Creative Technologies & Interaction

Exchange programme

Academic guide 2023-2024

KdG Karel de Grote
Hogeschool

This unique programme is presented to you by the faculty of Science & Technology and is open for students in the field of Multimedia.

WHAT TO EXPECT?

The minor Creative Technologies & Interaction offers a selection of courses of the [professional bachelor Multimedia & Creative Technologies,](#) a degree programme entirely in English.

Therefore, classes will be attended by both international degree students and exchange students, thus creating a real international experience. The programme is also open to Belgian students.

We offer a crossover of technical digital skills and creative and design thinking

So this is your chance to create and design: Writing interesting and compelling narratives, you will draw on different technologies such as the Internet of Things, Artificial Intelligence and Augmented Reality to find solutions to real-life challenges. User experience and Interaction are key to everything you do in this semester.

Therefore, in order to be eligible to this programme, students need to have a background in Multimedia and have prior knowledge in programming

As the world is rapidly changing, companies are eagerly searching for skilled people, young urban potentials, ready to take on the world. This course will give you the chance to refine your creative and technological skills.

COURSE OVERVIEW

Mandatory courses :

- The programme is composed of **six mandatory courses** :   credits
    - 2.3 Creation & Strategy / Business & Interaction   4
    - 2.3 Immersive Marketing / Business & Interaction   3
    - 2.3 Integration Project Business & Interaction   4
    - 2.4 3D Animation 2 / Generated Mixed Media   3
    - 2.4 3D VFX / Generated Mixed Media   3
    - 2.4 Integration Project Generated Mixed Media   4

Electives

- Integration Skill WEB UX-UI   5
- Technical Skill Read Time 3D   5
- Trend watching   5
- Dutch as a foreign language   3

COURSE DESCRIPTION

Cluster Business & Interaction

In this cluster we offer a crossover of three domains, entrepreneurial attitude, technical digital skills and creative thinking. These courses are interrelated and mandatory.

2.3 Creation & Strategy / Business & Interaction

This course is about making a brand attractive, sustainable and value-driven. Building, strengthening or boosting the image of a brand to get it out of a slump and arm it with the same tools as the big players. Thinking up creative and strategic solutions to Growth Hacking. You will learn all these things in this profession. You start from a Design Thinking approach and devise solutions tailored to your customers.

You give brands a boost by making them stand out and flourish in a smart and strategic way. You learn the basic principles of Reputation Management and can

apply these to existing or new brands so that they can outshine their competitors

2.3 Immersive Marketing / Business & Interaction

During this course you will look into the preparation of a marketing plan according to 6 steps. You will use the dynamic of a Marketing Plan and align it with the corporate planning of a company.

During the teaching moments, concrete cases are used to practice parts of the theory in preparation for your project Business and Interaction.

2.3 Integration Project Business & Interaction

During the project, you'll have to integrate all the different theoretical modules related to this cluster on Business and Interaction.

By using different branding models you will be developing a brand strategy for a real client.

You will work in an international, multidisciplinary team with students from several other European schools. In the course of this project, you may get the opportunity to travel abroad to one of the partnerschools for an intensive project week. This is not compulsory to pass the project.

Cluster Generated Mixed Media

The following courses are centered around the topics of user experience and interaction. These courses are interrelated and mandatory.

2.4 3D Animation 2 / Generated Mixed Media

In this course you will get a more in-depth knowledge of the animation possibilities in your 3D software:

- You manipulate supplied 3D models in function of polygon flows, making materials, rigging and animation and bring them to life according to learned techniques in the used 3D software.
- You build and test the rigs of the supplied 3D models.
- You create an animation for a more complex 3D problem, related to rigging and physics.
- Prior knowledge: For this course it comes in handy if you have any basic knowledge of 3D Software such as Blender.

2.4 3D VFX / Generated Mixed Media

In this course you will integrate new 3D content into recorded real-life film content. This requires not only that the 3D materials used and camera positions be adjusted and merged with the life footage into a coherent end result, but also that the overall lighting of the 3D model should match the life footage very carefully. The final post-production (basic colour grading, special effects,...) takes care of the finishing touch.

2.4 Integration Project / Generated Mixed Media

During the project, you will integrate all the different theoretical aspects related to the entire course 'Creation and Experience'.

In a 3D production it is essential to decide which parts are best done in 3D and which part would rather be done in post production (2D/2.5D). You will have to combine real-life video footage with 3D content, to get a seamless integration between both techniques. At the end, you will have to produce and deliver a small animation, where you combined a 3D animation into moving video footage, with correct materials, lighting and camera positions

ELECTIVES (5 credits)

Integration Skill WEB UX-UI

During this course you will improve you research skills and compare and review different tools. You will conduct user testing based on wireframes. Further, you will analyze functional requirements to create an architecture and user journeys.

You will apply your web knowledge and use nocode tools/platforms to create real websites and/ or applications from the wireframes you made

Technical Skill Read Time 3D

In this course you work on the creation of a basic real-time 3D game with a focus on:

- Game engines
- Preparation of the 3D content, with the optimization of given 3D models, by working towards low-poly models, good unwrapping and compact texturing, and making of basic animations to integrate in your game
- Creation of a user-friendly user interface
- a good game play and user experience of your game

Trendwatching

In this course you learn how to do trend research and to identify trend manifestations. Further, you will translate trend(s) into innovative application possibilities, services and/or products. Based on your own trend analyses, you will design and present communication proposals (such as a blog, paper, podcast, vlog, etc.) applied to a relevant sector of your choice.

Dutch Foreign Language

KdG also offers free Dutch language courses for all exchange students:

- Evening classes
- Courses take place at the Faculty of Management & IT at Campus Groenplaats, in the center of Antwerp

Through an interactive and task-based approach the course concentrates largely on listening-, speaking- and reading skills. At the end of the course you can understand and use familiar everyday expressions and very basic phrases. You learn how to introduce yourself and others and can ask and answer questions about personal details. Further you will learn how you can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

COURSE CATALOGUE

Please read the full course description in our course catalogue

HOW TO CREATE YOUR LEARNING AGREEMENT?

Please note the following important remarks concerning the composition of your Learning Agreement:

- You select a minimum of 20 credits
- You select a maximum of 35 credits
- The periods (terms) mentioned in our registration tool might be subject to changes
- The programme is composed of **six mandatory courses** (check above)
- You can choose freely between the following **electives**
  - Integration Skill WEB-UX-UI   5 credits

- Trend watching   5 credits
- Technical Skill Real Time 3D   5 credits
- Dutch as a foreign language   3 credits

APPLICATION AND REGISTRATION

ENGLISH LANGUAGE REQUIREMENTS

As the entire programme is taught in English, you should master the English language sufficiently to participate actively in the courses. **Level B2 is strongly recommended**.

If you are not proficient enough in English to participate actively in the courses, there is always the risk of failing assignments or examinations. This is entirely the responsibility of the sending institution.

Students can take English (or other) language lessons on their own expense in the language center of the University of Antwerp (Linguapolis). Applications and fees are to be arranged directly with Linguapolis.

ACADEMIC RECOGNITION

In order to be able to measure and compare the learning achievements and to transfer them from one institution to another, the European Community has developed a tool which guarantees academic recognition: the European Community Course Credit Transfer System (ECTS). It is a credit system based on the students' workload which involves lectures, seminars and self-study. In other words, it includes all work needed to prepare for an examination. The basic allocation of the academic credit system is 60 credits per year of study or 30 credits per semester.

We only accept students who enroll for a workload of minimum **20 credits** per semester.

Credits are awarded only when all required course examinations have been successfully completed. Grades are awarded using the local grading system of a score on 20 points. The local grades can then be converted following the ECTS grading system.

An official ECTS grading table will be sent to the home institution together

with the Transcript of Records. The table below gives insight in our grading system.

ECTS grade	Descriptor	Score
A	**Excellent**	18-19-20
B	**Very good**	16-17
C	**Good**	14-15
D	**Satisfactory**	12-13
E	**Sufficient**	10-11
Fx	**Tolerable failure**	9
F	**Complete failure**	6
Not attended		NA
Pass with distinction		14
Pass		12
Fail		6

The home institution will be responsible for the full recognition of credits and grades awarded to the student.

HOW TO REGISTER?

After the deadline for nominations students will be informed about further registration. We use an online tool to register and follow up our student mobility. This tool is called Mobility Online.

In the workflow of Mobility Online, you'll need to complete different steps, starting with your registration. After you've registered you will have to complete the application details and add several documents. Once your application is approved, you are invited to compose and sign the Learning Agreement.

Each step will be checked and - if everything goes right - approved by the coordinator at KdG. The application is complete when you enter the step: [AI] Exchange confirmed by KdG.

All these steps have to be completed well **before arrival**.

- **Technical helpdesk** Mobility Online: international@kdg.be
- For **other questions** concerning Creative Technologies & Interaction, please contact us via: incoming.sat@kdg.be

CHANGES TO THE LEARNING AGREEMENT

Once Creative Technologies & Interaction has started, students are allowed to change the Learning Agreement before the communicated deadline (see academic calendar).

TRANSCIPT OF RECORDS

- We will upload the Transcript of Records and the Confirmation of Study Period in Mobility Online. Students can download it and hand it over to the coordinator of their home university.
- Information on the Grading Conversion Table and the procedure of the second chance exams will be sent to the student by mail at the end of the study period.
- In the course catalogue students can find all the information on exams and whether and how a second chance exam will be organized for a specific course

ACADEMIC CALENDAR

Spring Semester 2024
- Welcoming Days: 25 & 26 January
- Start classes term 3: 29 January
- Deadline changes LA: 19 February
- Half term holidays (1 week): 12 - 17 February
- Examinations: 25-29 March
- Seasonal holidays (2 weeks): 1 April - 12 April
- Start classes term 4: 15 April
- Examinations: 10 - 21 June
- End of semester: 21 June
- Farewell event: To be decided

PERSONAL TIMETABLES

All timetables are published on the student portal and can be verified on https://timeedit.kdg.be/ once they are published. You can log in with your KdG e-mail and password that you will receive after the application to see your personal timetable.

Lectures take place from Monday to Friday between 8.00 a.m. and 6.00 p.m. and sometimes in the evening (hours are subject to changes). Lecture periods generally take 60 minutes. There is a 15 minute break after two periods. Students can have lunch in the cafeteria.

Campus

Your main campus is Campus Hoboken, the Faculty of Science & Technology.

Yet, classes can be organized at different campuses

- o Campus Zuid (CZ)
- o Campus Groenplaats (classes Dutch language)
- o Campus Sint Jozef (audio-visual classes)

Opening hours Campus Hoboken:

Monday to Thursday: 7h30am – 7pm
Friday: 7h30am – 7pm

NOTE: all services such as STIP, library, International Office, ICT service desk,… close earlier. The opening hours of the offices are available on campus.

ASSIGNMENTS AND EXAMINATIONS

Every lecturer decides which type of evaluation is appropriate for his/her course. You can find the specific course information online in our course catalogue on ects.kdg.be. Sometimes the scoring is based on a combination of several evaluations (e.g. post-assignment, group work, presentation, examination). The most common types of evaluation are:

- Intake test: in case there is a pre-assignment (e.g. reading articles or parts of a course book), a test at the beginning of the course can determine your level of knowledge;
- In-between assignments: used to evaluate on a regular basis (for regular courses);
- Post-assignments (e.g. paper, report): are to be sent in by e-mail (some weeks) after the course;
- Examinations: written examinations always take place at the end of a 6 week period.

The re-examinations will take place in August/Sept 2022. Re-examinations can be organized if mentioned in the course description in the following ways:

- Retaking assignments: conditions and practical arrangements: check the details in the ECTS study-guide;
- Retaking written examinations:
    - Either in Karel de Grote University of Applied Sciences & Arts
    - Or in the home institution, under supervision organized by the international office at the home institution. Date and hour will be announced by the Karel de Grote University College and the exam copy will be sent by e-mail to the coordinator of the International Office in the home institution. After the exam has been taken, the scanned copy should be sent by e-mail to the coordinator to Karel de Grote University of Applied Sciences & Arts;

The KdG Education and examination regulations are applicable on all exchange students and can be found on the KdG-website.

COURSE MATERIALS

Course materials depend on the courses for which students are registered. Books and syllabi will be available on our electronic learning platform 'canvas', in our library or in our Shop. All study materials and costs are mentioned in the course catalogue that you can find at ects.kdg.be.

CONTACT DETAILS

Karel de Grote University of Applied Sciences & Arts

Campus of Technology & Engineering Salesianenlaan 90

B-2660 Hoboken Belgium

International office

Cynthia Plette,

Gilbert Braspenning,

incoming.sat@kdg.be

PREPARING FOR YOUR EXCHANGE AT KdG

Here you can find all you need to know for a good start:

Preparing to join us | Karel de Grote Hogeschool Antwerpen (kdg.be)

WELCOMING DAYS

At the beginning of the semester, we organize **Welcoming Days** for all incoming students. We strongly advise you not to miss these introduction days!

A detailed programme will be sent to you several weeks before the start of the programme.

STUDENT LIFE

Antwerp is a wonderful historical old town and a student friendly city, full of fun activities. There are a lot of theatres, cinemas, concert halls, museums such as Rubens House, Fine Arts, Modern Arts, Fashion and Middelheim. Antwerp has an exciting nightlife but also offers plenty of daytime activities.

Within the first few days after their arrival, students will receive a **student card.** This card grants reduction in sports centers, cinemas, cultural events, restaurants, at parties, etc.

Do you want to get a taste of student life in Antwerp?

Explore activities here and check the information on our webpage study in Antwerp

Further, you absolutely need to discover **STAN,** the student house of Antwerp at Welcome at STAN! (stanstan.be)

There are also opportunities for entertainment organized by students' clubs: local student clubs and ESN (Erasmus Student Network) http://www.esnantwerp.org.

If you want to meet the incoming students in advance you can install the KdG Joinby app and get to know your fellow students. Further, you can join the following Facebook group! Here you can also ask question to an international student who has been studying at KdG in the past. There are also some local students who lend their apartment while they are on their exchange themselves, so just post in the group if you are looking for a room.
Finally, don't forget to like the International KdG Facebook page

ACCOMMODATION

Students in Flanders usually rent single rooms in a student house and share kitchen, toilet and shower. One month's rent will then cost an average of approximately 350 euro. If you want to rent a room with private toilet, bathroom and cooking facilities, the price can go up to € 450 or more. Landlords (-ladies) usually ask a guarantee of one (or two) month's rent, returned at the end of the contract.

KdG does not have its own student accommodations. **The best place to look for accommodation is [Kotweb](#).** Set up by the city of Antwerp, STAN and higher education institutions, it aims to provide high-quality student accommodation and objective information for students. It also has a useful labelling system that informs you if a particular room meets Flemish legislation and fire safety standards. With more than 5,000 student rooms, it is also the largest database of student accommodation in Antwerp.

Ask a KdG student? If you want to ask a KdG student about types of accommodation, neighborhoods or student life, then you may want to join our [In&Out Facebook group](#).

When looking for accommodation, we recommend you do the following:

✔️ Preferably search via Kotweb

✔️ Found a room on Facebook? Check the address on Kotweb to see if it is indeed a student house

✔️ Ask for the landlord's contact details and a copy of his or her ID before signing a contract or transferring money

✔️ Questions about quality? Request a free quality survey by phone (+32 3 338 75 74) or email: studentenhuisvesting@stad.antwerpen.be. You can also contact Kotweb, STAN, or Student Services with any questions.

Alternatively, you could also try the following Facebook groups:
https://www.facebook.com/groups/614691192011467/
https://www.facebook.com/groups/216989432371337/

But be careful for possible scams as these apartments/rooms aren't necessarily approved student accommodations. KdG is not responsible for any accommodation

posted in our Facebook group, so please follow the steps mentioned above. 99% of students do not experience any problems, but better safe than sorry!

INSURANCE

It is **compulsory** for all foreign students to have arranged their health insurance and third-party liability insurance by themselves before arrival. The validity of the insurances must cover the whole stay of the students.

Health insurance means adequate coverage for medical costs in case of illness or injury.

Third-party liability insurance covers you in case you are sued for compensation by a third party, where they feel that they have suffered a loss as a result of your negligence or carelessness. In case you are successfully sued by a third party, your third party insurance will cover the costs of damages awarded against you and of any legal costs that you have incurred as a result of disputing the case.

For more information, please check our website Preparing to join us | Karel de Grote Hogeschool Antwerpen (kdg.be) or contact international@kdg.be.

BELGIAN IMMIGRATION

If you are from outside the EU (or some special cases like Switzerland), you will most likely need a visa to study in Belgium.
Do you need any documents for visa purposes from our side (i.e. acceptance letter or proof of solvency)? Let us know!

Some students also need a residence permit. Who has to register at the immigration office?
- All Non-EU students
- EU students who want to work, open a bank account or stay for two semesters or more

You can find all information about residence permits on our website. EU students who stay for one semester only and do not want to work do NOT have to register at the immigration office. Documents and questions need to be sent to international@kdg.be.