Correction sheet for: Curriculum Part II: Institutional Part August 2025 – Multimedia Design

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Commencement

This amendment sheet for the institutional part of the curriculum is valid from 01.08.2025 and is valid for all students who start their studies after 01.08.2025.

Changes to the institutional part of the curriculum

The changes concern the exam Multimedia Production 2, 2nd semester, 30 ECTS, cf. section 3.4 of Curriculum Part II: Institutional Part, August 2025.

Original formulation:

3.4. Multimedia production 2, 2nd semester – 30 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for the national subject element Multimedia production 2. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam is an individual, oral examination based on an individually prepared project, which consists of a product and written material. The exam is oral and individual and consists of a presentation of the project and an examination based on the product and report.

The exam process:
1. The group presentation of the project: 5 minutes per group member.
   a. This means that a group of three has 15 minutes for the presentation, whereas a group of four has 20 minutes etc.
2. Individual examination: 15 minutes.
   a. The students are examined on the basis of the project.
3. Deliberation and communication of marks: 10 minutes.

A group project, consisting of 3 to 4 students, must be prepared. The project consists of a digital project and a project report.
The group must develop a concept and an interactive digital prototype for a company or some other external partner. The group must discuss how their concept creates value for the customer. The concept and prototype must be documented in a report.

The report and product must be handed in digitally through the administration system WISEflow, which is available through https://students.baaa.dk/examinations/.

A link (URL) to an operational prototype on the internet must be included on the front page of the report.

The report cannot exceed 10 standard pages of text + 4 pages per group member (this means that a group of three can hand in 22 pages maximum). A standard page consists of 2,400 keystrokes. Illustrations, figures, etc. and appendices are not included.

The sections of the report must be divided equally between the group members. The joint part consists of the introduction, thesis statement, conclusion and the broader perspective. Each group member's contribution must be clearly indicated.

All group members are responsible for, and will be examined in the entire project.

The front page must include the following information:

- Multimedia production 2, spring 20xx or autumn 20xx.
- Multimedia Design, Business Academy Aarhus.
- Project title
- URL for the digital prototype
- The names of all group members and the supervisor.

1st and 2nd semester literature can be used. As well as other relevant literature.

A bibliography must be included, and every quote, model and/or chart must be referenced.

Prerequisites to take the exam

Prerequisite 1: To take the exam, the student must have at least 80% attendance in the subjects UX/UI design and UX and construction. The student can follow his/her attendance percentage in Attender.

Prerequisite 2: It is a prerequisite for participation in the oral part of the exam that the individual project is submitted on time (see Canvas) and in accordance with the formal requirements described above.

The student can only take the exam if both prerequisites are met. If the missing prerequisites are due to lack of attendance, cf. prerequisite 1, see below.

If the student has not attained at least 80% attendance in one or more subjects:

The time for calculating attendance is included as an appendix to the activity plan (see Canvas). If the student has not attained at least 80% attendance in the interdisciplinary subject UX/UI design and UX and construction (realisation and attendance can be followed in Attender), this will result in a recommendation for a compensation assignment before the regular exam. If the compensation assignment is not completed, it will be considered as missing an exam, and the student will have used one exam attempt.

A new compensation assignment will be prepared before the first re-examination. If this compensation assignment is also not completed, it is considered equivalent to missing the first re-examination.

A third and final compensation assignment will be prepared. If this compensation assignment is also not completed, the student has used up their third and final exam attempt.

The possible solutions are as follows:

Lack of attendance in UX/UI Design

The student must participate in a multiple-choice test in the UX/UI Design subject, in which the student must demonstrate knowledge of the subject's content. The student will be evaluated according to whether they have seriously and credibly managed to answer the multiple-choice exam. The answers are assessed as met/not met. If the answers are assessed as not being credible, the assignment can be rejected.

Lack of attendance in UX and construction

The student must participate in a multiple-choice test in the UX and construction subject, where the student must demonstrate knowledge of the course content. The student will be evaluated according to whether they have seriously and credibly managed to answer the multiple-choice exam. The answers are assessed as met/not met. If the answers are assessed as not being credible, the assignment can be rejected.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner. An individual mark is given based on an overall assessment of the report and the oral performance.

Completion of the exam

If the student does not pass the exam, the student will have to do the re-exam based on the submitted assignment.

Changed to:

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for the national subject element Multimedia production 2. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam is an individual oral exam based on a project, which consists of a digital media production and a synopsis. The project must be prepared in groups of 3-4 students.

The synopsis

The synopsis must outline the methodological and theoretical foundation used for the project and process. The synopsis must not exceed 4 standard pages (1 standard page equals 2,400 keystrokes).

Formal requirements for the synopsis:
- Introduction
- Main topic, problem statement, and any delimitations
- Methodology
  - Empiricism - how to collect data
  - Theoretical approach
- Bibliography.

Content requirements for the synopsis:
- The synopsis must relate critically and reflectively to the product, methodology and theory
- The synopsis must be problematised and put into perspective, so that the synopsis encourages you to discuss why it is relevant and sensible to ask the questions the synopsis asks within the given scope.

The oral part of the exam:
1. The group presentation of the project: approx. 30 minutes

   The group leaves the room, and the students are examined individually:
2. Individual examination: approx. 20 minutes per person
   a. The student is examined on the basis of the project and presentation and learning objectives for the exam.

3. Deliberation and communication of marks: 10 minutes.

Prerequisites to take the exam

Prerequisite 1: To take the exam, the student must have at least 80% attendance in the subjects UX/UI design and UX and construction. The student can follow his/her attendance percentage in Attender.

Prerequisite 2: It is a prerequisite for participation in the oral part of the exam that the project prepared in groups is submitted on time (see Canvas) and in accordance with the formal requirements described above.

The student can only take the exam if both prerequisites are met. If the missing prerequisites are due to lack of attendance, cf. prerequisite 1, see below.

If the student has not attained at least 80% attendance

The time for calculating attendance is included as an appendix to the activity plan (see Canvas). If the student has not attained at least 80% attendance in total across the courses UX/UI Design and UX and Construction (realisation and attendance can be followed in Attender), this will result in a recommendation for a compensation assignment before the regular exam. If the compensation assignment is not completed, it will be considered as missing an exam, and the student will have used one exam attempt.

A new compensation assignment will be prepared before the first re-examination. If this compensation assignment is also not completed, it is considered equivalent to missing the first re-examination.

A third and final compensation assignment will be prepared. If this compensation assignment is also not completed, the student has used up their third and final exam attempt.

The possible solutions are as follows:

Lack of attendance in the *courses UX/UI Design and UX and Construction*

The student must participate in a multiple-choice test covering the subjects UX/UI Design and UX and Construction, in which the student must demonstrate knowledge of the content of the subjects. The student will be evaluated according to whether they have seriously and credibly managed to answer the multiple-choice exam. The answers are assessed as met/not met. If the answers are assessed as not being credible, the assignment can be rejected.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an external co-examiner. An overall assessment of the digital solution, the synopsis, and the student's oral performance (including both the presentation and examination) will be made.

Completion of the exam

If the student does not pass the exam, the student will have to do the re-exam based on the submitted project or prepare a new project, which is determined by an academic assessment.