

The version you're consulting is not final. This course description may change. The final version will be published on 1st June.

5.00 credits	37.5 h	Q2
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Teacher(s)	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><u>Use of AI tools</u></p> <p>The use of artificial intelligence during the assessments of this course is governed by the rules mentioned in the faculty note on this subject and available on the faculty intranet site in the information for students.</p> <p>ATTENTION: IMPORTANT INFORMATION REGARDING THE SEPTEMBER SESSION</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 NO POSSIBILITY 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 MiiL 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 Moodle platform of the course.</p>
Other infos	<p>This course is conducted in close collaboration with MiiL, 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	LCOMU2402 AND LCOMU2124	