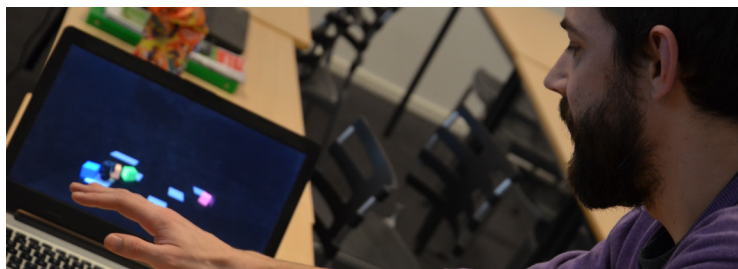


# MEDIALOGY

## MASTER'S PROGRAMME



If you are interested in the science and technology behind advanced interactive digital media products, and if you would like to learn how to develop this technology, Medialogy at Aalborg University may be the right choice for you.

In the Medialogy master's programme, you will learn about the science and technology behind ground-breaking interactive digital systems, and you will develop computer games, computer-generated 3D-graphics and interactive media products. You will gain a professional profile directed at both the Danish and international job market; i.e. you will have good and interesting job opportunities.

### THE PROGRAMME

The programme offers three different specialisations, giving you the opportunity to delve deeper into a specific area. Our profiles are: Computer Graphics, Games and Interaction. In each specialisation, you will learn to analyse research within the given area. You will learn to evaluate and choose the theories, methods and tools within the field to produce new knowledge and technology.

Medialogists are known for their skills within

- Designing and programming for example computer games, interactive systems and similar media products
- Evaluating complex media systems on the basis of tests as well as evaluating technology in relation to user-oriented aspects.

### PROBLEM BASED LEARNING

The study method at Aalborg University is called problem based project work, or "The Aalborg Model for Problem Based Learning (PBL)", and is highly recognised both nationally and internationally. UNESCO has placed its only Professorial Chair in PBL at AAU. Among others, it means that each semester, you will work closely together with a group of fellow students on a large written assignment.

See more at [www.en.aau.dk/education/problem-based-learning](http://www.en.aau.dk/education/problem-based-learning)

### THE PROGRAMME IN BRIEF

#### ADMISSION REQUIREMENTS

Bachelor's degree in Medialogy

#### RESTRICTED ADMISSION

The programme is entry restricted. See more: [www.en.aau.dk/education/master/medialogy/application-and-requirements/](http://www.en.aau.dk/education/master/medialogy/application-and-requirements/)

#### LEARN ABOUT

- Theories and technologies behind digital media products
- Development and evaluation of prototypes
- Scientific communication

#### PLACE OF STUDY

Aalborg, Esbjerg and Copenhagen

#### IF YOU HAVE AN INTEREST IN

- IT, electronics and programming
- Media, communication and information

#### JOB OPTIONS

- Programming
- Software development
- Interaction design
- It-consultancy
- Game development
- Web development
- Project management, typically in the entertainment- or it-industry, etc.

### FOR MORE INFORMATION

Website:

[WWW.EN.AAU.DK/EDUCATION/MASTER/MEDIALOGY](http://WWW.EN.AAU.DK/EDUCATION/MASTER/MEDIALOGY)

The programme's student counsellor:

**AALBORG:**  
[mta-studievejl@create.aau.dk](mailto:mta-studievejl@create.aau.dk)

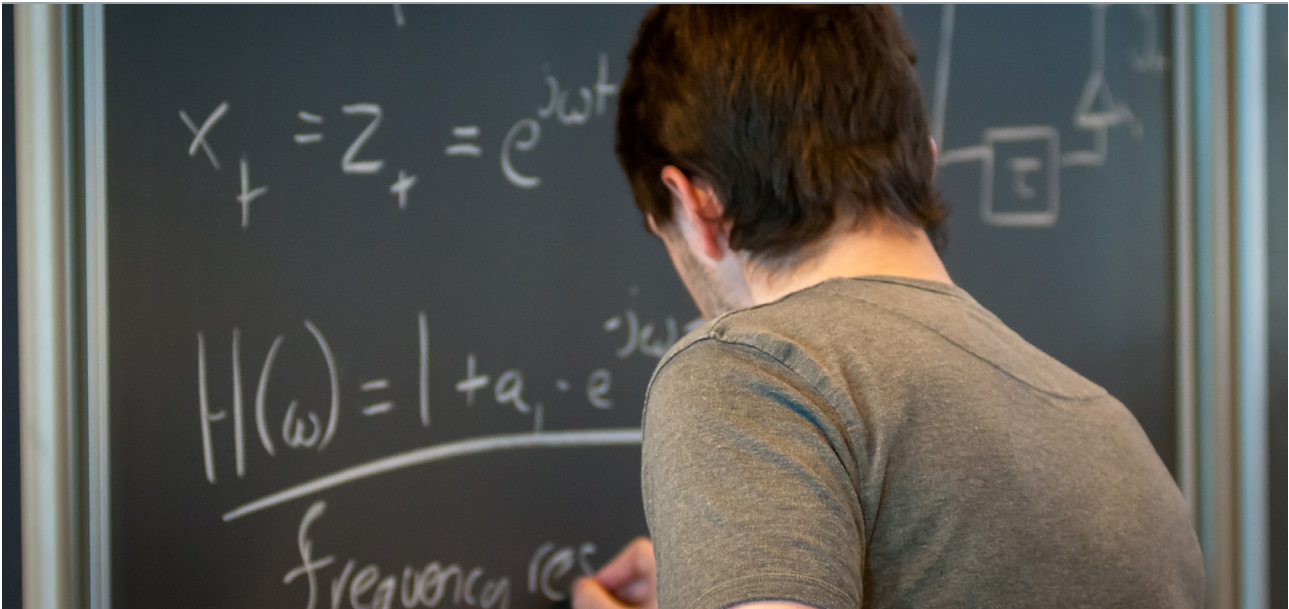
**COPENHAGEN:**  
[mediatek-studvejl@cph@create.aau.dk](mailto:mediatek-studvejl@cph@create.aau.dk)

AAU's Central Student Guidance Service:  
**STUDIEVEJLEDNING@AAU.DK**  
**+45 9940 9440**

How to apply for admission:

[WWW.EN.AAU.DK/EDUCATION/APPLY/MASTER/HOW-TO-APPLY](http://WWW.EN.AAU.DK/EDUCATION/APPLY/MASTER/HOW-TO-APPLY)





## THE SPECIALISATIONS

### Computer Graphics

Computer graphics relies on the human visual perception and cognition to convey computer-generated visual information. Of particular interest are the possibilities and limitations of technology and design. Computer graphics involves complex and multi-disciplinary tasks. For instance, for a long time, the film industry has used computer graphics mixed with real imagery. The complexity of generating the necessary geometry, material and lighting models for this has given rise to a range of techniques such as image-based modelling and lighting, etc. In order to be successful in computer graphics, you must master several of these techniques. You can work with e.g. animation, 3D graphics and motion capture, reproduction, manipulation, augmented and virtual reality, computer vision and visualisation of information, etc.

### Games

You will learn to develop games for specific target groups. The demand for interactive games is increasing; games which immerse the players and provide good experiences. There are now markets for many kinds of games such as casual, educational, serious, and platform-dependent games (e.g. for smartphones), etc. In order for you to be able to navigate these dynamic games' markets, you need both theoretical and practical knowledge on programming, artificial intelligence (AI), game physics, data mining, interactivity, user testing, narratives, cognition, and digital culture. Game development is a truly multidisciplinary topic.

### Interaction

The specialisation in Interaction focuses on designing and implementing novel user interfaces (UI) such as natural, multi-modal, assistive, robot, physical, haptic or wearable user interfaces in different contexts. For example, you could be working on allowing interactions with mobile phones based on body language, recognising and modelling interactions with tangible and intangible artifacts such as robots, drones, museum installations and virtual avatars – augmenting traditional setups with mouse, keyboard, joystick and screens. Designing interactions is based on understanding and development of how input should result in feedback to the user.



### MEDIALOGY GRADUATE:

“Upon my graduation in 2013, I started a graduate course as a business developer with Group IT with Danske Bank [the largest bank in Denmark, red.]. I had many different responsibilities, from classical business analysis over idea generation to development of prototypes for user interfaces, tests, etc. Most importantly, I served and challenged the business departments and acted as a project manager between the business and IT-development. Currently, I work in a development department called Corporate Services and Channels, which is responsible for Danske Bank's digital channels for business clients, e.g. the business online banking, Mobile/Tablet Business and MobilePay for business clients. Hence, I am lucky to be working with many different digital platforms, something which is especially attractive to me given my educational background.

As an employee in Group IT, I get the opportunity to build my own profile and contribute with my personal competences. One of the best examples is that I was recently allocated for a new, cross-disciplinary user experience network where we work in increasing the digital user experience (UX) across our different platforms. Working with UX has always been one of my career goals, and because of the personal development potential in Group IT, I have already now managed to get to work with something I am passionate about. Via your own initiative, you can do that – work with what you dream about. “

**MARTIN HAVSAGER NIELSEN**  
**USER EXPERIENCE SPECIALIST**  
**WITH DANSKE BANK**

