

5.00 credits

45.0 h

Q2

Teacher(s)	Becquet Nicolas (compensates Grevisse Benoît) ;Descampe Antonin ;Grevisse Benoît ;Nahon Sébastien ;Thiel André ;
Language :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	Continuous evaluation on the basis of assignments that will also be presented during the session (final jury). In the event of a second session, the modalities are identical: submission of intermediate work during summer and final jury during the session.
Teaching methods	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. 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.
Content	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.
Inline resources	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> .
Other infos	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).
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Journalism	<a href="#">EJL2M</a>	5		