

5.00 credits

37.5 h

Q2

Teacher(s)	Becquet Nicolas ;Descampe Antonin ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Learning outcomes	
Evaluation methods	<p>Continuous evaluation on the basis of assignments that will also be presented during the session (final jury including media professionals).</p> <p><b>ATTENTION: IMPORTANT INFORMATION REGARDING THE SEPTEMBER SESSION</b></p> <p>In accordance with art.62 and especially art.78 of the RGEE (general regulations for studies and exams), given the particular nature of this pedagogical activity and its objectives, there is <b>NO POSSIBILITY</b> to represent the activity in September. The mark obtained in June is therefore also attached to the September session.</p>
Teaching methods	<p>The course takes the form of a project (which the students do in groups) and the objective of which is the realization of a prototype of an innovative press product, as finalized as possible, and of professional quality.</p> <p>The course includes presentations on specific themes (see above) given by the lecturers or external speakers, support for the design thinking process leading to a prototype, logistical and technical support from <a href="#">MiiL</a> if necessary, and regular follow-up from the media partner.</p>
Content	<p>The course addresses all the subjects involved in the prototyping of an information format, for example: design thinking process, target audience analysis, editorial aspects (angle and tone), project management, new technologies (such as immersive technologies, interactivity), the business model and the profitability of a given format, image rights, automation in the media. These topics can be adapted according to the subjects chosen by the students.</p>
Inline resources	<p>Presentation materials, useful links, work instructions and other external resources will be made available to students on the <a href="#">Moodle platform of the course</a>.</p>
Other infos	<p>This course is conducted in close collaboration with <a href="#">MiiL</a>, UCLouvain's media innovation platform. This structure provides logistical and technical support throughout the prototyping process (and possibly beyond for projects that prove to be promising from an entrepreneurial or intrapreneurial perspective).</p>
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Journalism	EJL2M	5	<p>LCOMU2401 AND LCOMU2402 AND                      LCOMU2403 AND LCOMU2122                      AND LCOMU2124 AND                      LCOMU2406 AND LCOMU2420                      AND LCOMU2421 AND LCOMU2430</p>	