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TAKE ON A MULTIMEDIA DESIGN AND COMMUNICATION

INTERN

- A win-win for students and businesses

WHAT IS AN AP DEGREE MULTIMEDIA DESIGN AND COMMUNICATION?

The Academic Profession (AP) Degree programme in multimedia design and communication is an intensive and demanding short-cycle higher education programme. The programme spans two years and qualifies students to work independently with design, planning, realisation and management of multimedia assignments, as well as to contribute to the implementation, administration and maintenance of multimedia productions. Multimedia design and communication graduates typically work in the communication and marketing department of businesses, in advertising and marketing agencies, in the media industry for example in film or TV production, or are self-employed with their own media company.

WHAT DOES A MULTIMEDIA DESIGN AND COMMUNICATION GRADUATE HAVE TO OFFER?

Multimedia design and communication graduates can prepare project management plans as well as communi-

cation and marketing strategies; they can design, develop and implement new multimedia products, and, at the same time, they have up-to-date knowledge about legislation, business types, and organisation and strategy in businesses.

A multimedia design and communication graduate possesses both general and specific knowledge within specialist fields such as business economics and organisational theory, presentation and communication, interaction design (website programming), design and visualisation, as well as other aspects of multimedia development and use. This includes in-depth knowledge about relevant digital tools, e.g. tools for project planning and management, digital media design and programming, as well as for recording and editing video productions.

Multimedia design and communication graduates are cross-disciplinary, project-oriented and innovative in their approach. They have the most up-to-date knowledge in the area of social media and other web technologies and have the skills to work independently.

WHAT'S IN IT FOR YOUR BUSINESS?

Students from ZIBAT possess a broad range of the skills demanded by businesses today. ZIBAT students have the most up-to-date knowledge within their field and can therefore look at your business with a fresh pair of eyes. The internship collaboration typically leads to exciting outcomes benefitting everyone involved.

An intern can:

- provide fresh blood, new knowledge and new perspectives on your business;
- help perform day-to-day tasks in your business;
- help perform analyses, development projects, calculations, campaigns or design/programming projects which would otherwise not have been prioritised;
- help solve problems facing your business;
- be your informal meeting with a potential future employee with a degree.

WHAT IS EXPECTED OF YOUR BUSINESS?

We expect you to allocate a contact person from your business who can answer any questions the intern may have concerning work assignments and working conditions, and who can represent your business at meetings with the internship supervisor. We also expect the work assignments that you allocate to the intern to be academically relevant, and we expect you to allocate appropriate resources to supervise the intern. We also expect that you give the intern access to a work station at your business. The intern will bring their own computer, including relevant software, however only with a student licence, which means the software may not be used commercially.

ABOUT THE INTERNSHIP

The internship is placed in the fourth and final semester of the programme. The internship takes place over ten weeks with average working hours of at least 35.5 hours per week. Prior to the internship, the student must define individual learning objectives in consultation with your business and ZIBAT.

The objective of the internship is that the intern has opportunity to apply academic knowledge and skills to practice, and that the intern gains experience with other work methods and tools with regard to performing specific work assignments. The intern will gain insight into the day-to-day operations of your business and, naturally, the intern must strive to meet the requirements and expectations that you set.

Often, interns will agree with their internship business to also use the internship to develop specialised skills. The intern will then focus on a narrow specialist field within multimedia design.

Interns prepare a report on the basis of their internship. The report is followed up by an oral exam, at which the



TAKING ON AN INTERN

An intern can benefit your business

A productive internship requires some effort on your part, especially at the beginning of the internship period, however, having said that, students from ZIBAT are used to being involved in short-termed projects. They are therefore generally very quick at getting started and at finding good solutions to specific problems. In our experience, interns from ZIBAT contribute added value to the businesses that take them on, and many of them are offered a job after they have completed their degree.

interns are assessed on the basis of their individual learning objectives. ZIBAT will be responsible for the exam.

EXTENDED COLLABORATION

After the internship, students get started on their final dissertation. The collaboration between you and the intern may be extended to include the exam project if you and the intern can agree on a relevant problem definition which meets the terms of the exam project. The exam project is a study project and must therefore meet certain formal requirements. The extended collaboration should be seen as an extra opportunity for your business, as well as for the intern, for even more in-depth study; in-depth study which could result in additional creative and readily applicable solutions, reports etc. for use by your business.

THE PRACTICALITIES

There are no requirements for the size or structure of the business. However, you must be formally registered as a business; either in Denmark or abroad. The student is responsible for establishing a contract with the business and for filling in the online contract form which, after approval by ZIBAT, will be submitted to the business for final approval. By signing the contract the student agrees that any knowledge gained about the business is to be treated with confidentiality. The same applies for the internship supervisor. An internship supervisor will be allocated to the student, and this supervisor will ensure that all formalities are complied with and will act as the liaison between the student, your business and ZIBAT.

There are a few general terms and conditions for the internship:

- office hours and work assignments for the internship period are agreed between the intern and the business;
- the internship is unpaid;
- the intern reports to the business if he or she is unable to come to work due to sickness;
- the business can always contact the internship supervisor should problems occur during the internship period;
- the intern will be covered by the business' industrial injury insurance and liability insurance.

FURTHER INFORMATION:

Find your local internship coordinator here:

www.easj.dk/praktikkoordinatorer