do a minor within the School of

Design and Communication; a number of these minors are available in English. See page 68 for details of the various minors.

Dutch-taught Minor Programmes

- Content in Motion
- Customer Cross-media
- Digital Life
- Social Power of Interactive Media

English-taught Minor Programme

- Game Design
- Design Strategy

Work Placements

In your second year you will do a 10-week career orientation placement with a company of your choice. This could be an Internet agency or the media department of a company, cultural organisation or non-profit organisation. In the fourth year, you will deepen your knowledge and skills by doing a 20-week work placement.

Graduation Project

In your fourth year you will work independently, and wherever possible in collaboration with professionals, on your graduation project. This could involve the development of an Interactive Media "product" or writing a dissertation on a subject that is current and important in the field of Interactive Media. Your supervising tutor will offer you coaching and guidance through this whole process.

In addition to your graduation project you will attend a dissertation workshop of your choice. Here you will work on a topical theme with fellow students. You will conclude your studies with a presentation where you will present yourself as a competent junior CMDA professional to your tutors, peers and the industry.

The Golden Dot Awards

At the end of each academic year, the department holds its annual Golden Dot Awards where the best student projects of that year are presented to a professional expert jury. This jury will assess all nominations and present the Golden Dot Awards.

Excellent Students

The School of Design and Communication offers special programmes besides the regular programmes for promising students who are looking for a challenge. See page 7 for more information on this subject.

International Office

For extra information, help with enrolment or finding accommodation, please contact the International Office. See page 95 for contact details.

Communication and Multimedia Design Amsterdam			
Foundation Year			
Term 1	Term 2	Term 3	Term 4
CMD On • Amsterdam & Its Neighbourhoods	Play & Learn • Enjoying an Education		Art in the City • Art & Culture
• Internet Standards	• Language in Context	• Society & Interaction	• Plug & Play
• Understanding Design	• Marketing	• Programming	• Media History
• UCD	• Visual Design	• Dfl : Humans & Computers	• Business Mapping
• Academic Counselling			

Year 2			
Term 1	Term 2	Term 3	Term 4
All Hands on Deck • Sports and Games OR Privacy and Safety		The Proof of the Ice Cream • Sports and Games OR Privacy and Safety	• Short Work Placement
• Information Architecture	• Dfl: Models & Processes	• Trend Analysis	
• Research for Design	• Strategic Media	• Media Sociology • Front End Development • Evidence-based Design	
• Media & Culture	• Server Side Scripting • Copywriting • Prototyping for Interaction	• Online Marketing • Intercultural Communication • Visual Design & Interaction	
	• Data Modelling • Storytelling • Visual Communication		
• Academic Counselling			

Year 3			
Term 1	Term 2	Term 3	Term 4
Amsterdam is Getting Better • Health and Sicknes		• Minor Programme	
• Business Strategy	• Dfl: Complex Interaction		
• Ubicomp	• Financial Management • Interaction in Context • Beyond GUI		
• Visual Design and Movement • Entrepreneurship • Media Literacy	• Realtime Data Visualisation • Interaction in Context • Plausible Prophecy		
• Frameworks • Service Design • Designing for Product Impact			
• Academic Counselling			

Year 4			
Term 1	Term 2	Term 3	Term 4
• Work Placement		• Graduation	

This programme is in Dutch only. For more information about the Language and Preparatory Course see page 93.

To go to the HvA website about IT, scan the QR code or use the URL below.



www.tinyurl.com/hva-it



COMPUTER SCIENCE

Do you want to know how computers work and are you interested in the latest technology? Are you creative and would you like to devise new and effective applications? If you answer these questions in the affirmative, the Computer Science programme at the Hogeschool van Amsterdam, University of Applied Sciences (HvA) is the right choice for you. As a Computer Science specialist, you will be an expert who knows his way around hardware and software.

There are good opportunities for students with foreign certificates and diplomas to study at the HvA. To find out more about studying in Amsterdam or about learning Dutch before you start your programme, see the chapter entitled 'Practical Information' in the relevant section on page 93. The programme follows below.

The Foundation Programme

In the Foundation Year you will familiarise yourself with the most important ICT fields. You will work on a project for Science Center NEMO. In a team you will develop an exhibition that will be interesting and instructive for museum visitors. You will also work on your professional skills, such as giving presentations, holding meetings and working on projects. You will learn all about what a technical IT specialist does and where your strengths and weaknesses lie. During company visits you will get to know your future professional practice.

The Main Phase

On successful completion of the Foundation Year, you will move on to the main phase of the course. A broad core programme will ensure that you develop the competencies required of a ICT professional, while the specialisation programme gives you choices that will allow you to graduate with a personal profile suited to your talents and career ambitions.

In your second year you will work on various projects as part of a student team and immerse yourself further in your chosen ICT specialisation. You will gain an increasing understanding of which profession is going to be right for you. At the end of the second year of the programme you will do a 20-week placement, during which you will independently work on an assignment within an organisation and, by doing this, gain work experience. You will also work on the Railcab Project, in which you will familiarise yourself with an intelligent train system. You will look for ways to make railways more efficient. Planning and communication with the client will play an important role in this project.

Main Phase Specialisations

The main phase consists of the specialisations

- Embedded Systems Engineering
- Industrial Computing
- Automation Engineering
- Game Technology
- Forensic Intelligence & Security

Embedded Systems Engineering

Embedded systems give a piece of equipment its intelligence. An embedded systems engineer designs and develops 'hidden' computers in mobile phones, DVD recorders, parking machines, access control systems, RFID etc. You will build the software and some of the hardware. Testing reliability and accuracy of this software is an essential part of this process.

Job Opportunities

- Embedded systems engineer
- Research & development engineer

Graduates work for producers of consumer electronics, medical equipment and embedded applications.

Industrial Computing

The industrial computing specialist designs and develops the computer system that controls all of the equipment in a company (for example, factories, container terminals and printing firms). You are able to programme intelligent machines, like robots, and develop networks that allow machines to communicate with each other.

Job Opportunities

- Industrial computing specialist
- Technical designer
- Project manager

Graduates work for engineering companies, flower auctions and technical companies.

Automation Engineering

Automation engineers are responsible for the design, realisation and implementation of machine and process operating systems. They also produce cost estimates for operating systems and generate technical input for quotations, tenders and user manuals, or provide (verbal and written) instructions for internal staff and end users.

As an automation engineer you will work in the pharmacy, food, (petro)chemical and mechanical-engineering markets. Applications often consist of a combination of mechanical engineering, electrical engineering and/or chemistry. Great demands are made in relation to the reliability, safety, quality and the validation of these applications.

Job Opportunities

- Industrial computing specialist
- Technical designer
- Research & development engineer
- Project manager

Graduates work for engineering and technical companies.

Game Technology

The game developer works largely on a project basis and focuses on game analysis, design, building and implementation. Developers and designers develop and produce the complex interaction models necessary for games. Producers play a technical and substantive role in the realisation of complex projects of this nature.

Job Opportunities

- Game developer
- Game programmer

Graduates work for game companies and website builders.

**Forensic Intelligence & Security**

The forensic intelligence specialist uses a computer to help him investigate criminal behaviour and knows how to protect computers against this behaviour.

Job Opportunities

- Forensic intelligence specialist
- Digital investigator
- Security specialist

Graduates work for police research departments, the business sector and companies that protect computer networks.

Minor Programme

In the third or fourth year of the graduation phase you will do a 20-week minor programme. Most Computer Science minors are in Dutch; there are three minors that are entirely in English. It is also possible to do a different minor within the School of Design and Communication; a number of these minors are also available in English. See page 68 for details of the various minors.



Dutch-taught Minor Programmes

- Advanced Software Development
- Advanced System and Network Engineering
- Business Information Systems – transfer minor
- E-discovery
- Forensic Intelligence & Security
- Game Technology
- Science Research Competences – transfer minor
- Technical Computing

English-taught Minor Programmes

- Game Design
- ICT Management
- International Project Semester

Work Placements

You will conclude the first two years with a placement. This is a career orientation placement, which you will do in a company. It is the first assignment in which you will operate independently. However, you will receive good-quality supervision, both from the company and the programme.

You will also conclude the graduation phase with a work placement. Of course, a graduation placement will be subject to stricter requirements than the requirements applicable for a career orientation placement; in this final part of your programme you will be regarded as a junior professional.

Plus-projects

Plus-projects are challenging projects for students who we believe could gain from and appreciate an extra challenge. You will do a Plus-project in addition to the projects that form part of the regular programme. You will work on a specific question with fellow students. This could be a theoretical research question like 'Find a smart solution for a specific problem and carefully consider relevant existing solutions.' The question could also be something more practical like 'Make a tool to support a certain activity.' Plus-projects are supervised, and extensive facilities are made available. Students need an invitation to participate.

The Graduation Phase

During the graduation phase (years 3 and 4), you can choose to broaden your view or gain more in-depth knowledge. You will opt for projects and courses that are appropriate for the career that you have in mind. You will do a minor for 20 weeks and graduate with a company. You will also have the opportunity to do the so-called Expert variant (Meesterwerk) during the graduation phase. This involves the combination of

your studies with (part-time) work for an ICT company for three semesters.

Computer Science versus Information Technology

Similarities

- Title after graduation is Bachelor of ICT
- Creativity and communication skills are important
- The basic principles of ICT are part of the programme
- Good job market prospects

For details on the Information Technology programme see page 40.

International Programme

The international Computer Science programme is reasonably comprehensive. You will be able to attend a number of English-taught minor programmes. For details of the complete range of courses available see www.international.hva.nl.

Excellent Students

The School of Design and Communication offers special programmes besides the regular programmes for promising students who are looking for a challenge. See page 7 for more information on this subject.

International Office

For extra information, help with enrolment or finding accommodation, please contact the International Office. See page 95 for contact details.

Computer Science Foundation Year			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> • YOURFIT Multidisciplinary Project 	<ul style="list-style-type: none"> • OUTFIT Project II 	<ul style="list-style-type: none"> • NEMO Project 	
	<ul style="list-style-type: none"> • Software Engineering 1 • System & Network Engineering 1 	<ul style="list-style-type: none"> • Software Engineering 2 • Embedded Systems 1 	<ul style="list-style-type: none"> • Industrial Computing 1 • Systems & Network Engineering 2
<ul style="list-style-type: none"> • Professional Skills • Basic Skills 			

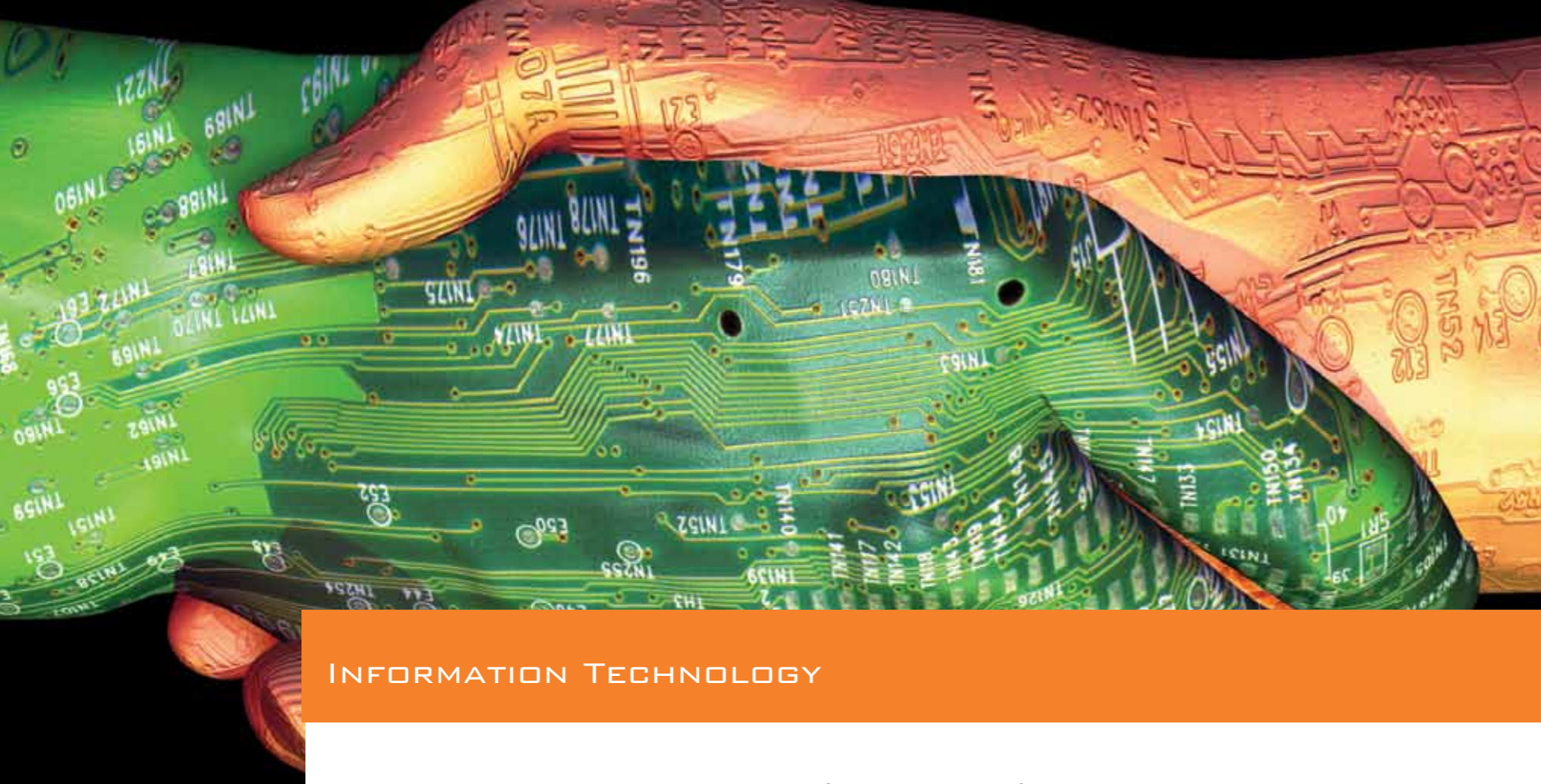
Year 2			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> • Railcab Project • Embedded Systems 2 • Algorithms and Datastructures • Professional Skills 2.1 		<ul style="list-style-type: none"> • Prove IT Project • Professional Skills 2.2 	
		<ul style="list-style-type: none"> • Industrial Automation 1 	<ul style="list-style-type: none"> • Industrial Automation 2
		<ul style="list-style-type: none"> • Elective Theme 	<ul style="list-style-type: none"> • Elective Theme C++
<ul style="list-style-type: none"> • Elective Credit 			

Year 3			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> • Work Placement 		<ul style="list-style-type: none"> • Business Unit 	

Year 4			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> • Minor Programme 		<ul style="list-style-type: none"> • Graduation Assignment 	

This programme is in Dutch only. For more information about the Language and Preparatory Course see page 93.





INFORMATION TECHNOLOGY

Will you be coming up with new applications for Google in the future? Or are you going to develop a navigation system for people who use public transport? Will you build the latest role-playing game or would you prefer to build a game that helps children with their maths?

If you enrol for the IT programme, you will learn to develop computer applications that are perfectly aligned with the wishes that users have. When you graduate as an IT specialist from the Hogeschool van Amsterdam, University of Applied Sciences (HvA), you will also have excellent (international) career opportunities.

There are excellent opportunities for students with foreign certificates or diplomas to study at the HvA. To find out more about studying in Amsterdam or about learning Dutch before you start your programme, see the chapter entitled 'Practical Information' in the relevant section on page 93. The programme follows below.

The Foundation Programme

In the automation industry work is largely carried out on a project basis. To prepare properly for professional practice, you will often work in project teams during the ICT programme. Working with others on a product, having meetings with clients and delivering a project are all skills that you will have mastered by the end of the programme.

In the first term of the first year, you will develop a retail concept as part of a project team. The target group is a young audience for which each team will design the brand, the layout for the retail space, an interface for several functionalities and a website, and an advergaming. Each team will research the technical infrastructure required and the retail applications. That way you will get to know the specialisations IT offers and choose the one you prefer, such as System and Network Engineering, Software Engineering, Human Centered Design, IT Management or Game Development.

The Main Phase

In the second year, the specialisation phase, you will often work on various projects as part of a student team. You will gain an increasing understanding of which profession is going to be right for you. You will conclude this specialisation phase with a work placement in which you gain experience.

Main Phase Specialisations

System and Network Engineering

A system and network engineer designs and manages technical infrastructures such as operating systems and networks. Internal and external telecommunication is also increasingly part of the professional infrastructure expertise; think of IP telephony.

Job Opportunities

- Network specialist
- Project manager
- Computer expert

Graduates work for telecom companies, automation, software and insurance companies, banks and Internet service providers.

Software Engineering

The software engineer uses various programming languages and methods to design, implement and test software systems.

Job Opportunities

- Software engineer
- System developer
- Database specialist

Graduates work for system development companies, automation companies, website builders and Internet service providers.

Human Centered Design

The human centred designer is the intermediary between software system programmes and the organisations and users for which these systems are made. Usability and user experience are key here. You will design products that are geared entirely towards users. Examples include a ticket machine or a 3D environment in which doctors perform operations in a virtual world.

Job Opportunities

- Interaction designer
- Human centred designer
- Web developer
- Web designer
- Adviser

Graduates work for website builders, Internet agencies, game companies, or run their own businesses.

IT Management

The IT service manager is an excellent communicator who keeps track of the situation and ensures that all computer

systems in a company function optimally. They focus on quality, change management and service level agreements.

The ICT architect monitors ICT architecture in projects, infrastructure and applications. This employee has extensive interpersonal skills and a good understanding of general ICT techniques and management aspects. The business information manager plays the role of bridge builder between business operations and the information system and has a good understanding of the (im)possibilities of technology. The sourcing consultant guides projects in which ICT services are outsourced (internationally).

Job Opportunities

- IT service manager
- Consultant
- Support manager
- IT specialist

Graduates work for telephone companies (Vodafone, KPN), automation companies (Syntegra, Capgemini, Cisco), banks, insurance companies, educational institutes and government organisations.

Game Development

The game developer works largely on a project basis and focuses on game analysis, design, building and implementation. Developers and designers develop and produce the complex interaction models necessary for games. Producers play a – technical and

substantive – role in the realisation of complex projects. This specialisation will prepare you for a career as a game developer from day one. We have excellent contacts with the international game industry.

Why Game Development?

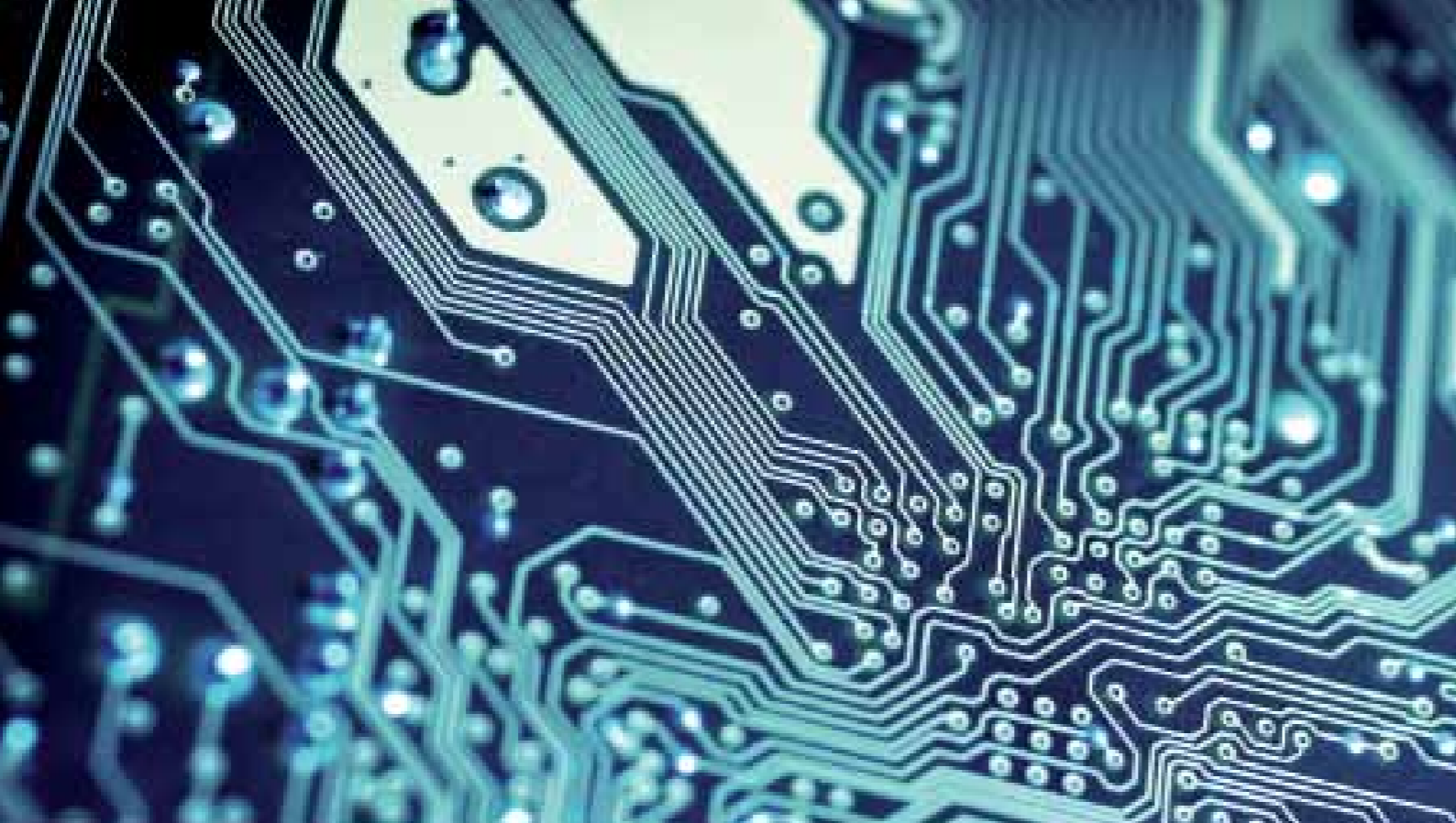
The game industry is experiencing explosive growth and needs people who are able to adopt a creative approach to informatics. Game Development requires technically skilled and innovative Bachelors of ICT. This will enable you to work on the new generation of games in the creative industry.

You will work as a programmer, in game production or as a game developer. Because of your technical skills you will be capable of performing a variety of roles and have a good understanding of the various components of which games consist.

As a (serious) games specialist you will also be welcome in education, government organisations and the commercial sector.

The Game Development specialisation breaks down into three specialisations in the graduation phase, that is to say Game Technology, Game Design and Game Production.





Game Technology

Game Technology is for students who want to take their first step towards a career as a games programmer, or for students who want to apply the opportunities offered by game technology in the development of new applications.

You will learn about the most important elements of computer games. You will have mastered the most important techniques needed to build a game and you will be able to develop one game on at least one of the platforms.

Job Opportunities

- Game developer
- Game programmer
- Games specialist
- Interface developer
- Virtual reality developer
- Simulation developer

Graduates work in the (serious) game industry, government organisations, the business sector, the shipping and aviation industries and the medical world.

Game Design

You will learn about the various aspects that are necessary when designing games, including content, design, rules and interaction. You will familiarise yourself with the design process and you will develop games on the basis of the relevant rules, and using playable prototypes.

Job Opportunities

- Game designer
- Data visualisation developer

Graduates work in the (serious) game industry, the creative industry, the medical world and the commercial sector.

Game Production

This programme is based on the development cycle applicable for Game Development. Each stage of the cycle has its own specific themes. You will look at process-oriented subjects (such as agile project management, business development, service organisation) and product-related subjects (such as intellectual property, publishing models, licences, distribution models, upgrades and updates).

Job Opportunities

- Game producer
- (Cross-)media producer

Graduates work in the game industry, the creative industry, government organisations, the commercial sector and the medical world.

The Graduation Phase

During the graduation phase (years 3 and 4), you can choose to broaden your view or gain more in-depth knowledge. You will opt for projects and courses that are appropriate for the career that you envisage. You will do a 20-week minor programme and graduate with a company. You will also have the opportunity to do the so-called Expert variant (Meesterwerk) during the graduation phase. This involves the combination of your studies with (part-time) work for an ICT company for three semesters.

Minor Programme

In the third or fourth year of the graduation phase of the programme, you will do a 20-week minor programme. Almost all minors are in Dutch; three minors are in English. It is also possible to do a different minor within the School of Design and Communication; a number of these minors are also in English. For details of all of the minors see page 68.

Dutch-taught Minor Programmes

- Advanced Software Development
- Advanced System and Network Engineering
- Business Information Systems - transfer minor
- E-discovery
- Forensic Intelligence & Security
- Game Technology
- Science Research Competences - transfer minor
- Technical Computing

English-taught Minor Programmes

- Game Design
- ICT Management
- International Project Semester

Work Placements

You will conclude the first two years with a placement. This is a career orientation placement, which you will do in a company. It is the first assignment in which you will operate independently. However, you will receive quality supervision, both from the company and your institute.

You will also conclude the graduation phase with a work placement. Naturally, a graduation placement will be subject to stricter requirements than those for a career orientation placement; in this final part of your programme, you will be regarded as a junior professional.

Plus-projects

Plus-projects are challenging projects for students who we believe could gain from and appreciate an extra challenge. You will do a Plus-project in addition to the projects that form part of the regular programme. You will work on a specific question with fellow students. This could be a theoretical research question like 'Find a smart solution for a specific problem and carefully consider relevant existing solutions.' The question could also be something more practical like 'Make a tool to support a certain activity.' Plus-projects are supervised, and extensive

facilities are made available. Students need an invitation to participate.

Information Technology versus Computer Science

Similarities

- Title after graduation is Bachelor of ICT
- Creativity and communication skills are important
- The basic principles of ICT form part of the programme
- Good job market prospects

For details on the Computer Science programme see page 32.

Excellent Students

The School of Design and Communication offers special programmes besides the regular programmes for promising students who are looking for a challenge. See page 7 for more information on this subject.

International Office

For extra information, help with enrolment or finding accommodation, please contact the International Office. See page 95 for contact details.

Wondering what the IT building looks like on the inside? You can scan this QR code and see for yourself.



www.tinyurl.com/ddk-movie



The three IT programmes are in the Duivendrechtsekade building

Information Technology Foundation Year				
	Term 1	Term 2	Term 3	Term 4
System & Network Engineering	<ul style="list-style-type: none"> YOURFIT Multidisciplinary Project 	<ul style="list-style-type: none"> OUTFIT II Project Software Engineering 1 System & Network Engineering 1 	<ul style="list-style-type: none"> PRESENCE Project IT Management 1 Databases 	<ul style="list-style-type: none"> PRESENCE Project IT Management 2 System & Network Engineering 2
<ul style="list-style-type: none"> Professional Skills Basic Skills 				
Software Engineering	<ul style="list-style-type: none"> YOURFIT Multidisciplinary Project 	<ul style="list-style-type: none"> OUTFIT II Project Software Engineering 1 System & Network Engineering 1 	<ul style="list-style-type: none"> PRESENCE Project Software Engineering 2 Databases 	<ul style="list-style-type: none"> PRESENCE Project Media in Context System & Network Engineering 2
<ul style="list-style-type: none"> Professional Skills Basic Skills 				
Game Development	<ul style="list-style-type: none"> YOURFIT Multidisciplinary Project 	<ul style="list-style-type: none"> OUTFIT II Project Software Engineering 1 Game Development 1 	<ul style="list-style-type: none"> NEMO Project Software Engineering 2 Interaction Design 	<ul style="list-style-type: none"> NEMO Project Simulation Technique Media in Context
<ul style="list-style-type: none"> Professional Skills Basic Skills 				
IT Management	<ul style="list-style-type: none"> YOURFIT Multidisciplinary Project 	<ul style="list-style-type: none"> OUTFIT II Project Software Engineering System & Network Engineering 	<ul style="list-style-type: none"> PRESENCE Project IT Management 1 Databases 	<ul style="list-style-type: none"> PRESENCE Project IT Management 2 Media in Context
<ul style="list-style-type: none"> Professional Skills Basic Skills 				
Human Centered Design	<ul style="list-style-type: none"> YOURFIT Multidisciplinary Project 	<ul style="list-style-type: none"> OUTFIT II Project Software Engineering System & Network Engineering Interaction Design 	<ul style="list-style-type: none"> NEMO Project Media in Context Databases 	<ul style="list-style-type: none"> NEMO Project IT Management
<ul style="list-style-type: none"> Professional Skills Basic Skills 				

Year 2				
	Term 1	Term 2	Term 3	Term 4
System & Network Engineering	<ul style="list-style-type: none"> Virtualisation Project Cisco IT Service Management Professional Skills 2.1 Company Point 		<ul style="list-style-type: none"> Linux Specialisation Theme Network Concepts 	<ul style="list-style-type: none"> Operating Systems Concepts Elective Theme
			<ul style="list-style-type: none"> Prove IT Project Professional Skills 2.2 	
<ul style="list-style-type: none"> Elective Credit 				
Software Engineering	<ul style="list-style-type: none"> Digital Learning Project Web-based Application Algorithms and Data Structures Professional Skills 2.1 		<ul style="list-style-type: none"> Agile Development 	<ul style="list-style-type: none"> Data Warehousing
			<ul style="list-style-type: none"> Prove IT Project Elective Theme Professional Skills 2.2 	
<ul style="list-style-type: none"> Elective Credit 				
Human Centered Design	<ul style="list-style-type: none"> Ubiquitous Computing Project Human Centered Design Business Engineering Professional Skills 2.1 		<ul style="list-style-type: none"> User Research 	<ul style="list-style-type: none"> Serious Games
			<ul style="list-style-type: none"> Prove IT Project Elective Theme Professional Skills 2.2 	
<ul style="list-style-type: none"> Elective Credit 				
IT Management	<ul style="list-style-type: none"> Management Information System Project IT Service Management Business Engineering Professional Skills 2.1 		<ul style="list-style-type: none"> Enterprise Resource Planning 	<ul style="list-style-type: none"> ICT Architectures
			<ul style="list-style-type: none"> Prove IT Project Elective Theme Professional Skills 2.2 	
<ul style="list-style-type: none"> Elective Credit 				

Year 3			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Work Placement 		<ul style="list-style-type: none"> Business Unit 	

Year 4			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Minor Programme 		<ul style="list-style-type: none"> Graduation Assignment 	

This programme is in Dutch only. For more information about the Language and Preparatory Course see page 93.

NAME: Christian Rettenberger
AGE: 28 years
FROM: Bürs, Austria
IN AMSTERDAM FOR: MediaLAB
STUDYING: Media Design



“AMSTERDAM IS IN TOUCH WITH THE LATEST TRENDS.”

Why have you chosen to study at the Hogeschool van Amsterdam?

“The HvA is a partner institute of my university. I also liked the concept of the MediaLAB, and the projects seemed very interesting. It’s more like an internship, not just working on projects. I also talked to some students of my university who studied here and they recommended the HvA. That made the decision easy.”

Have you always wanted to study abroad?

“Yes, I have. Studying abroad is a good opportunity to get new impressions and experiences. Besides learning from the programme itself, you also learn a lot outside university, like language skills and culture. I’m really happy I got this opportunity. It’s also nice that the Netherlands are so different from where I come from. Like the fact that there are no mountains at all and that there’s a royal family.”

How does Amsterdam inspire you?

“It’s a different environment and culture, which in itself is very inspiring. The funny thing about Amsterdam is that although it’s not a big city, it still has an international air. And, of course it’s a great help that everybody speaks English.”

Where do you see yourself within ten years?

“By that time I’ll have finished my master’s. Hopefully I’ll be working as a teacher by then, giving teenagers media education. I did social work before Media Design and I’d like to combine those two. In addition I hope to be a freelance designer.”

In what way does this specialisation contribute to your aspirations?

“At the MediaLAB I’m getting hands-on training in my specialisation and gain experience in a way I could never do in Bürs, my hometown. Even if I don’t have traditional courses, I’m learning a lot because I’m meeting many people and seeing many interesting things. We visited museums for the project, for example. It’s always good to broaden your horizon, in a professional as well as in a personal way. And, of course, it’s good for my English.”

Do you think of Amsterdam as a city oriented towards the future?

“Within my field, the Netherlands and especially Amsterdam are in touch with the latest trends. You can see innovation in modern art, music, social media, tablets and smart phones. Right now, the trends in my field are cloud computing, augmented reality, web typo and HTML5.”

We don’t have a Hogeschool campus yet. How did you find a place to stay?

“I’m staying in a room in Oud-West, where I’m sharing an apartment with two other guys. I registered at a number of room agency websites and saw a great many rooms. It’s really hard to find a room in Amsterdam, and when you do, they’re expensive. Still, liking to decide for myself where to stay, I chose not to accept the HvA’s help, but to find my own place. I just kept trying and was lucky to find a really nice apartment.”



MIC -
MEDIA,
INFORMATION
AND
COMMUNICATION



MEDIA, INFORMATION AND COMMUNICATION

Are you keen to work in the media? Does the media production process fascinate you? Are you interested in how the media affect our daily lives? Would you like to develop a new medium yourself? If so, Media, Information and Communication (MIC) is the right programme for you. After completing this programme, you will be a specialist with an in-depth knowledge of producing, writing, editing, promoting and managing media products, and how they can be used to achieve many aims. Lecturers who have worked in the industry will teach you not only how to analyse and create media hypes, but also how to ensure companies are provided with the timely and appropriate content they need to be successful.

The MIC programme focuses primarily on the Dutch media world, and secondarily on the Dutch media world in an international context. Therefore the main language of communication is Dutch. In case you are interested in following this course, see the chapter entitled 'Practical Information' in the relevant section on page 93.

The Foundation Year Programme

In the Foundation Year you will familiarise yourself with every branch of the media industry. You will work on projects as part of a team, often for external clients. For example, you will develop a magazine for the Netherlands Nutrition Centre (Voedingscentrum) and design a website for *Het Parool*, a Dutch newspaper. All of your work will be based on research and will be accompanied by your tips on how to launch the products in question. When you are working on a project, you will also attend lectures on marketing, communication, writing, editing, management and organisation, and cultural and social developments.

The Main Phase

On successful completion of the Foundation Year, you will move on to the main phase of the course. A broad core programme will ensure that you develop the competencies required of a media professional, while the specialisation programme gives you choices that will allow you to graduate with a personal profile suited to your talents and career ambitions.

In the main three-year phase, you will work in project groups and also work on individual assignments to demonstrate all the competencies that you have gained. Key to this are learning how to think conceptually and how to apply cross-media. You will acquire a high level of language

proficiency and learn how to be pro-active and enterprising. The programme has close links with the creative industry in Amsterdam; media professionals regularly give guest lectures and our students often work on assignments for companies and organisations in the creative, communication and advertising industries.

Main Phase Specialisations

MIC offers the specialisations

- News and Media
- Advertising, Marketing and Communication
- Media, Marketing and Publishing
- Information and Media
- Editing and Media Production

News and Media

You are inquisitive and keep track of developments in society. You want to learn how to produce news reports, interviews, background stories and reviews for newspapers, magazines, websites, radio and television. You are accurate in your work, meet all your deadlines and are not looking for a nine-to-five job.

Job Opportunities

- Reporter
- Editor (digital storytelling)
- Freelance journalist
- Company journalist
- Correspondent
- Web editor
- Moderator online community

Graduates work for newspapers, magazines, online media, radio, and television, or they run their own businesses.

Advertising, Marketing and Communication

Everyone communicates but is communication always effective? You see the difference and know how to put yourself in the shoes of your target group. You know when to communicate and the best way to do this. Marketing communication, corporate communication, internal communication, public relations or an event; for you, these are the tools that are used to position and brand a product or service.

Job Opportunities

- Communication adviser
- Marketing employee
- Brand manager
- Account executive
- Strategist

Graduates work for advertising, communication or marketing agencies, PR, advertisers, and for a great variety of companies and non-profit organisations.

Media, Marketing and Publishing

You know that the media industry is not limited to television, radio, magazines and books, but includes websites, mobile media and online video. You want to know how to be successful in this market; you have a commercial attitude, are professional, realistic and you have guts. You want to look in more

depth at questions like ‘Which commercial opportunities are there for a Facebook magazine?’ or ‘What potential do mobile media have?’ After your studies you will be able to successfully provide marketing for existing media brands or launch new media products.

Job Opportunities

- Marketer
- Publisher
- Magazine manager
- Formula manager
- Product manager

Graduates work for media and entertainment companies and companies in the cultural and leisure sectors.

Information and Media

You will become a professional in the field of information and content management. You are innovative and creative. You find it easy to find your way through a labyrinth of information, whether text, image or sound are involved. You are able to respond skilfully to the wishes that a client has. Your contribution is vital to companies. An Information and Media Manager steers information flows in the right direction, provides customised services and manages project teams.

Job Opportunities

- Knowledge and information manager
- (Image) documentalist
- Researcher for news editorial teams
- Information adviser

Graduates work for Internet companies, radio and TV companies, advertising and marketing agencies, cultural organisations and government organisations.

Editing and Media Production

You know that we owe the production of a book, a radio or TV programme, or a website in part to the work done by good editors and media production staff. In this field, quality, knowledge of your audience and professionalism are key. In your profession you will be able to choose between editing, production and coordination. Or,

if you wish, to combine all three. You will write, edit, produce and monitor design and content for all media, monitor deadlines and make sure that everything is achieved within the budget available.

Job Opportunities

- Copy editor
- Production coordinator
- Editor in the book or magazine industry
- Editor-in-chief
- Account manager
- TV company producer
- Web editor



Magazines produced by third-year students get all the attention they deserve

Graduates work for television, magazines, radio, newspapers, online media and book publishers.

Work Placements

An excellent way of learning about the media profession is by doing work placements. In the second semester of the second year, you will do a 10-week career-orientation placement, and a 20-week placement in a media organisation in the third or fourth year.

Minor Programme

In the third or fourth year of the main phase of the MIC programme, you will do a 20-week minor programme. Almost all minors are in Dutch; three minors are in English. It is also possible to do a minor within the School of Design and Communication; a number of these minors are available in English. See page 68 for details of the various minors.

Dutch-taught Minor Programmes

- Archives
- Art Direction and Design
- Books and More (partly in English)
- Brand Management
- Communication Sciences - transfer minor
- Content Management and ePublishing
- Creative Writing
- Cultural Sector Marketing
- Customer Media
- Digital Culture

- Media Entrepreneurship
- Media Event Management
- Online Management
- Practical Philosophy
- Radio
- Research Journalism
- Spanish Language and Culture
- Television
- Writing and Editing
- Youth and Media

English-taught Minor Programmes

- International Journalism: Global and Local
- Trendwatching
- Web 2.0/3.0 and Knowledge Sharing

Dissertation

You will write your dissertation in the fourth year. Producing this final paper will involve working as a consultant for an organisation or company. You will do research on a specific problem and possibly develop your own professional product, such as a research report (perhaps producing a cross-media product), a website, or a documentary. You could design a promotional campaign, or advise on Internet research. You will conclude your studies by defending your dissertation at a final meeting with your dissertation supervisors.

Excellent Students

The School of Design and Communication offers special programmes besides the regular



programmes for promising students who are looking for a challenge. See page 7 for more information on this subject.

International Office

For extra information, help with enrolment or finding accommodation, please contact the International Office. See page 95 for contact details.

To go to the HvA website about MIC, scan the QR code or use the URL below.



www.tinyurl.com/hva-mic

Media, Information and Communication Foundation Year			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> The Netherlands Nutrition Centre Project: <ul style="list-style-type: none"> - Editing and Journalism - Marketing 1 - Visual Media 1 - Research 1 Spelling and Writing Styles 	<ul style="list-style-type: none"> The NL Institute for Sound and Vision Project: <ul style="list-style-type: none"> - Marketing - Communication - Quantitative Research - Visual Media 2 Professional English 1 Marketing Communication Media and Society 1 Computer Skills and Excel Management and Organisation 1 	<ul style="list-style-type: none"> Het Parool Newspaper Project: <ul style="list-style-type: none"> - Writing Skills 1 - Internet and Media - Marketing - Research 2 - Website Construction - Visual Media 3 Writing Skills 1 Professional Communicaton Skills Management and Organisation 2 Research 2 Website Construction 	<ul style="list-style-type: none"> 24/7 Project: <ul style="list-style-type: none"> - Writing Skills 2 - Professional English 2 - Management and Organisation 3 Data Visualisation Corporate Communication Media and Society 2
<ul style="list-style-type: none"> Academic Counselling 			

News and Media Year 2			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Newspaper, Magazine and Website Project Culture and Lifestyle Journalistic Writing Image & Image Editing Trends in the Media 	<ul style="list-style-type: none"> Radio and Website Project Psychology and Sociology Radio Journalism Media and Society 3 Journalism and Marketing 2 	<ul style="list-style-type: none"> Television and Website Project Politics and Economics Television Journalism Media and Society 4 Journalism and Marketing 2 	<ul style="list-style-type: none"> Work Placement 1
<ul style="list-style-type: none"> Academic Counselling 			

Year 3			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Cross-media Project Diversity in Journalism, Politics and Culture Journalistic Skills for Cross-media Professional English Information and Media Law 	<ul style="list-style-type: none"> Entrepreneurial Journalism Project Presenting for Journalists Corporate Journalism Research 3 	<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 	
<ul style="list-style-type: none"> Academic Counselling 			

Year 4			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 		<ul style="list-style-type: none"> Dissertation Plan 	<ul style="list-style-type: none"> Dissertation



Advertising, Marketing and Communication Year 2			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Marketing Communication Project 2 Marketing Communication 2 Media Psychology Financial Project Management Professional Written Communication 	<ul style="list-style-type: none"> Corporate Communication Project 2 Corporate Communication 2 Marketing Media and Society 	<ul style="list-style-type: none"> Work Placement 1 	<ul style="list-style-type: none"> Concept Development Trends in the Media Internet Strategy Professional English
<ul style="list-style-type: none"> Academic Counselling Dutch Language Training 			

Year 3			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Corporate Communication Project 3 Corporate Communication 3 Financial Project Management Consumer Behaviour 	<ul style="list-style-type: none"> Marketing Communication Project 3 Marketing Communication Advisory Skills Media Planning Information and Media Law 	<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 	
<ul style="list-style-type: none"> Academic Counselling Dutch Language Training 			

Year 4			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 		<ul style="list-style-type: none"> Dissertation 	
<ul style="list-style-type: none"> Academic Counselling 			

Media, Marketing and Publishing Year 2			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Marketing Operational Marketing Plan for a Magazine Marketing Research 1 Written Communication Media Psychology 	<ul style="list-style-type: none"> Financial Management Marketing Plan for Digital Media Concepting and Creativity Writing Skills for Marketers Media and Marketing 3.0 	<ul style="list-style-type: none"> Media and Culture Strategic Marketing Strategic Advice for a Media Company Event Marketing Verbal Communication 	<ul style="list-style-type: none"> Work Placement 1
<ul style="list-style-type: none"> Academic Counselling 			

Year 3			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Media Planning Business Plan for a Media Company Professional English Sales / B2B Marketing Student at Work 	<ul style="list-style-type: none"> Information and Media Law Strategic Management Game Marketing Research 2 Management Skills Consultancy 	<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 	
<ul style="list-style-type: none"> Academic Counselling 			

Year 4			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 		<ul style="list-style-type: none"> Dissertation 	

Information and Media Year 2			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Media Research Project Professional Written Communication Information and Organisation Content Management 1 	<ul style="list-style-type: none"> Data Visualisation Project Marketing 2 Content Management 2 Professional English 	<ul style="list-style-type: none"> Work Placement 1 	<ul style="list-style-type: none"> Social Media Project Media and Society 2 Entrepreneurship in the Information Sector It's Your Move
<ul style="list-style-type: none"> Academic Counselling 			

Year 3			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Knowledge Management Project Media and Law Information Structuring 	<ul style="list-style-type: none"> Search Strategies Information Auditing Information and Ethics 	<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 	

Year 4			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 		<ul style="list-style-type: none"> Dissertation 	

Wondering what the MIC building looks like? Take a look by scanning this QR code with your mobile phone or by using the URL below.



www.tinyurl.com/mic-movie

Editing and Media Production Year 2			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Concept Design for Cross-media Project 1 Editing 1 Sound and Vision 1 Marketing Academic Counselling 	<ul style="list-style-type: none"> Concept Design for Cross-media Project 2 English for Editors Sound and Vision 2 Media and Society 3 	<ul style="list-style-type: none"> Concept Design for Cross-media Project 3 Editing 2 Sound and Vision 3 Media and Society 4 	<ul style="list-style-type: none"> Work Placement 1
<ul style="list-style-type: none"> Academic Counselling 			

Year 3			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Cross-medial Production 1 Research English for Editing Information and Media Law 	<ul style="list-style-type: none"> Cross-medial Production 2 Editing 3 Sound and Vision 4 Media and Society 5 	<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 	
<ul style="list-style-type: none"> Academic Counselling 			

Year 4			
Term 1	Term 2	Term 3	Term 4
<ul style="list-style-type: none"> Work Placement 2 or Minor Programme 		<ul style="list-style-type: none"> Dissertation 	

This programme is in Dutch only. For more information about the Language and Preparatory Course see page 93.



MINOR
PROGRAMMES



MINOR PROGRAMMES

A minor programme (or minor in Dutch) is a 20-week semester course in which you will gain in-depth knowledge on a specific subject. Choosing a minor programme broadens the scope of your knowledge and allows you to tailor your schooling to your personal preferences and future ambitions. These courses are especially attractive for international students, as they offer a fulltime programme for an extended period. The programme consists of various modules that form a coherent whole. Therefore, choosing one of the minor modules is not possible.

In this overview the various minor programmes offered by the School of Design and Communication are listed per bachelor's degree programme. This should help you find the minor that lies within your field of interest. However, the subjects of the various minors are quite diverse so you might like to see which minors other bachelor's degree programmes are offering. The minors given in English are highlighted in orange.

AMFI - Amsterdam Fashion Institute

Design (ENG)

The object of this minor is to familiarise yourself with the beauty and unlimited possibilities of pattern technology in relation to design. Find freedom in form and detailing on the mannequin and on paper. In this minor you will learn that pattern technology can be liberating, and it will equip you with all the tools you need to create the most incredible and pioneering designs.

Exchange (ENG)

AMFI is a member of the International Foundation of Fashion Technology Institutes (IFFTI). The high level of the exchange programme is therefore ensured. AMFI students regularly attend courses abroad at partner institutes in the UK (London College of Fashion), France, Germany, Finland, Sweden, India, Australia and Canada. Exchanges are available for third year students in both semesters, and for fourth year students in the first semester only. For more details see www.tinyurl.com/exchange-amfi.

Fashion & Entrepreneurship (ENG)

This minor will be right for you if you are able to convert ideas into action and are not afraid to be creative and innovative. You will implement a project alone or with other students. You will focus on innovation and creativity. In this minor, you will work with former students who have recently started their own businesses.

Fashion & Visual Culture (ENG)

For this minor you will immerse yourself in visual culture in the broadest sense of the word. An understanding and knowledge of the image is indispensable for anyone working in the worlds of fashion, fashion communication and trends. This implies being able to 'read' an image, understand different media and the way they work, and being comfortable using the language of images. Knowledge of visual history and the theories of visual culture are also important.

Independent Fashion Magazines (ENG)

This minor focuses on magazines, magazine concepts, production, design and reproduction. You will produce a magazine in an editorial context, because you will learn best by practical experience. Afterwards you will consider how to translate your product to the Internet, an event, a product line and a possible collaboration with other brands. In this minor you will experience every aspect of the field at first hand, from brainstorming to production, from design to printing, and from social media to launching an event.

Individuals (ENG)

The concept underlying the Individuals minor is to provide you with a high-impact module, spanning the fashion process from concept to product in a way that is as close as possible to the reality of the fashion business. You will create, produce, present and sell a collection by AMFI's own brand 'Individuals'.

Make & Buy (ENG)

This minor offers a more in-depth look at everything that a Product Manager and Buyer encounters in the fashion industry.

Retail and Research (ENG)

In this minor you will gain an overview of the latest marketing concepts and of the most important existing insights into retail marketing. You must be able to adopt a critical approach to existing literature and you will learn to do research on and prepare analyses of data collections.

Textile (ENG)

This minor offers a full programme from concept to product where you will use your knowledge of design, branding and

management. Key subjects are forecasting, innovative garments, technique, theory of textile, marketing and communication. You will develop an individual project linked to form and fashion which covers all aspects. Alternatively you can develop a new product line.

Computer Science (CS) and Information Technology (IT)

Advanced Software Development

In this minor you will be trained to solve the problems that clients have, by providing them with effective applications. This involves designing, building, testing, implementing and managing new or existing (web-based) applications.

Advanced System and Network Engineering

Would you like to design the technical infrastructure for a company and would you like to translate the wishes and requirements that a user has into technical solutions? If so, this is the minor for you.

The system and network engineer focuses on computer systems and network components, in relation to both implementation and strategy. Because of this, you will learn to work at the cutting edge of information technology, telecommunication and electronics. The system and network engineer nearly always works in a project-based environment, so they must be able to play an initiating and leading role. You will learn to do this in this minor too.

Business Information Systems - Transfer Minor

On the one hand this minor is part of the HvA curriculum, created for the purpose, but on the other hand it is a building block of the programme that serves to transfer to a master's at the University of Amsterdam (UvA). While enrolled at the HvA, you may be considered eligible for an accelerated transfer programme for the MSc in Information Science, the Business Information Systems programme (IK BIS). After an admission interview you will do the entire programme at the UvA.

E-discovery

How to assist a company when an employee is suspected of fraud? In the E-discovery minor you will learn how to do a structured search for digital traces in large quantities of digital data. You will also learn to limit selection and processing to relevant documents from all the electronically saved information found. You will then learn to present it in such a manner that it can be used as evidence in a dispute, legal proceedings or in court.

Forensic Intelligence & Security

This minor will prepare you for a career in forensic intelligence and security. ICT is playing an increasingly prominent role in the investigation and prevention of (computer) crime. In standard forensic investigations, this is called forensic intelligence. When referring specifically to the protection of computers (and computer networks) against criminal acts, this is called security.

Game Design (ENG)

In the Game Design minor you will look at the various aspects necessary when designing games. This includes content, design, rules and interaction, as well as the process needed to go from an idea to implementation. You will familiarise yourself with subjects like brainstorming ideas, developing them, designing concepts and processes, visualisation, graphic design and game design, interaction, narrative structures and interface design.



Game Technology

After the successful completion of this minor you will be familiar with the most important elements of computer games. You will have a command of the most important technologies needed to build a game and you will be able to develop a game on one of the platforms presented.

ICT Management (ENG)

In the ICT Management minor, you will do courses and practicals and work on projects. You are going to familiarise yourself with the issues faced by ICT managers. You will analyse the complex connection between organisation and ICT and learn to advise the organisation at a senior level on the appropriate use of ICT. Guest speakers from the field will supply realistic assignments. The projects you choose will enable you to prepare yourself for a specific profession, such as information architect, information manager or service manager.

International Project Semester (ENG)

The Information Technology Exchange Programme is a semester course. You can do it either in your third year or fourth year. You will work in an international team, for one of three projects

- Project A: Virtual Servers (VIRT)
- Project B: wosi
- Project C: Ubiquitous Computing

For each project you will have relevant workshops and lectures. Participating schools

are the Hogeschool van Amsterdam (The Netherlands), the Mittuniversitetet (Sweden) and the Høgskolen in Sør-Trøndelag (Norway). The exchange programme's aim is to prepare students for working on international projects.

See www.tinyurl.com/exchange-it for more details.

Science Research Competences - Transfer Minor

This transfer minor makes it possible for students to enrol for the Artificial Intelligence and Grid Computing master's degree programme at the University of Amsterdam (UvA).

Technical Computing

The programme for the Technical Computing minor consists of a combination of Industrial Computing and Embedded Systems. Industrial Computing focuses on large, event-driven technical systems. These systems must process large volumes of data, and save or use these data to drive engines. A big collection of more or less intelligent autonomous devices and programs are used for this; they are intended to jointly achieve a given objective. This is referred to as a distributed system. After this minor you will be able to work with an expert in this field of interest to develop, implement and maintain the operation of a system of this nature.

Communication and Multimedia Design Amsterdam (CMDA)

Content in Motion

In various workshops you will learn to use Location Based Services technologies such as RFID, GPS and Mobile Mediascapes. The corresponding project will allow you to explore the theory in more depth. You will develop and design content in visual, textual and technological concepts, products or demos.

You will attend lectures, and in seminars you will brainstorm prototyping, user-centred design, human computer interfaces, critical design, design for public space and social media.

Customer Media

During this minor you will get ready to take on the role of a creative media professional who is able to develop distinctive and unique concepts and (video) products. The focus here will be on cross-media products for companies, government organisations and non-profit organisations.

Design Strategy (ENG)

The exact contents of this new minor are not yet known.

Digital Life

The Digital Life minor focuses on the use of ICT in our everyday lives, both indoors and outdoors. The minor provides students with

an attractive educational programme in the field of multimedia, human-computer interaction, and intelligent system and mobile communication.

Game Design (ENG)

In the Game Design minor you will look at the various aspects necessary when designing games. This includes content, design, rules and interaction, as well as the process needed to go from an idea to implementation. You will familiarise yourself with subjects like brainstorming ideas, developing them, designing concepts and processes, visualisation, graphic design and game design, interaction, narrative structures and interface design.

Social Power of Interactive Media

Would you like to contribute to social and cultural innovation in current social developments? Would you like to share your thoughts on aging or on the erosion of the welfare state? Would you like to discuss the consequences this will have in ten years time? With the advent of new, interactive media increasingly more is possible from a social point of view. To be able to achieve a better world, a foundation must be created for this better future. You will discuss these social media and their social use with fellow students, and you will be able to discover new forms. A good mix of students from different programmes will increase the chance of achieving successful steps in this process.

Media, Information and Communication (MIC)

Archives

The Archives minor is intended for future records managers and for future heritage professionals who also want to work with archives. You will be able to place emphasis on the approach that is most appropriate for your future ambitions.

Art Direction and Design

If you have a visual disposition and are interested in the world of images, this minor will be interesting for you. By the end, you will have an understanding of the power of images. You will have learned something about visual history. And of course, you will have gained knowledge of the production, analysis, assessment and most effective use of images to communicate your message.

Books and More (partly ENG)

The Books and More minor consists of three modules that come together in a main project; the production of a book. First you will learn everything about the Dutch book trade and how it relates to the rest of the world. The module 'English for Books' focuses on the international side of the trade and gives you a solid foundation of book-related English. Third, you will be given information about book production; from paper choice to binding methods and from mood board to typesetting. In respect of the book you are going to produce, you

can choose to be an editor, a designer or a member of the production team.

Brand Management

This minor will offer students an overview of 'standard' theories and models on brands and brand management. Explicit attention will be paid to current developments within brand management. Many different views about the meaning and future of brands (and brand management) will be discussed. Subjects of interest are, among others, the brand as a human being, the social responsibility of brands, and the importance and (financial) value of brands. In this minor you will be encouraged to develop ideas about this dynamic field, because an ambitious brand manager is always one step ahead of theory.

Communication Sciences - Transfer Minor

On the one hand this minor is part of the HvA curriculum, created for the purpose, but on the other hand it is a building block of the programme that serves to transfer to a master's at the University of Amsterdam (UvA). The first part of this minor programme consists of the modules Introduction to Communication Sciences, Methods of Communication Science Research, Communication and Social Influences and an academic skills practical. In the second term you will do two subjects from the post-graduate programme at the UvA. After attaining the Bachelor of Communication Science, you will be admitted to the Communication Science master's degree programme.

Content Management and ePublishing

This minor will focus on the current practices and trends for media companies. The main question is how the publisher of multimedia products uses various channels (cross-medial) to reach the consumer. We will explore a new discipline, Content Management, to be able to manage and streamline digital design, production, editing and distribution processes within today's media business. Examples are web editing, TV production and interactive television via IP.

Creative Writing

This minor is particularly suitable for anyone who is a devotee of the Dutch language. By writing many texts, you will discover your own characteristic style within a wide range of written registers. In other words, you will make your voice be heard.

Cultural Sector Marketing

Art, culture and creativity demand a different approach to marketing from the marketing used for 'normal' products. Writers, musicians and artists are autonomous to a greater or lesser extent. In other words, they create products and services that they in particular feel are beautiful and important. This minor will focus on how to achieve the most effective marketing of cultural products.

We will pay a great deal of attention to the specific characteristics of culture marketing, the generation of publicity and raising funds and subsidies.

Customer Media

During this minor you will be prepared to take on the role of a creative media professional who is able to develop unique





Students practising DJ and producer skills in the mic radio studio

concepts and (video) products. The focus here will be placed on cross-media products for companies, government institutes and non-profit organisations.

Digital Culture

In this minor you will study the influences of digital media such as Internet, mobile telephony and computer games on the cultural sector. They widen the scope for the production, presentation, conservation and use of heritage and other cultural products.

International Journalism: Global and Local (ENG)

In this minor you will closely monitor international media developments and examine breaking news in the Netherlands

and Amsterdam from a foreign perspective. You will learn how to write in a journalistic style using a high standard of English, produce video and photo reports, and immerse yourself in international politics. You will also attend lectures by experienced journalists and reflect on the role played by reporters in the age of digital media. Each week you will write stories and make video reports for either the weblog impressmag.wordpress.com or the site www.internationaljournalism.nl. You will work with your fellow students to produce a magazine. You will prepare interviews, hunt for scoops and visit the centres of news situations ranging from embassies to mosques. The minor involves a field trip of several days to international media outlets in London.

Media Entrepreneurship

You are enterprising and have always wanted to start your own media company. You would also like to immerse yourself in marketing at NIMA B level. This minor offers you the chance to do both. You will work in a team to set up a new media company and you will take your marketing knowledge to a higher level.

Media Event Management

In this minor various educational perspectives will be used to familiarise you with every aspect of event management. Individually, you will gain skills in relation to organising workshops and show-and-tell sessions in which intermediate products are displayed. You will also be given training in business English and presentation skills.

Online Management

In this minor you will often work in a team. Emphasis will be placed on 'thinking' (designing concepts and strategic plans) and 'doing' (for example, advising companies on how to manage an Internet operation effectively). Each group will receive intensive guidance from a group supervisor. A great deal of attention will be given to challenging assignments and the development of your professional competencies.

Practical Philosophy

In the Practical Philosophy minor you will broaden your thinking frameworks by

considering philosophical themes on the basis of your own experiences. Various philosophies and philosophical views will be discussed as well. Questions that will be discussed are 'What is time?', 'What is political freedom?' and 'What is justice?' You will become skilled in the use of various philosophical methods, such as the analysis of argumentations for presuppositions and the use of Socratic dialogues. You will also gain an understanding of various ethical theories, such as virtue ethics, and learn to apply these to ethical questions in professional practice.

Radio

Radio can be used to create images without a camera. Radio is fast, radio is always there, everywhere, and will continue to be something that we could not imagine the media landscape without. That is why radio needs competent producers. The Radio minor will fill this need. You are the new generation of radio producers, and you will familiarise yourself with the versatility of radio. The topics that will be covered are recording and editing techniques, radio journalism, entertainment, and production-related and marketing aspects. You will produce a radio programme, complete with reports, interviews, music, presentation and DJ's.

Research Journalism

In this minor you will learn to recognise and analyse journalistic hypes. You will particularly discover the journalistic roles and the

mechanisms that apply. You will develop a journalistic view and learn how to assess relevant, effective and certified sources. You will look for views other than just arguments for and against. The ultimate goal is to inform the public as well as you possibly can.

Spanish Language and Culture

This minor will equip you with the linguistic tools and social skills that you will need if you are considering a work placement in a Spanish speaking country. You can also do this minor if you would like to study in a Spanish speaking country, work there or get a job in an international Spanish organisation. This course consists of two parts. The first will focus on knowledge of the Spanish language, and in the second part you will choose from two specialisations. One consists of Economics, Society and Language Proficiency and the other focuses on History, Geography and Language Proficiency.

Television

This minor will focus on the production of two studio programmes. In the first term you will do the Research and Editing module and the Cutting module. In the former you will learn how to prepare content for TV programmes; in the latter you will learn to cut short reports using Final Cut Express. In the second term you will produce another studio programme, but now with more interaction between the guests.

Trendwatching (ENG)

Would you like to participate in and explore the dynamic and exhilarating world of trendwatching? Trend experts are needed more and more because media trends play a major role in an ever changing world. In this minor you will learn all the ins and outs of the trendwatching business, and you will work on a project to contribute innovative solutions for the city marketing organisation Amsterdam Partners, also known as 'I amsterdam'.

A trend expert is capable of translating important global developments and movements into innovative opportunities for brands, services, organisations and companies. A trend expert is also able to show organisations how to stay in touch with their customers, to point out new target groups and to come up with creative ideas for innovative strategies, products and services.

Web 2.0/3.0 and Knowledge Sharing (ENG)

In our society, sharing knowledge is becoming increasingly more important. Web 2.0/3.0 would seem to be the magic word in this situation. Which roles do online media play and how can social media best be used? How can Web 2.0/3.0 applications be applied in knowledge-intensive organisations and how do you make sure that people continue to meet up physically to share knowledge? Find out in the Web 2.0/3.0 and Knowledge Sharing minor.

Writing and Editing

This minor will be right for you if you want to become an all-round editor. We will, of course, give a great deal of attention to the Dutch language. Spelling, grammar and style; a good editor is able to produce impeccable and attractive texts with them. But Writing and Editing is not just about form; content contributes equally to producing intelligible and interesting texts. We will look at this in this minor too.

Youth and Media

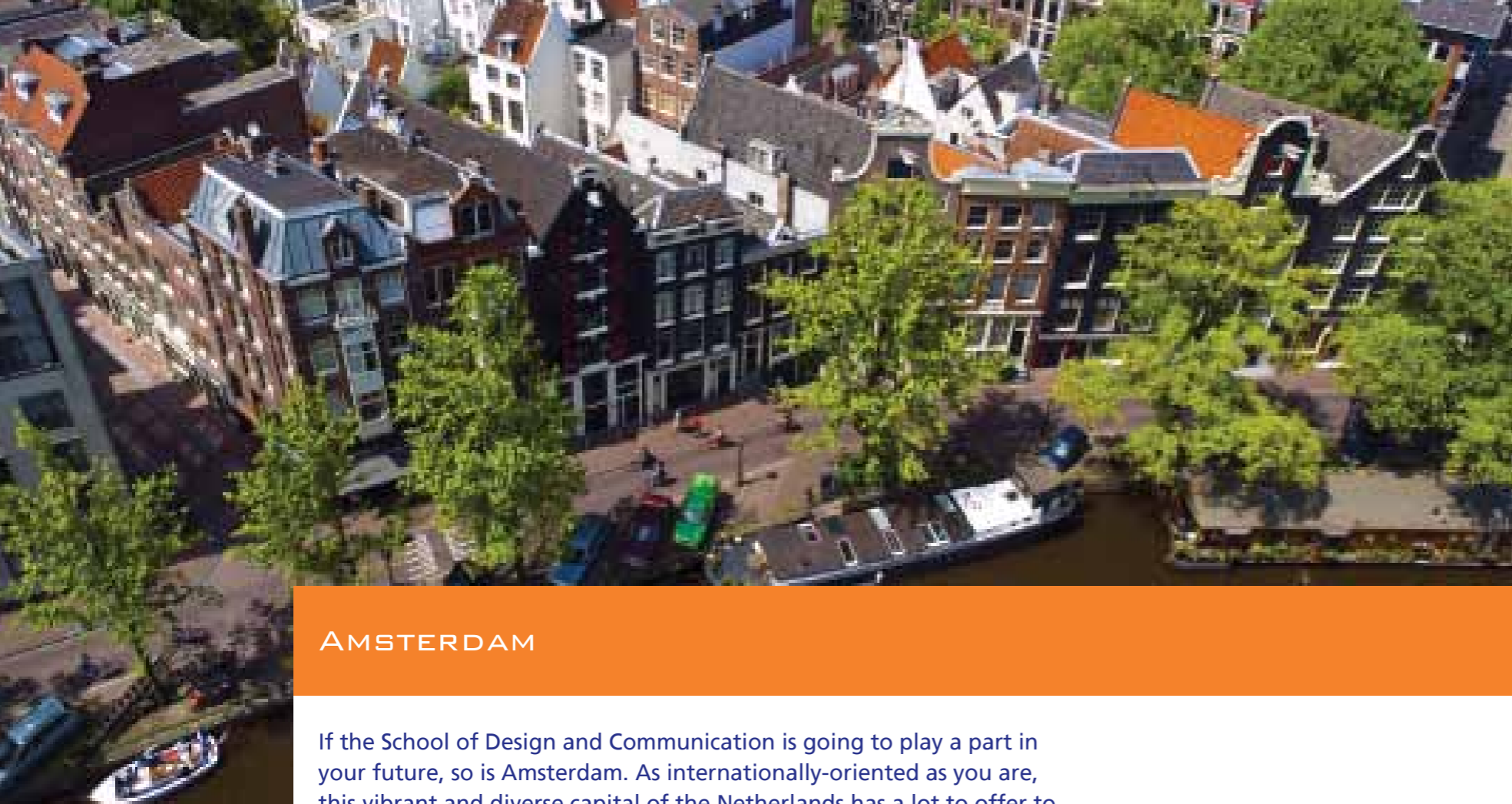
In the Youth and Media minor you will gain a solid basic knowledge of the target audience. You will attend theoretical subjects like developmental psychology and youth cultures, and you will do your own research on the target audience. You will attend lectures on magazines, television, new media, film and literature, with the object of finding out more about what is already being produced. You will prepare and pitch a concept for a media product, and you will learn marketing strategies to 'sell' your media product to this specific audience.



Students at work behind and in front of the camera in MIC's TV studio

A close-up, slightly blurred photograph of a large group of people on bicycles. The focus is on the colorful handlebars and grips of the bikes in the foreground, which are in various colors like yellow, orange, purple, and black. The background shows more people on bikes, some wearing helmets, and the overall scene is a busy, colorful crowd. The word "AMSTERDAM" is written in a clean, white, sans-serif font across the lower-left portion of the image.

AMSTERDAM



AMSTERDAM

If the School of Design and Communication is going to play a part in your future, so is Amsterdam. As internationally-oriented as you are, this vibrant and diverse capital of the Netherlands has a lot to offer to students from abroad. We will give you some useful information and show you what you can expect from Amsterdam.

Living in Amsterdam

In the Netherlands, universities generally don't have a campus; this means you will be living in the city or the suburbs. If you are put forward by your university, the International Office will assist you. See page 95 for contact information.

Future fact #1: A large HvA project is the realisation of the Amstelcampus, the first real campus right in the middle of Amsterdam, with a mix of university buildings and houses. It will be ready by 2015.

Students who are living and studying in Amsterdam will spend approximately € 800 to € 1,100 a month. This includes housing, insurance, food, public transport, books, clothes and leisure activities. Students can get a discount for many things, for which you will be asked for your student card. Having a job or doing an internship is usually allowed, but there are some rules, of course, depending on your nationality.

When you are going to live in Amsterdam for only a few months, learning Dutch is not necessary (unless, of course, you are planning to follow a Dutch course). The people in Amsterdam are used to tourists and are usually able to switch to English instantly. If you are willing to learn Dutch, this will probably make it harder for you as it's difficult to practise, when everybody thinks they're helping by talking English.

Transport

In comparison to other capitals Amsterdam is quite small. This doesn't mean that everything is within walking distance, though. Students generally use a bike or public transport; a bike is considered to be ideal for exploring the city. As for public transport, there are buses, trams and a metro. You can also travel throughout the country by train. You will need to purchase a special chip card (the OV chip card) to make use of public transport.

Future fact #2: Public transport in Amsterdam is sometimes rather a work in progress. First, Central Station and the area around it are undergoing a major renovation. This is expected to be finished by 2020. Second, they are working on a new metro line, called the 'Noord/Zuid-lijn'. This project should be finished in 2017.

Weather Conditions

One of the most popular topics of conversation in the Netherlands is the weather, so it can't be ignored here. The weather conditions vary; it's different between seasons, days and locations. In springtime you can expect almost anything, from sunny days to rain and snow. The average temperature is 9°C. In summer the conditions will probably include sun as well as rain, with an average temperature of 17°C. Heat waves do occur occasionally, but temperatures above 30°C are exceptional. The autumn is known to be wet, but there will be sun as well. With

an average temperature of 10°C you will usually need a coat. Winters can be wet too; mostly rain, but snow and hail are also possible. The temperature averages 3°C and drops below zero fairly often. Dutch people are in general very fond of ice skating, which is why low temperatures are highly appreciated by many. Amsterdam is a very windy city, with mostly a cool west wind blowing in all seasons.

Future fact #3: Amsterdam desires to be a trendsetter in producing wind and solar energy. In 2025 at least a fifth of the total energy production should be from sustainable sources.

Studying

The main goal of your stay in Amsterdam will be to learn something, so you will spend some time studying. In Amsterdam one of the most popular public places to do so is the Openbare Bibliotheek Amsterdam (OBA), the main public library near Central Station. There you have free internet access and many quiet rooms. If you are planning to go to OBA, don't forget to visit the top floor to have a wonderful view of Amsterdam.

When the weather is good, you might like to take your books with you to the Rembrandtplein. As it's usually busy on a sunny day you will need to be able to concentrate, but it's worth a try.

Entertainment by Day

One can't study full-time, can one? Fortunately Amsterdam is more than able to meet your need for leisure activities. If the sun is out, you can explore the famous ring of canals from a (round-trip) boat or you can visit Artis, the Amsterdam zoo. You can also relax in the Vondelpark with other students. For some serious shopping you might go to the Kalverstraat or 'De Negen Straatjes', but the markets (Albert Cuypmarkt, Dappermarkt) are also an option.

If staying outside has no appeal, a visit to The Amsterdam Dungeon must be on your list; this scary exploration of Amsterdam's history is fun as well as instructive. A more serious take on history can be found in Anne Frank's house. A wax model of Anne Frank is also part of the collection at Madame Tussauds, as are models of a great many other famous people.

In case you are interested in the arts, there are plenty of museums in Amsterdam. The Van Gogh Museum, for instance, or the Rijksmuseum. A part of the collection of the Stedelijk Museum is exhibited throughout Amsterdam until further notice (see Future fact #4). Other suggestions are the Amsterdam Museum and the Hermitage. For people who are interested in creative programmes, the Netherlands Media Art Institute, the FOAM photography museum and the Fashion Museum are strongly recommended. As for classical music and

jazz, Amsterdam houses some world-famous institutes like the Concertgebouw, the Dutch Opera and the BIM house.

Future fact #4: The Stedelijk Museum (modern art) has been closed since 2004 because of renovations and extensions. The reopening was planned in 2009, but owing to many setbacks the work is still not finished. Afraid to miss another deadline, they are only saying that the museum won't reopen in 2011. The Rijksmuseum (art & history) is also being renovated. Only a small part is accessible to the public until the planned reopening in 2013. However, that part displays all the great works you may have heard about.

Are you a fervent sports(wo)man? Or would you just like to keep in shape? In Amsterdam you will have plenty of possibilities to train to your heart's content. The University Sports Centre (usc) offers a wide range of sports for a reasonable price, from team sports to martial arts and fitness. You can also join one of the student sports clubs; these offer, among other things, volleyball, handball, basketball, swimming and rowing.

Future fact #5: In 2014, Amsterdam will host the World Rowing Championships, which will be held at the Bosbaan in the Amsterdamse Bos.





Amsterdam by night, with the brightly lit St. Nicholas Church steeple in the background

Future fact #6: Amsterdam hopes to bring the Olympic Games to the Netherlands in 2028. This is because a century earlier, in 1928, Amsterdam also hosted the Olympic Games.

Entertainment by Night

The best way for a student to socialise and meet new people is with a drink. Amsterdam offers many places to do so, but the most popular are two squares where

you can find pubs, clubs and discos; the Leidseplein and the Rembrandtplein. For instance, close to the Leidseplein you find Paradiso and Melkweg, which are both pop concert halls and cultural centres. Paradiso has a club as well. Going to the cinema is also an option; Dutch people don't like dubbed movies, so movies are subtitled in Dutch and played in their original language (usually English, but mind you, there are exceptions).

International Student Network

The International Student Network (ISN) helps international students to find their way around in Amsterdam. Two times a year they organise an introduction week, during which you will be guided by a Dutch supervisor. They can help you with everything; from practical issues to finding the nicest places to go out. Furthermore, the ISN has a weekly get-together and sets up day trips outside Amsterdam on a regular basis.

To go to the ISN website, scan the QR code or use the URL below.



www.tinyurl.com/isn-amsterdam

“I’M REALLY LOOKING FORWARD TO QUEEN’S DAY.”

NAME: Emir Nohutcu
AGE: 19 years
FROM: Izmir, Turkey
IN AMSTERDAM FOR: minor programme ‘Trendwatching’
STUDYING: Advertising

Why have you chosen to study at the Hogeschool van Amsterdam?

“I’m doing the Erasmus programme, which is a European scholarship programme. The only Dutch media university my school has an agreement with is the Hogeschool van Amsterdam. There are other countries in the programme where you can study but I like the Netherlands best; it’s more open-minded and ‘Westernised’.”

What are you learning while studying abroad?

“That you clearly have another way of learning. It’s more project-based here; back in Turkey it’s more theoretical. It’s a different thing, but I like it because you can be more flexible. I’ve always liked creative studies more; I’m not the type to write formal stuff.”

What is your view on Amsterdam?

“Amsterdam has a historical background, which shows itself mainly in the city centre with the ring of canals. New developments in other areas show how Amsterdam can still change while preserving this historical image. The free spirit of Amsterdam will always give people a good reason to come visit, live or study here. And then, the scenery is really beautiful too. I like walking and cycling around. Dutch people are very nice and helpful. The fun part is, of course, also

the nightlife. I usually go with a group of international friends to temporary venues to get into the vibe. After that we hit places like Melkweg, Paradiso, Sugar Factory or Trouw. Going to pubs in different regions is really fun as well.”

Where do you see yourself within ten years?

“In my yacht, ha ha. If I had the chance I’d like to become an entrepreneur. I’d love to earn money with advertising, like Internet companies are doing at the moment. Not producing advertisements but working with them. Once, when I was fourteen I had this idea, rather like ‘Groupon’, but I didn’t do anything with it and wasn’t able to develop it. I was too young back then, but I would love to do something like that.”

What are you looking forward to in the near future?

“First of all I wish my time here was longer. I like travelling around but I would also like to stay here. And I’m really looking forward to Queen’s Day on 30 April. I’m very excited about it, having heard such great stories about celebrating her birthday. I’ve now even got my very Dutch orange suit ready to rock. It’s pretty cool to have a day on which you can do anything and get away with it because everyone is in high spirits. It’s all about happiness, having a good time.



PRACTICAL
INFORMATION



PRACTICAL INFORMATION

If you would like to do a course at the Hogeschool van Amsterdam, University of Applied Sciences (HvA), we advise you to start preparing your stay as soon as possible. For this, some additional information about enrolment, language requirements and financial matters might come in useful. If you have any questions about these or other subjects concerning your stay in Amsterdam you can always contact the International Office of the programme of your choice.

Enrolling for the HvA

The International Offices help exchange students to enrol. However, if you wish to enrol as a regular student at the HvA, you need at least a secondary school diploma or higher. Every student with a foreign diploma needs to have their diploma assessed by the Dienst Studentenzaken (Student Affairs Office) of the HvA. This procedure will take four to six weeks, so make sure that you do so before the deadline in May. Please take note, AMFI's deadline is on 1 April.

Visa and Residence Permit

If you are a citizen of a country that is not a member of the European Union (EU) or European Economic Area (EEA), you might require a student visa (Machtiging Voorlopig Verblijf) to enter the Netherlands. The HvA will facilitate the submission procedure. Information about the procedure can be found on www.tinyurl.com/hva-visa.

Students who are planning to stay for longer than three months will have to change their student visa into a residence permit (Verblijfsvergunning) within three working days. The Diploma Assessment department of the Dienst Studentenzaken will help you with that. Students from European Union (EU) or European Economic Area (EEA) countries don't need a residence permit to study in the Netherlands. However, they are advised to get one anyway as it will be useful for practical matters such as opening a bank account.

In 2010 the Dutch parliament approved a new immigration law, which should make it more attractive for foreign students to study in the Netherlands. The immigration process should be faster and easier. Another major change is that study results will be monitored; students whose results do not meet the requirements might lose their residence permit. This law hasn't come into effect yet, but it could become effective as soon as some technical problems have been solved. Ask your International Office for information, or check at www.tinyurl.com/nuffic-int.

Language Requirements

In order to enrol for a higher vocational course in the Dutch language, you will need to prove that your Dutch language skills are sufficient. For courses that are given in English, you should examine the requirements for your English language skills described by the course itself.

Learning Dutch

If Dutch is not your mother tongue and you wish to enrol in a Dutch-language course at the HvA, you can attend a preparatory course at the Education department of the Dienst Studentenzaken (formerly Taal- en Schakelonderwijscentrum or Language and Preparatory course centre).

The Language and Preparatory Course prepares you for a course at the HvA. This course is characterised by its integration of Dutch

as a Second Language, higher vocational study skills and preparatory subjects aimed at learning relevant terminology and theory (language-oriented vocational training). The course consists of three terms. You can either attend the entire course or enrol during the course (if your level matches the level of the groups).

Upon completing the Language and Preparatory Course you will receive a so-called tso certificate, which guarantees access to all Dutch-language courses offered by the HvA including those of the School of Design and Communication.

Tuition Fees

If you are registered at one of our partner institutes, you can enrol for the exchange programme. This indicates that you don't have to pay a tuition fee at the HvA. This is not the case if your institute doesn't have an exchange programme with the HvA.

Tuition fees may vary per year and per programme, and depend on whether you are from a European Economic Area (EEA) or not. Visit www.tinyurl.com/hva-tuition-fees for recent information. If you have any questions regarding tuition fees in respect to your personal situation, please contact the HvA Central Student Administration by e-mail at csa@hva.nl or by telephone on +31 20 595 2790.

Scholarships and Grants

Studying abroad costs money. However, it is an experience that you will neither regret nor forget. What makes it even more attractive is the possibility of receiving a contribution towards your costs; international students at the HvA can apply for a number of scholarships and grants. Examples are the Erasmus programme and the Amsterdam Talent Scholarship.

The Erasmus Programme (EU/EEA)

The Erasmus programme is a widely known student exchange programme in Europe. If your institute participates in this programme and has a bilateral agreement with the HvA, you can apply for an Erasmus scholarship. Contact the International Office of your institute for more information and help with the application procedure.

The Amsterdam Talent Scholarship (non-EEA)

The HvA aims to attract excellent students from around the world. If you are a non-EEA student who has been enrolled in one of the programmes of the HvA, you can apply for an Amsterdam Talent Scholarship. This scholarship consists of € 3,000 and is awarded at the end of every academic year. For more information see www.tinyurl.com/hva-ats.

More Information

For more information about scholarships and grants in the Netherlands, we refer you to www.nuffic.nl and www.grantfinder.nl.

Health Insurance

When you are living in the Netherlands you are obliged by law to have health insurance. If the insurance you have in your own country provides full cover while you are in the Netherlands, you should bring with you a statement (in English) detailing the insurance cover. If you don't have adequate coverage you can consider the special student insurance from Lippman (www.ips-lippmann.com) or Aon (www.students-insurance.eu).

The International Offices

Each programme has its own International Office; their staff can answer all your questions about studying at the programme of your choice and living in the Netherlands. For instance, they are able to tell you more about the international and Dutch courses offered by the programmes in question. The International Office staff will also offer to help you with the enrolment process. Contact information is listed below.

AMFI - Amsterdam Fashion Institute

Ms Tracy Hepp-Walker

Tel: +31 20 595 4580

E-mail: t.l.hepp-walker@hva.nl

Computer Science and Information Technology

Ms Marlies Nijenhuis

Tel: + 31 20 595 1652

E-mail: m.l.c.nijenhuis-stelder@hva.nl

Communication and Multimedia Design Amsterdam

Ms Marianne Spier and Ms An Goegebuer

Tel: +31 20 595 1859 / +31 20 595 1711

E-mail: m.l.spier@hva.nl /

international-iam@hva.nl

Media, Information and Communication

Ms Babette Leeh and Ms An Goegebuer

Tel: +31 20 595 4744 / +31 20 595 1711

Fax: +31 20 595 1720

E-mail: international-mic@hva.nl

To go to the HvA website with practical information, scan the QR code or use the URL below.



www.tinyurl.com/hva-pract



COLOPHON

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Sonja Lodder, Lisette Wals, Marieke van Zoelen

Design

Xanne Liebrechts, Mirte Mijnen, Iris Vinkenborg

Project Consultants

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