

## **Correction sheet for the institutional part of the curriculum 2021, BA top-up in Digital Concept Development**

**Corrected on 18 February 2022 by Head of Department Anne Kirketerp**

### **Commencement**

This correction sheet for the institutional part of the curriculum applies to students who will do the portfolio examination (25 ECTS) in the 2nd semester as well as the elective exam (5 ECTS) in the 2nd semester in June 2022.

Any re-examinations must also be carried out according to this correction sheet.

### **Changes to the Institutional Part of the curriculum**

Changes concern the exam in both the portfolio exam and the elective, where the two exams are combined into one portfolio exam.

The assignments prepared in the elective are thus included in the portfolio and included in the synopsis. Thus, there is one total exam in the 2nd semester rather than two separate exams.

### **Original formulation:**

#### **3.4 Portfolio exam on the 2nd semester – 25 ECTS**

##### *Learning objectives for the exam*

The learning objectives for the exam are the same as the learning objectives for national subject element in the 2nd semester: Digital marketing (10 ECTS), as well as the institutional subject element User Experience Design (15 ECTS).

##### *Exam form and organisation*

The exam is an individual oral examination based on an individual portfolio assignment and an individual synopsis. The exam consists of 3 parts:

- Portfolio assignment
- Synopsis
- Oral exam

#### **Portfolio assignment**

The portfolio assignment is an individual written presentation of the compulsory assignments from the 2nd semester. The portfolio assignment must describe the hand-ins and account for the process and methods used in connection with their preparation – in other words the presentation of the case, the problem statement, solution and academic challenges associated with the task's solution. It must also contain specific visual elements. Only 2 standard pages per assignment are allowed

The portfolio assignment must be handed in with the synopsis.

#### **Synopsis**

The synopsis contains the student's academic reflection on the methods used in the portfolio assignment.

The individual synopsis must include:

- a specification of the academic challenges and problem statements the student wants to focus on in relation to the hand-ins and in relation to the learning objectives for the exam

- a discussion and reflection on the chosen theory, method and literature
- a brief reflection on the student's academic development on the 2nd semester, and how this relates to their wish for further academic competency development which is based on the learning objectives for the exam

Only 3 standard pages are allowed. The synopsis must be handed in with the portfolio assignment.

### **Individual oral exam**

The individual oral exam is based on the synopsis and the portfolio assignment.

The oral exam lasts 30 minutes and consists of the following:

- The student's presentation of the portfolio assignment and the synopsis: 5 min.
- The exam discussion based on the portfolio assignment and the synopsis: 20 min.
- Deliberation and communication of marks: 5 min.

### *Prerequisites to take the exam*

The following requirements must be met to take the oral part of the exam:

- The portfolio assignment must meet the formal requirements, have a credible content and be handed in on time (see Study Update).
- The synopsis must meet the formal requirements, have a credible content and be handed in on time (see Study Update).

Non-compliance with one or more of the prerequisites will prevent the student from taking the exam, and the student will have used one exam attempt.

### *Assessment*

One individual mark is given based on an overall assessment of the three elements that are part of the exam - portfolio assignment, the synopsis and the oral presentation. The exam is assessed according to the 7-point scale and has an internal co-examiner.

### **Changed to:**

#### **3.4 Portfolio exam on the 2nd semester – 30 ECTS**

##### *Learning objectives for the exam*

The learning objectives for the exam are the same as the learning objectives for national subject element in the 2nd semester: Digital marketing (10 ECTS), as well as the institutional subject elements User Experience Design (15 ECTS) and the chosen elective.

##### *Exam form and organisation*

The exam is an individual oral examination based on an individual portfolio assignment and an individual synopsis. The exam consists of 3 parts:

- Portfolio assignment
- Synopsis
- Oral exam

### **Portfolio assignment**

The portfolio assignment is an individual written presentation of the compulsory assignments from the 2nd semester. The portfolio assignment must describe the hand-ins and account for the process and methods used in connection with their preparation – in other words the presentation of the case, the problem statement, solution and academic challenges associated with the task's solution. It must also contain specific visual elements. Only 2 standard pages per assignment are allowed. The compulsory assignment from the elective is included in the portfolio assignment. The portfolio assignment must be handed in with the synopsis.

### **Synopsis**

The synopsis contains the student's academic reflection on the methods used in the portfolio assignment.

The individual synopsis must include:

- a specification of the academic challenges and problem statements the student wants to focus on in relation to the hand-ins and in relation to the learning objectives for the exam
- a discussion and reflection on the chosen theory, method and literature
- a brief reflection on the student's academic development on the 2nd semester, and how the student relates this to their wish for further academic competency development which is based on the learning objectives for the exam

Only 3 standard pages are allowed. The synopsis must be handed in with the portfolio assignment.

### **Individual oral exam**

The individual oral exam is based on the synopsis and the portfolio assignment. The oral exam lasts 30 minutes and consists of the following:

- The student's presentation of the portfolio assignment and the synopsis: 5 min.
- The exam discussion based on the portfolio assignment and the synopsis: 20 min.
- Deliberation and communication of marks: 5 min.

### *Prerequisites to take the exam*

The following requirements must be met to take the oral part of the exam:

- The portfolio assignment must meet the formal requirements, have a credible content and be handed in on time (see Study Update).
- The synopsis must meet the formal requirements, have a credible content and be handed in on time (see Study Update).

Non-compliance with one or more of the prerequisites will prevent the student from taking the exam, and the student will have used one exam attempt.

### *Assessment*

One individual mark is given based on an overall assessment of the three elements that are part of the exam - portfolio assignment, the synopsis and the oral presentation. The exam is assessed according to the 7-point scale and has an internal co-examiner.