

**REGULATIONS AND CURRICULUM FOR  
THE MASTER'S PROGRAMME IN  
INFORMATION ARCHITECTURE**

**FACULTY OF HUMANITIES  
AALBORG UNIVERSITY**

**SEPTEMBER 2016**

## Indhold

PART 1 .....	4
PRELIMINARY REGULATIONS .....	4
Section 1 Legal Framework .....	4
Section 2 Faculty Affiliation .....	4
Section 3 Study Board Affiliation .....	4
PART 2 .....	4
OBJECTIVES, DURATION, STRUCTURE, ETC.....	4
Section 4 Overall Objectives Information Architecture .....	4
Section 5 Objectives Information Architecture .....	5
Section 6 Objectives Information Architecture and Persuasive Design .....	6
Section 7 Duration, structure etc.....	7
Section 8 Admission requirements and conditions .....	8
Section 9 General examination provisions .....	9
PART 3 .....	10
PROGRAMME STRUCTURE, CONTENTS AND EXAMINATIONS .....	10
Section 10 Programme structure Information Architecture .....	10
Section 11 Programme structure Information Architecture and Persuasive Design.....	11
Section 12 The module “Information Architecture, Rhetoric, and Persuasive Design” .....	12
Section 13 The module “Categorisation, concepts, and cognition” .....	13
Section 14 The module “Design of Information Architecture” .....	15
Section 15 The module “Elective Course A” .....	16
Section 16 The module “Information Architecture in Practice” .....	16
Section 17 The module “Research Methodology” .....	18
Section 18 The module “Elective Course B” .....	20
Section 19 The module “Master’s Thesis” .....	20
Section 20 The module “Web technology and databases” .....	22
Section 21 The module “Design tools” .....	23
Section 22 The module “Information Architecture in Organisations” .....	24
Section 23 The module “Logic and Time” .....	25
Section 24 The module “Ethical Argumentation” .....	26
Section 25 The module “ICT, Ethics and Embodiment“ .....	27

Section 26 Overview of obligatory examinations .....	29
Section 27 Overview of obligatory examinations Information Architecture (general ).....	29
Section 28 Overview of obligatory examinations Informations Architecture and Persuasive Design .	29
Section 29 Overview of examinations in elective courses.....	29
Section 30 Re-examination .....	29
PART 4 .....	29
OTHER PROVISIONS .....	29
Section 31 Exemptions.....	30
Section 32 Further information .....	30
Section 33 Commencement.....	30

**REGULATIONS AND CURRICULUM FOR  
THE MASTER'S PROGRAMME IN INFORMATION ARCHITECTURE  
AT AALBORG UNIVERSITY**

In pursuance of Act No. 367 of 25 March 2013 on Universities (the University Act) with subsequent amendments the following regulations and curriculum are stipulated for the Master's Programme in Information Architecture at Aalborg University.

**PART 1**  
**PRELIMINARY REGULATIONS**

Section 1 Legal Framework

The Master's Programme in Information Architecture has been planned in accordance with the Ministry of Higher Education and Science's Ministerial Order No. 1520 of 16 December 2013 on Bachelor and Master's programmes at Universities (the Ministerial Order on the Study Programmes) and Ministerial Order No. 670 of 19 June 2014 on University Examinations and Grading (the Examination Order). Additional information is available in the Grading Scale Order and in the Admission Order.

Section 2 Faculty Affiliation

The Master's Programme in Information Architecture belongs under the Faculty of Humanities.

Section 3 Study Board Affiliation

The Master's Programme in Information Architecture belongs under the Study Board of Communication and Digital Media.

Section 4 External Censorship

The Master's Programme in Information Architecture applies "Censorkorps for Kommunikation og Digitale Medier" (Censorship for Communication and Digital Media).

**PART 2**  
**OBJECTIVES, DURATION, STRUCTURE, ETC.**

Section 5 Overall Objectives Information Architecture

The Master's Programme in Information Architecture is a research based experimental full-time programme that provides students with a basis for the execution of professional work functions and qualifies for admission to PhD studies.

Subsection 2

The Master's programme in Information Architecture builds on and supplements the knowledge and skills which the student has acquired in the course of the preceding bachelor education. The aim of the Master's programme is that the student gains competence in user-driven design of content and structure in all kinds of information systems within all media, with special focus on design processes in relation to global information systems in which different cultural codes and media modalities are combined in new, constantly changing ways, adapted to market conditions and to cultural and political diversity.

The Master's programme in Information Architecture imparts constructive competence in analysing, assessing and designing structure, function and style in information architectures, and competence in discussing, visualizing, planning and managing design processes. As such construction and procedural competences are utilized in private as well as public sector IT enterprises and departments in designing architectures, in quality assessment and in user education, the candidate should be able to deploy his/her theoretical and practical skills in solving concrete assignments. The candidate will be able to work as a designer, project manager and evaluation consultant within the fields of Information Architecture and User Experience.

### Subsection 3

The structure, the modules, and the electives of the Master's programme allow the students to choose between two focus areas; Information Architecture in general and Information Architecture and Persuasive Design. Furthermore, the students customize their education through individual choices of electives and project subjects.

### Section 6 Objectives Information Architecture

Through the Master's Programme in Information Architecture, students will acquire:

#### **Knowledge of:**

- Theory and methods as regards interaction with and analysis and design of information architecture across platforms and technologies
- Formats, description, organisation, visualization, and dissemination of knowledge, information, and data
- Analysis, evaluation and test of the usability and user experience of information architectures
- User driven innovation and user centered design of information architectures
- Methods and strategies for utilizing and communicating the potential of knowledge and information
- The role, function, and possibilities of information architecture in an organizational context
- Competence requirements of the discipline in relation to professional work

### Subsection 2

Through the Master's Programme in Information Architecture, students will acquire:

#### **Skills in:**

- Planning, developing, and designing information architectures

- Assessing, choosing, and applying relevant strategies and methods for analysing, evaluating, and comparing information architectures
- Working critically and constructively in utilizing business strategies by means of information architecture
- Using formal models to identify and integrate user , user requirements and user characteristics into the design and evaluation of information architectures

### Subsection 3

Through the Master's Programme in Information Architecture, students will acquire:

#### **Competences in:**

- Independently, systematically, and critically assessing and applying scientific theories and methods within information architecture, interaction design, categorization, users, and information.
- Independently organizing and communicating knowledge and information by means of information architecture and ICT technologies
- Analytically and critically developing, designing and realising information architectures to support communication between humans and computers
- Communicating information architecture knowledge, solutions , research, and designs to peers and laymen

### Section 7 Objectives Information Architecture and Persuasive Design

Through the Master's Programme in Information Architecture with the Persuasive Design focus area students will acquire:

#### **Knowledge of:**

- Theory and methods as regards interaction with and analysis and design of information architecture and persuasive design across platforms and technologies
- Formats, description, organisation, visualization, and dissemination of knowledge, information, and data – in particular using theories of rhetoric and argumentation
- Analysis, evaluation and test of the usability and user experience of persuasive information architectures
- User centred design of information architectures and persuasive design conceived in ethical perspective
- Persuasive methods and strategies for utilizing and communicating the potential of knowledge and information conceived in context of various world views
- The role, function, and possibilities of persuasive information architecture in various social and cultural contexts
- Competence requirements of the discipline in relation to professional work

### Subsection 2

Through the Master's Programme in Information Architecture and Persuasive Design focus area, students will acquire:

**skills in:**

- Planning, developing, and designing persuasive information architectures
- Assessing, choosing, and applying relevant strategies and methods for analysing, evaluating, and comparing information architectures
- Working critically and constructively in utilizing persuasive strategies by means of information architecture
- Using formal models to identify and integrate user requirements and world views into the design and evaluation of persuasive information architectures

Subsection 3

Through the Master's Programme in Information Architecture and Persuasive Design focus area, students will acquire:

**competences in:**

- Independently, systematically, and critically assessing and applying scientific theories and methods within persuasive information architecture, rhetorical perspectives, ethical considerations, categorization and information.
- Independently organizing and communicating knowledge and information by means of information architecture and persuasive technologies
- Analytically and critically developing, designing and realising persuasive information architectures to support communication between humans and computers
- Communicating information architecture knowledge, solutions, research, and persuasive design to peers and laymen

Section 8 Duration, structure etc.

The duration of the Master's Programme in Information Architecture is two years, equivalent to 120 ECTS credits.

Subsection 2

The Master's programme spans four semesters (7<sup>th</sup> to 10<sup>th</sup> semester). Students become co-creators of their own academic profiles by following their particular interests within the field of Information Architecture in the following ways: by choosing elective courses from a wide range of options on the 8<sup>th</sup> and 9<sup>th</sup> semesters; by choosing specific problem formulations, theory and method within the thematic frame in the project modules on the 7<sup>th</sup> and 8<sup>th</sup> semesters; by choosing a practice oriented course and focus for the project report on the 9<sup>th</sup> semester; and by choosing the focus of their Master's thesis on the 10<sup>th</sup> semester. The programme may include a study placement abroad.

Subsection 3

On completion of the Master's programme, the student is awarded the degree Master of Science (M.Sc.) in Information Technology, Information Architecture. In Danish, the student is awarded the degree *candidatus/candidata informationis technologiae* i informationsarkitektur.

### Section 9 Admission requirements and conditions

Admission to the Master's Programme in Information Architecture is for students who have a relevant bachelor degree or professional bachelor degree. A relevant bachelor degree is defined as a degree from a bachelor programme whose central subject areas ensure competence to an extent equivalent to not less than 60 ECTS points within the disciplinary area of information architecture (rhetoric, communication, language theory, philosophy of science, ICT technologies, organisational theory, knowledge organization and categorization, design and human-computer interaction).

The Bachelor Programme in Communication and Digital Media from Aalborg University may provide access for students to be admitted to the Master's Programme in Information Architecture.

The following bachelor programmes from Aalborg University may provide access for students to be admitted to the Master's Programme in Information Architecture: Informatics; Medialogy; and IT.

The following bachelor programmes from other universities may provide access for students to be admitted to the Master's Programme in Information Architecture: Information Science; and Information Science and Cultural Dissemination.

The following professional bachelor programmes may provide access for students to be admitted to the Master's Programme in Information Architecture: Web Development; and E-concept Development.

### Subsection 2

Applicants who do not fulfil the conditions stipulated in subsection 1 may be accepted on condition that the Study Board considers that the applicant possesses comparable educational qualifications, on the basis of an assessment of the case in question. In such cases, the Study Board may call in the applicant for an interview.

For further information, visit [www.uddannelsesstjekker.aau.dk](http://www.uddannelsesstjekker.aau.dk) (only available in Danish)

### Subsection 3

This programme will be conducted in English. A further condition is that both Danish and English speaking applicants must have English at B-level as a no less than or have passed an English-language test of the equivalent competence level approved by the University. The students can write their projects and assignments either in English or in Danish. The oral exams can also be carried out either in English or in Danish.



## Section 10 General examination provisions

In the assessment of examinations, grades from the 7-point grading scale or a pass/fail grade will be awarded.

### Subsection 2

Examinations will be either internal or external. If no other provisions are stated, examinations will be assessed by the examiner and a second internal or external examiner.

### Subsection 3

Projects, theme studies etc., may be prepared in collaboration by groups of up to six students. Master's theses may be prepared in collaboration by groups of up to three students. In the examination of projects, theme studies etc., the following examination format will normally apply:

A **project examination** on the basis the written work, whether this was written individually or in collaboration with others. The project report/written work will be considered the shared responsibility of the group. Accordingly, students will be examined and assessed on the basis of the entire project report. One combined grade will be awarded for the project report and the oral performance. At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured, cf. the Examination Order, section 4, subsection 2.

The project examination takes the form of a conversation between the examiners and the student(s) on the basis of the project report of the semester.

For further information on project examinations, please visit the Faculty of Humanities' website.

### Subsection 4

Where rules have been stipulated regarding the volume of written work, one page will correspond to 2400 characters, including spaces. The stipulated number of pages only includes the actual body text of the report; title page, preface, table of contents, bibliography, abstract and appendices will not be calculated. However, notes will be included in the calculation of total pages, whereas illustrations will not be calculated. Total page number must be stated on the title page.

### Subsection 5

The stipulated time intervals for oral examinations will include voting and announcement of result.

### Subsection 6

In the assessment of all written work, irrespective of the language in which this is written, students' spelling and writing skills will be considered. The assessment of the language performance will be based on orthographic correctness, academic writing standards and stylistic proficiency. The language performance will always be assessed as an independent dimension in the overall assessment. However, no examination will be awarded an overall pass grade solely on the basis of good language performance;

likewise, an examination cannot be assessed as failed solely on the basis of a poor language performance.

#### Subsection 7

Students who wish to register for the Master's thesis examination must have successfully completed all previous examinations, including examinations of electives.

#### Subsection 8

The study elements on which the individual examinations are based are rated as proportions of an annual full-time equivalent, this being calculated as the annual work of full-time student, including holidays. An annual full-time equivalent is 60 ECTS.

#### Subsection 9

In order for a student to graduate from the programme, each examination must be passed with a no less than grade of 02 or a 'pass' grade. A weighted average will be calculated for the examinations assessed according to the 7-point scale, on the basis of the ECTS weight of each individual examination. So the average is defined as the sum of individual grades, each multiplied by the ECTS of the examination in question, divided by the sum of the ECTS-points of the examinations included in the average.

Examinations assessed as pass/fail will not be included in this calculation. The average grade with one decimal digit will be stated on the examination certificate.

### **PART 3** **PROGRAMME STRUCTURE, CONTENTS AND EXAMINATIONS**

#### Section 11 Programme structure Information Architecture

The Master's Programme in Information Architecture is compiled of modules and structured as a problem based and project organised study programme consisting of obligatory project modules, obligatory study subject modules and the obligatory Master's thesis. In addition, the programme comprises two elective modules.

#### ***Obligatory modules***

Information Architecture, Rhetoric and Persuasive Design (project module)	7 <sup>th</sup> semester	15 ECTS
Categorisation, Concepts and Cognition (study subject module)	7 <sup>th</sup> semester	5 ECTS
Web Technology and Databases (study subject module)	7 <sup>th</sup> semester	10 ECTS
Design Tools (study subject module)	8 <sup>th</sup> semester	5 ECTS
Design of Information Architecture (study subject module)	8 <sup>th</sup> semester	10 ECTS

Information Architecture and Organisations (project module)	8 <sup>th</sup> semester	10 ECTS
Information Architecture in Practice (project module)	9 <sup>th</sup> semester	20 ECTS
Research Methodology (study subject module)	9 <sup>th</sup> semester	5 ECTS
Master's Thesis	10 <sup>th</sup> semester	30 ECTS

***Elective modules, of which students must select two\****

Elective course A	8 <sup>th</sup> semester	5 ECTS
Elective course B	9 <sup>th</sup> semester	5 ECTS

\*Students may choose electives offered by the Study Board of Communication and Digital Media (see the appendix Elective modules for Master's programmes under the Study Board of Communication and Digital Media), or apply to the Study Board for permission to substitute one or both of the elective modules with electives offered by other study boards at Aalborg University or other universities. Under all circumstances, elective modules must always represent a total of 10 ECTS credits. The elective modules listed are offered as determined by the Study Board. This means that not all elective modules will be offered every year.

Subsection 2

The 7<sup>th</sup> semester of the programme comprises a project module of 15 ECTS credits in "Information Architecture, Rhetoric and Persuasive Design", a study subject module of 5 ECTS in "Categorization, Concepts and Cognition", and a study subject module of 10 ECTS in "Web Technology and Databases"

Subsection 3

The 8<sup>th</sup> semester of the programme comprises a project module of 10 ECTS credits in "Information Architecture and Organizations", a 10 ECTS credits study subject module in "Design of Information Architecture", a study subject module of 5 ECTS in "Design Tools", and a 5 ECTS credits elective module.

Subsection 4

The 9<sup>th</sup> semester of the programme comprises a project module of 20 ECTS credits in "Information Architecture in Practice", a 5 ECTS credits study subject module "Research Methodology", and a 5 ECTS credits elective module.

Section 12 Programme structure Information Architecture and Persuasive Design

***Obligatory modules***

Information Architecture, Rhetoric and Persuasive Design (project module)	7 <sup>th</sup> semester	15 ECTS
Categorisation, Concepts and Cognition (study subject module)	7 <sup>th</sup> semester	5 ECTS
Logic and Time	7 <sup>th</sup> semester	10 ECTS
Ethical Argumentation	8 <sup>th</sup> semester	5 ECTS
Design of Information Architecture (study subject module)	8 <sup>th</sup> semester	10 ECTS
ICT, Ethics and Embodiment	8 <sup>th</sup> semester	10 ECTS
Information Architecture in Practice (project module)	9 <sup>th</sup> semester	20 ECTS

Research Methodology (study subject module)	9 <sup>th</sup> semester	5 ECTS
Master's Thesis	10 <sup>th</sup> semester	30 ECTS

***Elective modules, of which students must select two\****

Elective course A	8 <sup>th</sup> semester	5 ECTS
Elective course B	9 <sup>th</sup> semester	5 ECTS

\*Students may choose electives offered by the Study Board of Communication and Digital Media (see the appendix Elective modules for Master's programmes under the Study Board of Communication and Digital Media), or apply to the Study Board for permission to substitute one or both of the elective modules with electives offered by other study boards at Aalborg University or other universities. Under all circumstances, elective modules must always represent a total of 10 ECTS credits. The elective modules listed are offered as determined by the Study Board. This means that not all elective modules will be offered every year.

Subsection 2

The 7<sup>th</sup> semester of the programme comprises a project module of 15 ECTS credits in "Information Architecture, Rhetoric and Persuasive Design", a study subject module of 5 ECTS in "Categorization, Concepts and Cognition", and a study subject module of 10 ECTS in "Logic and Time".

Subsection 3

The 8<sup>th</sup> semester of the programme comprises a project module of 10 ECTS credits in "Design of Information Architecture", a 10 ECTS credits study subject module in "ICT, Ethics and Embodiment", a study subject module of 5 ECTS in "Ethical Argumentation", and a 5 ECTS credits elective module.

Subsection 4

The 9<sup>th</sup> semester of the programme comprises a project module of 20 ECTS credits in "Information Architecture in Practice", a 5 ECTS credits study subject module "Research Methodology", and a 5 ECTS credits elective module.

Subsection 5

In the 10<sup>th</sup> semester of the programme, the student will, under supervision, prepare a Master's thesis within the disciplinary area of the programme.

Section 13 The module "Information Architecture, Rhetoric, and Persuasive Design"

Location of module: 7<sup>th</sup> semester

Credits: 15 ECTS

The module will introduce the students to key elements of Information Architecture, including experiential, rhetorical and persuasive design principles. During the course module, the students will engage in lectures and discussions on information architecture, knowledge organisation, rhetoric, persuasive and experience design.

## Objectives

In the module the students will acquire knowledge of:

- Information Architecture
- Rhetoric
- Persuasive design
- Experience design
- Knowledge organisation
- Knowledge of how information architectures participate in an interplay with usability, experiences and learning.

skills in:

- observing, analysing and interpreting information architectures irrespective of medial and organisational boundaries,
- evaluating the use of rhetoric in ICT systems
- analysing the conceptual control and consistency in information architectures, their communicative effects and potential for further development

competences in:

- taking an analytical, reflective and critical approach to the use of information architecture, rhetoric, persuasive and experience design
- engaging in an interdisciplinary collaboration on information architectures, rhetoric, persuasive and experience design in a specific context
- identifying own learning needs and structuring own learning in relation to the use of information architecture, rhetoric, persuasive and experience design in a specific context.

## Examination 1:

An internal oral test in: Information Architecture, Rhetoric, Persuasive Design, and Experience Design. The test takes its point of departure in a project report that may not exceed 15 pages per student in the group, and may not exceed 20 pages for individual projects.

Literature foundation: 1500 standard pages supervisor approved, self-selected literature related to the project.

Evaluation: Grading according to the 7-point scale.

The study elements on which the evaluation is based are equivalent to 15 ECTS.

In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only a few insignificant omissions.

## Section 14 The module “Categorisation, concepts, and cognition”

Location of the module: 7th semester

Credits: 5 ECTS

The module will introduce the students to theories on the ontology and structure of concepts, based on an understanding of human cognition. During the course module, the students will engage in lectures and discussions on the notion of concept, categorisation and ontology.

### Objectives

In the module the students will acquire knowledge of:

- The notion of concept and ontology
- Theories of categorisation
- Theories of cognition

skills in:

- detecting the needs for concept formation and categorisation as part of a information architecture design process
- observing and analysing problems relation to concept formation and categorisation

competences:

- taking an analytical, reflective and critical approach to the use of the notion of concepts and categorisation
- engaging in an interdisciplinary collaboration on concept formation and categorisation problems in a specific context
- identifying own learning needs and structuring own learning in relation to the use of the notion of concepts and categorisation

### Examination 2:

An internal and individual written test in: Categorisation, Concepts, and Cognition

The test should be carried out within 3 days. The student should produce a report on a given categorisation problem. The report may not exceed 10 pages. Alternatively, it could take the form of a digital presentation.

Literature foundation: 500 standard pages supervisor approved, self-selected literature related to the project.

Evaluation: pass/fail

In the evaluation of the examination performance, the assessment of 'pass' will be awarded to students who demonstrate that they have fulfilled the above objectives to a satisfactory extent.

The assignment paper will be evaluated by the examiner; in case of a fail grade, the assignment paper will also be evaluated by another internal examiner.

The study elements on which the examination is based is equivalent to 5 ECTS

## Section 15 The module “Design of Information Architecture”

Location of the module: 8th semester

Credits: 10 ECTS

The module will introduce students to design of ICT and IA directed towards organisational practice or another professional practice. The module comprises teaching within the following areas: system design with particular emphasis on interaction design, user-driven system development and system development methods in theory and practice, and formal models for preparing and communicating design solutions (for example blueprints, UML etc.).

### Objectives

In the module the students will acquire knowledge of:

- Theory and methods of system development
- User-driven techniques and tools
- formalisation and categorisation as regards formal models for the preparation, visualisation and communication of design solutions.

Skills in:

- assessing strategies and methods for system development and system design on the basis of user needs and/or customer needs and knowledge of the disciplinary theories and methods.
- choosing suitable strategies and methods for system development and system design directed towards various domains
- data collection and analysis as regards system development and system design
- applying formal models for the preparation and communication of system development and system design
- communicating system development and system design to peers and others.

Competences in:

- taking an analytical, reflective and critical approach to the preconditions for system development and system design
- taking an analytical, reflective and critical approach to system development and system design
- engaging in disciplinary and interdisciplinary collaboration on system development and system design, with a professional approach
- identifying own learning needs and structuring own learning in relation to the subject area of system development and system design.

Examination 3:

An internal written individual test in: Design of information architecture.

The test takes the form of a set take-home assignment to be handed in after 3 days. On the basis of the module, students will respond to one or a number of questions and assignments within the subject area

of the module. The assignment paper must demonstrate that the student fulfils the objectives for the module stated above. The assignment paper must not exceed ten pages, and it must be prepared individually.

Literature foundation: 1000 standard pages supervisor approved, self-selected literature related to the project.

Evaluation: Grading according to the 7-point scale.

The study elements on which the examination is based is equivalent to 10 ECTS. In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only few insignificant omissions.

#### Section 16 The module “Elective Course A”

(See the appendix “Elective modules for Master’s programmes under the Study Board of Communication and Digital Media”).

#### Section 17 The module “Information Architecture in Practice”

Location of module: 9<sup>th</sup> semester

Credits: 20 ECTS

The module focuses on training the student’s competence in user-driven design of content and structure in all kinds of information systems, irrespective of media, with a special focus on combining different cultural codes and media modalities. The student successively completes three design sequences of three to four weeks, followed by one week for reflection. In each reflection period a reflection report is produced. The design sequences are initiated by assignments set by external partners, who are subsequently presented with the results of the student’s work. Their feedback supplements the academic supervision. In each design sequence the student must exploit the theoretical knowledge attained in the module Information Architecture, Rhetoric, and Persuasive Design. The module is evaluated through an individual oral test, which takes the three reflection reports as its point of departure.

The practice oriented project can be undertaken at a company or organisation. Alternatively, it can be carried out in relation to a research project at Aalborg University within Information Architecture and Persuasive Design.

#### Objectives:

In this module students will acquire:

Knowledge of:



- theory and methods of Information Architecture in practice with particular emphasis on the interface of theory and methods on the one hand and the cultural, organisational and/or technological complexity of the application area on the other hand
- the actual work situation towards which the programme is directed
- communication and collaboration practices within the field of informatics
- competence requirements of the discipline in work contexts.

Skills in:

- working in practice on the basis of informatics, including applying strategies and methods for user analysis, pilot studies, system development and system design
- assessing issues and solutions within the field of informatics in practice, on the basis of theories and methods for user analysis, pilot studies, system development or system design
- communicating knowledge within informatics to peers and laypeople
- managing themselves in work contexts with a view to identifying issues pertaining to skills and competences.

Competences in:

- taking an analytical, reflective and critical approach to the preconditions for user analysis, pilot studies, system development or system design in practice
- taking an analytical, reflective and critical approach to user analysis, pilot studies, system development or system design in practice
- engaging in disciplinary and interdisciplinary collaboration on user analysis, pilot studies, system development or system design in practice, with a professional approach
- identifying own learning needs and structuring own learning in relation to the subject area of user analysis, pilot studies, system development or system design in practice.

The module is completed on the 9<sup>th</sup> semester by passing the following examination:

Examination 4:

An internal oral examination in: **“Information Architecture in Practice”**.

In the examination the students present their proposals for designs, taking point of departure in the three reflection reports prepared in the module. The examination is a conversation between the student(s) and the examiner and internal examiner based on a project report produced individually or in a group. To attend a group exam, all three cases must be solved as a group. All three cases must be covered in the project report.

The project report/written work will be considered the shared responsibility of the group. Students will be examined and assessed on the basis of the entire project report, and one combined grade will be awarded each student for the project report and the oral performance.

The project report: total number of pages must be no less than 15 pages and no more than 20 pages per student in a project group, and 30 pages if written individually.

Duration of examination: 20 minutes per student and 10 minutes per group for assessment and announcement of result, although no longer than a total of two hours. 30 minutes in total for individual examinations.

Literature foundation: 2500 standard pages supervisor approved, self-selected literature related to the project.

In case a large or several smaller products that the students have made or provided significant contributions to in the course of the internship is handed in along with the project, literature foundation is reduced by 50 % - i.e. to 1250 pages .

Evaluation: Grading according to the 7-point scale.

At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured.

Credits: 20 ECTS

The project report and the conversation must demonstrate that the student fulfils the objectives for the module stated above.

In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only few insignificant omissions.

Any re-examinations will be held on the basis of the revised project report.

### Section 18 The module "Research Methodology"

Location of module: 9<sup>th</sup> semester

Credits: 5 ECTS

In the module students will learn to plan large and complex research studies independently and on the basis of Information Architecture. Emphasis will be on the student's independent identification and description of the research object, and on the student's reflections on various methodological approaches for the implementation of the research study, including quantitative and qualitative approaches.

The module comprises virtual courses, seminars and supervision within the following area:

- research design

### Objectives:

In this module students will acquire:

Knowledge of:

- disciplinary paradigms and scientific methods
- the correlation between theory of science, scientific methods and choice of theory in scientific research studies

Skills in:

- structuring subject specific research studies and research projects, including choice of research object, method and theory
- assessing the consequences of various methodological and theoretical approaches to subject specific studies and research projects

Competences in:

- structuring subject specific studies and research projects in specific contexts in practice
- working independently and engaging in professional collaboration as regards the structuring of subject specific studies and research projects, with a professional approach.

The module is completed on the 9<sup>th</sup> semester by passing the following examination:

Examination 5:

An internal written examination in **“Research Methodology”**

The examination is a take-home assignment in which the student/s will explain the design of a large subject specific study within the disciplinary area of the programme, on the basis of the module, however the actual study will not be carried out. The student/s will choose the topic, and the submission deadline will be set by the Study Board.

The written assignment may be prepared in groups of up to three students. If the written assignment is prepared in a group, it must be stated which student is responsible for which part of the work. The written performance will be assessed, that is, each student will be assessed on the basis of the specific paragraphs written by that student. The written assignment paper must not exceed eight pages if written individually, ten pages if written in groups of two, and twelve pages if written in groups of three students.

Literature foundation: 500 standard pages supervisor approved, self-selected literature related to the project.

Evaluation: pass/fail

In the evaluation of the examination performance, the assessment of 'pass' will be awarded to students who demonstrate that they have fulfilled the above objectives to a satisfactory extent.

The assignment paper will be evaluated by the examiner; in case of a fail grade, the assignment paper will also be evaluated by another internal examiner.

The study elements on which the examination is based is equivalent to 5 ECTS.

#### Section 19 The module “Elective Course B”

(See the appendix “Elective modules for Master’s programmes under the Study Board of Communication and Digital Media”).

#### Section 20 The module “Master’s Thesis”

Location of module: 10<sup>th</sup> semester

Credits: 30 ECTS

The Master’s thesis module comprises preparation of a Master’s thesis on a subject which the student is free to select from within the disciplinary framework of the programme. The thesis may be written as either a theoretically, methodologically or analytically oriented thesis, or it may be oriented towards practical and constructive ICT solutions on the basis of theory and method.

The topic of the Master’s thesis must be approved by the Study Board. The topic must be presented to the Study Board in the shape of a synopsis comprising a preliminary problem formulation, argumentation for the relevance of the topic and for the theoretical and methodological points of departure, a preliminary bibliography and time schedule, including a submission deadline.

The module includes a number of thesis seminars. Additionally, students will be offered expert thesis supervision in relation with their problem oriented thesis work.

#### Objectives:

In the Master’s thesis module, the student will acquire:

Knowledge of:

- the theories, methods and technologies of the selected thesis topic at the highest international level
- research ethics and understanding of the implications of research work
- the theory of science of the selected thesis topic

Skills in:

- applying methods, theories and technologies pertaining to a specific issue within the academic area
- creating an independent and systematic overview of relevant existing knowledge within the topic of the thesis

- independently selecting approaches pertaining to the topic of the thesis on the basis of theory of science, theory, methods, analysis, design and/or technology, and substantiating these academic choices and priorities
- applying, further developing and critically reflecting on relevant theories, methods and technologies pertaining to the topic of the thesis

Competences in:

- critical reflection on the disciplinary area pertaining to the chosen topic of the thesis
- independent and systematic search for knowledge, choosing and explaining this choice and planning and undertaking the research of the topic of the thesis
- arguing for choices as regards the applied theories, methods and technologies as well as choices as regards any empirical material and/or design aspects
- structuring and communicating the acquired knowledge in a suitable manner as regards content and language register to an academic audience within the disciplinary field of the programme.

The module is completed on the 10<sup>th</sup> semester by passing the following examination:

Examination 6:

An external oral examination in: **“Master’s Thesis”**

The examination will be conducted as a conversation between the student(s) and the examiner and external examiner on the basis of a Master’s thesis prepared by one or a number of students. The Master’s thesis will be considered the shared responsibility of the group. The Master’s thesis and the conversation must demonstrate that each student fulfils the objectives for the module stated above as regards knowledge, skills and competences.

The Master’s thesis, including a one-two page summary in a foreign language (see below), forms the basis of the examination and assessment, and a combined grade will be awarded for the Master’s thesis and the oral performance.

Literature foundation: 3000 standard pages supervisor approved, self-selected literature related to the project.

Summary: A summary of no less than one page and no more than two pages in Danish, English or other European language must be included.

Total number of pages: The Master’s thesis must comprise no less than 35 pages, and must not exceed 70 pages per student, or 80 pages if prepared individually.

Normal duration of examination: 45 minutes; if two students, 75 minutes; and if three students, 100 minutes.

Evaluation: grading according to the 7-point scale.

Credits: 30 ECTS

The examination must substantiate that each student fulfils the objectives for the module.

In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the objectives for the subject exhaustively or with only few insignificant omissions.

The following modules are mandatory for the Information Architecture focus area.

#### Section 21 The module “Web technology and databases”

Location of the module: 7th semester

Credits: 10 ECTS

The module will introduce the students to basic web technology, database construction, data modelling, and modelling of search tools. The module consists of a combination of lectures and hands-on exercises to introduce the students to specific tools and methods for constructing databases and web technologies.

#### Objectives

In the module the students will acquire knowledge of:

- Web technologies and their use in knowledge organization
- Databases and their use in knowledge organization
- Search engines

Skills in:

- Selecting, adapting and evaluating web technologies for knowledge organization
- Construction of databases and search tools
- Carrying out data modeling, for instance by means of UML or ERD's

Competences in:

- Taking an analytical, reflective and critical approach to applying web technologies, databases for knowledge organization
- Reflecting on own practice and documentation hereof
- Identifying own learning needs and structuring own learning in relation to applying web technologies, databases for knowledge organization

Examination 7:

An internal written individual test in: Web technology and databases. The test takes the form of a set take-home assignment to be handed in after 3 days. In the test, the student completes a designated task

within the subjects covered by the course. The assignment paper must demonstrate that the student fulfills the objectives for the module stated above.

Literature foundation: 1000 standard pages supervisor approved, self-selected literature related to the project.

Evaluation: Grading according to the 7-point scale.

The study elements on which the examination is based is equivalent to 10 ECTS. In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only few insignificant omissions.

### Section 22 The module "Design tools"

Location of the module: 8th semester

Credits: 5 ECTS

The module offers an introduction to specific design tools that support and documents the design and development of information architecture. The module consists of a combination of lectures and hands-on exercises to introduce the students to specific tools and methods for supporting and documenting information architecture.

#### Objectives

In the module the students will acquire knowledge of:

- Tools for designing and developing information architecture

Skills in:

- Selecting relevant tools for supporting and documenting the design of information architecture
- Applying specific design tools in practice for designing and documentation of information architecture

Competences in:

- Reflecting on own practice and documentation hereof
- Identifying own learning needs and structuring own learning in relation to applying

Examination 8:

An internal written individual test in: Design tools.

The test takes the form of a set take-home assignment to be handed in after 3 days. In the test, the student completes a designated task within the tools presented in the course. The assignment paper must demonstrate that the student fulfills the objectives for the module stated above.

Evaluation: Grading according to the 7-point scale.

The study elements on which the examination is based is equivalent to 5 ECTS. In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only few insignificant omissions.

Literature foundation: 500 standard pages supervisor approved, self-selected literature related to the project.

The project report and the conversation must demonstrate that the student fulfils the objectives for the module stated above.

In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only few insignificant omissions.

Any re-examinations will be held on the basis of the revised project report.

### Section 23 The module "Information Architecture in Organisations"

Location of the module: 8th semester

Credits: 10 ECTS

The focus of the module is the individual and organisational changes and consequences to which an information architecture may give rise, and to use this knowledge to develop strategies for information management and digital communication.

#### Objectives

In the module the students will acquire knowledge of:

- Information management and digital communication strategies and their individual and organisational consequences
- Ethical considerations regarding the use of Information Architecture and Persuasive Design in organisations

skills in:

- Developing information architecture supporting organisational information management and digital communication strategies
- Reflecting on ethical problems related to the use of information architecture elements and persuasive design principles

competences in:



- Coordinating and co-operating in design processes using knowledge about information management and communication strategies
- communicating with both specialists and users on professional problems in relation to strategic information architectures and persuasive designs
- communicating design strategies
- to plan and manage the design of culture-sensitive and multi-medial information architectures in a way which demonstrates the ability to achieve insight into other cultures and perceptions

#### Examination 9:

An external written individual test in: Information Architecture in Organisations. The student develops an information strategy in a certain context and prepares an essay of not more than 30 pages that presents, theoretically examines and critically discusses the proposed strategy.

Literature foundation: 1000 standard pages supervisor approved, self-selected literature related to the project.

Evaluation: Grading according to the 7-point scale.

The study elements on which the evaluation is based are equivalent to 10 ECTS.

In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only a few insignificant omissions.

**The following modules are obligatory students following Information Architecture and Persuasive Design.**

#### Section 24 The module "Logic and Time"

Location of the module: 7th semester

Credits: 10 ECTS

The module will introduce the students to ideas and problems related to the logical and temporal aspect of persuasive systems. During the course of the module, the students will engage in lectures and discussions on argumentation and temporal logic and in lectures on the basic logical and temporal aspects of persuasive systems.

#### Objectives

In the module the students will acquire knowledge of:

- Theories of argumentation and formal logic, including temporal logic

- Aspects of time in persuasive systems, including ideas of branching time

skills in:

- detecting logical and temporal aspects of persuasive systems
- observing and analysing problems in relation to aspects of logic and time in persuasive systems

competences in:

- taking an analytical, reflective and critical approach to the use of logic and ideas of time in persuasive systems;
- engaging in an interdisciplinary collaboration on basic problems related to logic and time in a specific context;
- identifying own learning needs and structuring own learning in relation to the use of basic notions of logic and time.

Examination 10:

An internal and individual written test in: Logic and Time.

The test should be carried out within 3 days. The student should produce a report on a given problem related to logic and time in persuasive systems. The report may not exceed 10 pages.

Literature foundation: 1000 standard pages supervisor approved, self-selected literature related to the project.

Evaluation: Grading according to the 7-point scale.

The study elements on which the evaluation is based are equivalent to 10 ECTS.

In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only a few insignificant omissions.

#### Section 25 The module “Ethical Argumentation”

Location of the module: 8th semester

Credits: 5 ECTS

The module will introduce the students to advanced ideas and problems related to ethical aspects of persuasive systems. This also includes problems related to the choices the users of systems are facing when interacting with the system. During the course of the module, the students will engage in lectures and discussions on argumentation, formal logic and ethics based on earlier studies in “Logic and Time” and in lectures on ethical aspects of persuasive systems.

Objectives

In the module the students will acquire knowledge of:

- theories of argumentation and formal logic as a continuation of the lectures presented in “Logic and Time”
- aspects of ethics in the context of persuasive systems as a continuation of the lectures presented in Logic and Time
- theories of ethical argumentation

skills in:

- detecting and analysing ethical aspects of persuasive systems
- observing and analysing problems using ethical argumentation in the context of persuasive systems

competences:

- taking an analytical, reflective and critical approach to the use of ethical argumentation and analysis in the context of persuasive systems
- engaging in an interdisciplinary collaboration on basic problems related to logic and time in a specific context
- identifying own learning needs and structuring own learning in relation to the use of notions of ethical argumentation

Examination 11:

An internal and individual written test in: Ethical Argumentation.

The test should be carried out within 3 days. The student should produce a report on a given problem related to logic and time in persuasive systems. The report may not exceed 10 pages.

Literature foundation: 500 standard pages supervisor approved, self-selected literature related to the project.

Evaluation: Grading according to the 7-point scale.

The study elements on which the evaluation is based are equivalent to 5 ECTS.

In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only a few insignificant omissions.

Section 26 The module “ICT, Ethics and Embodiment”

Location of the module: 8th semester

Credits: 10 ECTS

The module will introduce the students to ideas on artificial intelligence, robots, embodiment and cyborgs as seen in an ICT ethical perspective. During the course module, the students will engage in

lectures and discussions on robotics, embodiment and cyborgs conceived in the context of persuasive design, learning and human-computer interaction.

## Objectives

In the module the students will acquire knowledge of:

- artificial intelligence: scientific and philosophical perspectives
- robots and embodiment
- cyborgs: Ideas and design
- artificial intelligence, robots, embodiment and cyborgs as seen in an ICT ethical perspective

skills in:

- observing, analysing and interpreting the use of artificial intelligence,
- evaluating the role of embodiment, robots and cyborgs in persuasive design
- analysing the conceptual and ethical aspects of the use of embodiment, robots and cyborgs

competences in:

- taking an analytical, reflective and critical approach to the use of embodiment, robots and cyborgs
- engaging in an interdisciplinary collaboration on persuasive design involving embodiment, robots and cyborgs
- identifying own learning needs and structuring own learning in relation to the use of embodiment, robots and cyborgs.

## Examination 12:

An external oral test in: ICT, Ethics and Embodiment. The test takes its point of departure in a project report that may not exceed 15 pages per student in the group, and may not exceed 20 pages for individual projects.

Literature foundation: 1000 standard pages supervisor approved, self-selected literature related to the project.

Evaluation: Grading according to the 7-point scale.

The study elements on which the evaluation is based are equivalent to 10 ECTS.

In the evaluation of the examination performance, the grade 12 will only be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with only a few insignificant omissions.

### Section 27 Overview of obligatory examinations

No.	Title	Internal pass/fail	Internal 7-point scale	External pass/fail	External 7-point scale
1	Information Architecture, Rhetoric, and Persuasive Design		15 ECTS		
2	Categorisation, concepts, and cognition	5 ECTS			
3	Design of Information Architecture		10 ECTS		
4	Information Architecture in Practice		20 ECTS		
5	Research Methodology	5 ECTS			
6	Master's Thesis				30 ECTS

### Section 28 Overview of obligatory examinations Information Architecture (general )

No.	Title	Internal pass/fail	Internal 7-point scale	External pass/fail	External 7-point scale
7	Web technology and databases		10 ECTS		
8	Design Tools		5 ECTS		
9	Information Architecture in Organisations				10 ECTS

### Section 29 Overview of obligatory examinations Informations Architecture and Persuasive Design

No.	Title	Internal pass/fail	Internal 7-point scale	External pass/fail	External 7-point scale
10	Logic and Time		10 ECTS		
11	Ethical Argumentation		5 ECTS		
12	ICT, Ethics and Embodiment				10 ECTS

### Section 30 Overview of examinations in elective courses

Title	Internal pass/fail	Internal 7-point scale	External pass/fail	External 7-point scale
8 <sup>th</sup> semester elective course A	5 ECTS			
9 <sup>th</sup> semester elective course B	5 ECTS			

### Section 31 Re-examination

Provisions concerning re-examination outside ordinary examination periods are stipulated in the examination regulations in force at the time in question, which can be studied on the website of the Faculty of Humanities.

## **PART 4** **OTHER PROVISIONS**

### Section 32 Exemptions

In exceptional circumstances, the Study Board of Communication and Digital Media may make exceptions from the rules in these regulations which were stipulated autonomously by the university.

### Section 33 Further information

The Study Board displays and maintains more detailed information on the programme, including examination, on its website.

### Section 34 Commencement

These regulations were recommended by the Study Board of Communication and Digital Media and approved by the dean. The regulations will take effect from 1 September 2016 and apply to all students who commence Master's studies on or after this date.

#### Subsection 2

Previous regulations will apply to students who have commenced their studies before 1 September 2016.

The Study Board of Communication and Digital Media and/or the Faculty of Humanities will determine when the last examinations will be held in accordance with these regulations.