



Curriculum August 2017

Multimedia Design and Communication

Multimediedesigneruddannelsen

National part, revised 1 August 2017
Institutional part, revised August 2017

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National part

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Structure of the programme

1.1 The programmes framework

The curriculum for the Multimedia Design and Communication programme has been prepared on the basis of the guidelines in the Ministerial Order No. 1061 of 14 November 2012 for the Academy Profession (AP) degree programme for Multimedia Design and Communication (Multimedia Design).

The prescribed duration of this full-time programme is two student full-time equivalents. A student full-time equivalent equals a full-time student's work for 1 year. A student full-time equivalent equals 60 credits in the European Credit Transfer System (ECTS). The programme is therefore prescribed for a total of 120 ECTS credits.

1.2 Overview

			<i>1st aca-</i>	<i>2nd aca-</i>
<i>Core elements</i>	15 ECTS	Business	10 ECTS	5 ECTS
	15 ECTS	Communication and presentation	10 ECTS	5 ECTS
	25 ECTS	Design and visualisation	20 ECTS	5 ECTS
	25 ECTS	Interaction development	20 ECTS	5 ECTS
<i>Elective programme elements¹</i>	10 ECTS			10 ECTS
<i>Internship</i>	15 ECTS			15 ECTS
<i>Main exam project</i>	15 ECTS			15 ECTS

1.3 The programme is regulated by the following acts and orders

- Ministerial Order No. 1147 of 23 October 2014 for Academy Profession degree programmes and Bachelor degree programmes.
- Ministerial Order No. 1047 of 30 June 2012 for Academy Profession degree programmes and Bachelor degree programmes.
- Ministerial Order No. 1061 of 14 November 2012 for Academy Profession degree programme (AP) for Multimedia Design and Communication (Multimedia Design).
- Ministerial Order No. 107 of 27 January 2017 on access to Academy Profession degree programmes and Bachelor degree programmes.

1. See the curriculum's institutional section, paragraph 12 for a description of elective elements.

- Ministerial Order number 1500 from 2 December 2016 for examinations in higher educational business programmes
- Ministerial Order No. 114 of 3 March 2015 on the marking scale and other types of evaluation for programmes connected to the Ministry of Higher Education and Science.

The applicable laws and regulations/orders are accessible on www.retsinfo.dk (in Danish only).

1.4 Title of programme and graduates

The title of the programme is the Academy Profession programme for Multimedia Design and Communication. The graduates are entitled to call themselves Multimedia Designer. In English, the title Academy Profession degree in Multimedia Design and Communication must be used.

The programme's objective

The programme aims at qualifying the student to independently design, plan, implement and manage multimedia tasks and to contribute to implementing, managing and maintaining multimedia productions.

Learning outcomes for the Multimedia Design and Communication AP

Learning outcomes include the knowledge, the skills and the competencies that a Multimedia Design and Communication graduate must achieve from the programme.

Knowledge

The student will gain knowledge about:

- practice and applied theory and methodology within analysis, concept development, design, planning, realisation and management of multimedia tasks and the implementation, administration and maintenance of multimedia production, as well as
- the understanding of interdisciplinary issues within the multimedia field in relation to both individual and team-based project work.

Skills

The student will get the skills to:

- apply methods and tools within analysis, concept development, design and planning as well as the realisation and management of multimedia tasks,
- evaluate practice-orientated issues within the field of multimedia, list and choose solutions, and
- communicate practice-orientated issues and solutions within the multimedia field to business partners and users.

Competencies

The student will learn to:

- independently manage analysis, concept development, design and planning as well as the realisation and management of multimedia tasks, and participate in the implementation, administration and maintenance of multimedia productions,
- manage development-orientated situations and, through innovative processes, adapt the multimedia solutions according to commercial conditions,
- acquire new knowledge, skills and competencies within the field of multimedia,
- participate in managerial and work-related functions in collaboration with others regardless of their educational, language, and cultural background, and
- participate professionally in and manage collaboration and communication within a network.

Core elements of the programme

The programme comprises the following core elements:

- Business (15 ECTS)
- Communication and presentation (15 ECTS)
- Design and visualisation (25 ECTS)
- Interaction development (25 ECTS)

80 ECTS in total.

1.5 Core element: Business

ECTS scale

15 ECTS.

Content

This core element will help to qualify the student to understand the company's business foundation, understand digital business models, be able to use digital user data and have an innovative approach to multimedia production. The student must understand the multimedia designer's role in the value chain in a multimedia production, as well as be able to plan, manage and implement a multimedia production.

Learning objectives

Knowledge

The student will gain knowledge and understanding about:

- development methods for multimedia production
- copyright and licensing methods in multimedia production
- the company's strategy as a starting point for multimedia production and the multimedia designer's position in the value chain
- the company's environment, including the company's stakeholders and the company's resource base

- how to use tools and data for the optimisation of multimedia production
- central methods and tools for project management and estimating multimedia productions
- how to use digital business models
- budgeting multimedia productions

Skills

The student will get the skills to:

- use important tools and digital data for the optimisation of multimedia production
- plan and evaluate the project management and quality assurance in team-based multimedia productions
- assess and analyse data and draw up solutions as the basis for innovative development of multimedia productions
- evaluate, use and disseminate innovative methods in multimedia production

Competencies

The student will learn to:

- participate in teams as well as handle and align the planning, management and quality assurance in the production of complex digital user interfaces
- keep up to date and independently acquire new knowledge within the business aspects that support the development of advanced digital multimedia production

1.6 Core element: Communication and presentation

ECTS scale

15 ECTS.

Content

This core area will help the students to understand digital media and create innovative digital user experiences. The student can produce digital content, and user-centered communication.

Learning objectives

Knowledge

The student will gain knowledge and understanding about:

- central theory and methods for user understanding and content production, including information architecture for digital media
- central theory and methods within digital user experiences in relation to multimedia production, including test methods
- international digital trends and different user groups' use of digital media and technologies
- central theory and methods for the planning of user interaction and communication in various digital media productions

Skills

The student will get the skills to:

- collect and use empirical data about users and usage situations in practice
- apply and combine central methods to planning and production of user-centred content in team-based multimedia productions
- use important theory, methods and tools to support digital user experiences, including test methods
- translate knowledge about current digital user trends for planning and development of user experiences in advanced digital media productions
- evaluate, adjust, present solutions for innovative communication in advanced digital media productions
- communicate support for digital user experiences to stakeholders

Competencies

The student will learn to:

- participate in teams and contribute to the production of digital, user-centred content and create user experiences in complex digital user interfaces
- independently stay up to date and acquire new knowledge about users' use of technologies and media in an international digital media landscape

1.7 Core element: Design and visualisation

ECTS scale

25 ECTS.

Content

This core area will ensure that the students can design and develop advanced digital user interfaces based on the principles of user-centred design and with the inclusion of international trends within digital design.

Learning objectives

Knowledge

The student will gain knowledge and understanding about:

- basic principles of composition and layout of digital design in multimedia production
- design processes and the documentation of digital design in multimedia production
- media terms for multimedia production
- current digital exchange formats for multimedia production
- relevant theories, tools and methods for design and development of user-centered design and user experience
- methods for presentation of data
- current international trends in digital design.

Skills

The student will get the skills to:

- use central design processes for multimedia production, including documentation of the design process
- apply core methods, design processes, propose solutions for the production and dissemination of digital interfaces
- evaluate and work with the graphical material to ensure a consistent look for a multimedia production
- evaluate and apply user-centred methods in a digital design process
- evaluate and select multimedia forms of expression and components for development and production of advanced digital user experiences
- evaluate and apply the main international development trends to the design, development, adjustment and maintenance of advanced digital user interfaces.

Competencies

The student will learn to:

- manage different types of material for the production of digital user interfaces
- manage process documentation and communication to stakeholders
- participate in teams and manage the design and development of digital user interfaces
- independently keep up to date and acquire new knowledge in the field of international design trends, innovative technologies and advanced digital user interfaces

1.8 Core elements: Interaction development

ECTS scale

25 ECTS.

Content

This core area will ensure that the student can model, structure and develop complex digital user interfaces as well as manage large data sets for use in the presentation of digital user interfaces.

Learning objectives

Knowledge

The student will gain knowledge and understanding about:

- the structure and use of the Internet, with particular emphasis on understanding client-server relationships and their importance for the development of digital interfaces
- appropriate technologies for the development of digital interfaces
- key methods for modelling, structuring and development of digital interfaces
- key technologies for data persisting
- central and current programming paradigms for development of digital user interfaces

- data formats and the exchange of limited data sets, synchronously and asynchronously with the server
- central and current libraries and frameworks for the development of advanced digital user interfaces
- data structures, data formats and the exchange of a complex data sets with servers

Skills

The student will get the skills to:

- use key technologies and development environments, as well as methods of version control for the development of digital user interfaces in a multimedia production
- use core programming principles, including control structures, functions and variables for the development of digital user interfaces
- apply key technologies for managing and displaying content in the production of digital user interfaces
- apply key technologies for the exchange and presentation of complex data sets in digital user interfaces
- evaluate, set-up, choose and use current libraries and frameworks for innovative developments of advanced digital user interfaces in a multimedia production
- communicate the development process to stakeholders

Competencies

The student will learn to:

- manage key technologies and methods of version control for multimedia productions
- participate in teams for the development of digital user interfaces
- manage process documentation and dissemination to stakeholders, including the planning and documentation of multimedia productions, as well as data exchange in digital user interfaces
- independently keep up to date and acquire new knowledge within the latest international technology trends and conduct innovative development for multimedia productions with special emphasis on user interfaces

Compulsory programme elements within the programme's core elements

The compulsory educational elements of the programme are:

1. Multimedia production 1 (30 ECTS)
2. Multimedia production 2 (30 ECTS)
3. Multimedia production 3 (20 ECTS)

80 ECTS in total.

The three compulsory programme elements are all completed with an exam.

1.9 Compulsory programme element Multimedia production1: business, communication and presentation, design and visualisation and interaction development.

ECTS scale

30 ECTS, of which:

- 5 ECTS from the core element: Business
- 5 ECTS from the core element: Communication and presentation
- 10 ECTS from the core element: Design and visualisation
- 10 ECTS from the core element: Interaction development

Content

This first compulsory programme element will ensure that the student is able to understand the company's commercial base and the multimedia designer's role in the value chain in a multimedia production. The student will understand digital media and can set-up, produce and disseminate digital solutions for user interfaces.

Learning objectives

Knowledge (Business)

The student will gain knowledge and understanding about:

- development methods for multimedia production
- copyright and licensing methods in multimedia production
- the company's strategy as a starting point for multimedia production and the multimedia designer's position in the value chain.

Knowledge (Communication and presentation)

The student will gain knowledge and understanding about:

- digital media
- central theory and methods for user understanding and digital content production
- central test methods for multimedia production.

Knowledge (Design and visualisation)

The student will gain knowledge and understanding about:

- basic principles of composition and layout of digital design in multimedia production
- design processes and the documentation of digital design in multimedia production
- media terms for multimedia production
- current digital exchange formats for multimedia production.

Knowledge (Interaction development)

The student will gain knowledge and understanding about:

- the structure and use of the Internet, with particular emphasis on understanding client-server relationships and their importance for the development of digital interfaces
- appropriate technologies for the development of digital interfaces
- key methods for modelling, structuring and development of digital interfaces.

Skills (Business)

The student will get the skills to:

- use key theories, methods and tools for managing a simple multimedia production.

Skills (Communication and presentation)

The student will get the skills to:

- collect and use empirical data about users and usage situations in practice
- produce digital content at a basic level based on user understanding
- plan and conduct user testing of a multimedia production.

Skills (Design and visualisation)

The student will get the skills to:

- use central design processes for multimedia production, including documentation of the design process
- use key theories, tools and methods for design and development of simple digital user interfaces.

Skills (Interaction development)

The student will get the skills to:

- use key methods for modelling and structuring by developing simple digital user interfaces in a multimedia production
- use key technologies and development environments to develop simple digital user interfaces in a multimedia production
- use key technologies and methods of version control for a multimedia production.

Competencies (Business)

The student will learn to:

- manage relevant methods and tools for planning and managing a simple multimedia production.

Competencies (Communication and presentation)

The student will learn to:

- manage the development of communication for simple digital interfaces.

Competencies (Design and visualisation)

The student will learn to:

- manage different types of material for the production of simple digital user interfaces

Competencies (Interaction development)

The student will learn to:

- develop simple digital user interfaces
- manage key technologies and methods for development and version control of simple digital user interfaces

Assessment

The compulsory programme element ends with an exam (Multimedia production1).

The examination has an internal co-examiner and is assessed according to the 7-point scale.

The learning objective for the programme element is identical to the learning objective for the exam.

Please see the institutional part of the curriculum for a description of the exams' form and organisation.

1.10 Compulsory programme element Multimedia production 2: business, communication and presentation, design and visualisation and interaction development.

ECTS scale

30 ECTS, of which:

- 5 ECTS from the core element: Business
- 5 ECTS from the core element: Communication and presentation
- 10 ECTS from the core element: Design and visualisation
- 10 ECTS from the core element: Interaction development

Content

This second compulsory element aims to qualify the student to plan multimedia productions with several participants. The student must be able to design and create digital user experiences using user-centred methods and key programming principles.

Learning objectives

Knowledge (Business)

The student will gain knowledge and understanding about:

- the company's environment, including the company's stakeholders and the company's resource base
- how to use tools and data for the optimisation of multimedia production
- central methods and tools for project management and estimating multimedia productions

Knowledge (Communication and presentation)

The student will gain knowledge and understanding about:

- central methods and theory for digital content production in a multimedia production, including information architecture
- central theory and methods within digital user experiences in relation to multimedia production

Knowledge (Design and visualisation)

The student will gain knowledge and understanding about:

- relevant theories, tools and methods for design and development of user-centered design and user experience
- methods for presentation of data.

Knowledge (Interaction development)

The student will gain knowledge and understanding about:

- key technologies for data persisting
- central and current programming paradigms for development of digital user interfaces
- data formats and the exchange of limited data sets, synchronously and asynchronously with the server.

Skills (Business)

The student will get the skills to:

- use important tools and digital data for the optimisation of multimedia production
- plan and evaluate the project management and quality assurance in team-based multimedia productions

Skills (Communication and presentation)

The student will get the skills to:

- apply and combine central methods to planning and production of user-centred content in team-based multimedia productions
- use important theory, methods and tools to support digital user experiences, including test methods.

Skills (Design and visualisation)

The student will get the skills to:

- apply and combine multiple media forms of expression for design and production of user experience in digital user interfaces
- apply core methods, design processes, propose solutions for the production and dissemination of digital interfaces
- evaluate and work with the graphical material to ensure a consistent look for a multimedia production
- evaluate and apply user-centred methods in a digital design process.

Skills (Interaction development)

The student will get the skills to:

- use core programming principles, including control structures, functions and variables for the development of digital user interfaces
- apply key technologies for managing and displaying content in the production of digital user interfaces
- apply key technologies, methods and data formats for the exchange and presentation of data in digital user interfaces.

Competencies (Business)

The student will learn to:

- participate in teams as well as handle and align the planning, management and quality assurance in the production of complex digital user interfaces.

Competencies (Communication and presentation)

The student will learn to:

- participate in teams, produce digital, user-centred content and create user experiences in complex digital user interfaces.

Competencies (Design and visualisation)

The student will learn to:

- manage process documentation and communication to stakeholders.
- participate in teams and manage the design and development of complex digital user interfaces.

Competencies (Interaction development)

The student will learn to:

- participate in teams for the development of complex digital user interfaces
- manage process documentation and dissemination to stakeholders, including the planning and documentation of multimedia productions and data exchange in digital user interfaces

Assessment

The compulsory programme element ends with an exam (Multimedia production 2). The examination has an external co-examiner and is assessed according to the 7-point scale. The learning objective for the programme element is identical to the learning objective for the exam.

Please see the institutional part of the curriculum for a description of the exams' form and organisation.

1.11 Compulsory programme element Multimedia production 3: business, communication and presentation, design and visualisation and interaction development.

ECTS scale

20 ECTS, of which:

- 5 ECTS from the core element: Business
- 5 ECTS from the core element: Communication and presentation
- 5 ECTS from the core element: Design and visualisation
- 5 ECTS from the core element: Interaction development.

Content

This third compulsory element will contribute to the student being qualified to evaluate and use international development trends to create innovative user experiences in digital media and user interfaces. The student will be able to manage and present larger data sets in a digital user interface.

Learning objectives

Knowledge (Business)

The student will gain knowledge and understanding about:

- how to use digital business models
- budgeting multimedia productions.

Knowledge (Communication and presentation)

The student will gain knowledge and understanding about:

- international digital trends and different user groups' use of digital media and technologies
- central theory and methods for the planning of user interaction and communication in various digital media productions.

Knowledge (Design and visualisation)

The student will gain knowledge and understanding about:

- methods for presentation of data
- current international trends in digital design.

Knowledge (Interaction development)

The student will gain knowledge and understanding about:

- central and current libraries and frameworks for the development of advanced digital user interfaces
- data structures, data formats and the exchange of a complex data sets with servers.

Skills (Business)

The student will get the skills to:

- assess and analyse data and draw up solutions as the basis for innovative development of multimedia productions
- evaluate, use and disseminate innovative methods in multimedia production

Skills (Communication and presentation)

The student will get the skills to:

- translate knowledge about current digital user trends for planning and development of user experiences in advanced digital media productions
- evaluate, adjust, present solutions for innovative communication in advanced digital media productions.
- communicate support for digital user experiences to stakeholders

Skills (Design and visualisation)

The student will get the skills to:

- evaluate and apply the main international development trends to the design, development, adjustment and maintenance of advanced digital user interfaces.

Skills (Interaction development)

The student will get the skills to:

- apply key technologies for the exchange and presentation of complex data sets in digital user interfaces

- evaluate, set-up, choose and use current libraries and frameworks for innovative developments of advanced digital user interfaces in a multimedia production
- communicate the development process to stakeholders

Competencies (Business)

The student will learn to:

- keep up to date and independently acquire new knowledge within the business aspects that support the development of advanced digital multimedia production.

Competencies (Communication and presentation)

The student will learn to:

- independently stay up to date and acquire new knowledge about users' use of technologies and media in an international digital media landscape.

Competencies (Design and visualisation)

The student will learn to:

- independently keep up to date and acquire new knowledge in the field of international design trends, innovative technologies and advanced digital user interfaces.

Competencies (Interaction development)

The student will learn to:

- independently keep up to date and acquire new knowledge within the latest international technology trends as well as innovative development for advanced multimedia productions with special emphasis on user interfaces.

Assessment

The compulsory programme element ends with an exam (Multimedia production 3).

The examination has an internal co-examiner and is assessed according to the 7-point scale. The learning objective for the programme element is identical to the learning objective for the exam.

Please see the institutional part of the curriculum for a description of the exams' form and organisation.

Number of exams for compulsory programme elements

The three compulsory programme elements are both completed with an exam. For an overview of the programme's exams, see the section "Overview of the exams".

The connection between ECTS credits for the core areas and the compulsory programme elements is illustrated below:

Compulsory programme elements	Multimedia production 1	Multimedia production 2	Multimedia production 3	in total
Core elements				
<i>Business</i> 15 ECTS	5 ECTS from the core element: Business	5 ECTS from the core element: Business	5 ECTS from the core element: Business	15 ECTS
<i>Communication and presentation</i> 15 ECTS	5 ECTS from the core element: Communication and presentation	5 ECTS from the core element: Communication and presentation	5 ECTS from the core element: Communication and presentation	15 ECTS
<i>Design and visualisation</i> 25 ECTS	10 ECTS from core area Design and visualisation	10 ECTS from core area Design and visualisation	5 ECTS from core area Design and visualisation	25 ECTS
<i>Interaction development</i> 25 ECTS	10 ECTS from the core element: Interaction development	10 ECTS from the core element: Interaction development	5 ECTS from the core element: Interaction development	25 ECTS
	Learning objectives for Multimedia production 1: See section 4.1	Learning objectives for Multimedia production 2: See section 4.2	Learning objectives for Multimedia production 3: See section 4.3	
in total	30 ECTS	30 ECTS	20 ECTS	80 ECTS

Internship

ECTS scale
15 ECTS.

Learning objectives

Knowledge

The student will gain knowledge and understanding about:

- the demands and expectations companies have for a multimedia designer's knowledge, skills and attitudes to work
- the industries and the subjects use of theory, method and tools for use in practice.

Skills

The student will get the skills to:

- apply a comprehensive set of technical and analytical skills related to employment within the profession
- evaluate real-life issues and selected solutions
- disseminate practice-orientated issues and reasoned solutions.

Competencies

The student will learn to:

- deal with development-orientated practical and academic situations in relation to the industry
- acquire new knowledge, skills and competencies in relation to the industry
- manage the structuring and planning of daily work assignments in the industry
- be able to participate in academic and interdisciplinary cooperation with a professional manner.

Assessment

The internship is concluded with an exam (Internship exam). The examination has an internal co-examiner and is assessed according to the 7-point scale.

In accordance with the above mentioned learning objectives for the internship, the student, together with the company and supervisor from the Academy, must set the overall objectives for the student's learning outcomes from the internship. Please see the institutional part of the curriculum for a description of the exams' form and organisation.

The main exam project

ECTS scale

15 ECTS.

Requirements for the main exam project

The main exam project must document that the students, in a qualified manner, can combine theoretical, methodological and practical elements and can communicate these.

The problem statement must be central to the media profession and has to be drawn-up by the student in collaboration, as far as possible, with a public or private company. Alternatively, the main exam project, can be based on the start-up of one's own company. The Academy must approve the problem statement.

The project must result in a report and a product. The product must be a digital multimedia production. Please refer to the institutional part of the curriculum for any other requirements for the project report.

The main exam project is limited to a maximum of 30 standard pages for one student + a maximum of 10 standard pages for each extra group member. The front page, table of contents, bibliography and appendices are not included in the maximum number of pages. The

appendices will not be assessed. One standard page is 2,400 characters including spaces and footnotes.

For the academic requirements of the main exam project, please see the institutional part of the the curriculum.

Spelling and writing ability

Spelling and writing skills are included in the assessment of main exam project. The assessment reflects an overall assessment of the academic content as well as writing and spelling ability. However, the academic content has priority in this overall assessment.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and writing skills are included in the assessment. An application must be sent to the applicable head of department no later than four weeks before the exam is due to be held.

Learning objectives

The main exam project must demonstrate that the academic level of the programme has been achieved based on the main exam project according to appendix 1 in Ministerial Order no. 1061 from 14 November 2012 for the Multimedia Design AP degree programme.

Assessment

The examination has an external co-examiner and is assessed according to the 7-point scale. The examination consists of a project report and an oral defence. A single mark is given. The exam can only be taken after the internship examination and all other exams of the programme have been passed.

Please see the institutional part of the curriculum for a description of the exams' form and organisation.

Overview of exams

Overview of the programme's exams and their placement:

Time	Exam	120 ECTS distributed among the exams	Assessment criteria/co-examiner
At the end of the 1st semester	Multimedia production 1	30	7-point scale Internal
At the end of the 2nd semester	Multimedia production 2	30	7-point scale External
In the course of or at the end of the 3rd semester	Elective programme element	10	7-point scale Internal
At the end of the the compulsory programme elements on the 3rd semester	Multimedia production 3	20	7-point scale Internal
At the end of the internship	Internship exam	15	7-point scale Internal
At the end of the 4th semester	Main exam project	15	7-point scale External

Credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed educational elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit. The Academy approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts. The decision is taken according to an academic assessment.

1.12 Prior credit approval

Students may apply for prior credit approval. For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme ele-

ment on the completion of these studies. In connection with applying for prior credit approval, the students give permission that the Academy can obtain the necessary information after the student's completion.

Upon approval of the prior credit approval, the programme component is considered completed if it is passed according to the rules of the programme.

Exemption

The Academy can deviate from what they or the other institutions have stated in the curriculum if this is justified by exceptional circumstances. The various institutions must cooperate in order to have a homogenous dispensation policy.

Effective date and transition period

This national part of the curriculum comes into effect from 1 August 2017 and applies to all students who enrol in the programme from this date and later.

Institutional Part

Elective programme elements

The purpose of the elective modules is to offer students the opportunity of an individual study profile with academic immersion within the programme's subject area. The electives can be planned by the individual institution offering the programme. Students may also follow electives at other institutions provided that they pay for their own transportation, overnight accommodation, etc.

The elective elements are connected with classes in which the tuition will be adapted to reflect the elective subject on offer. Regardless of which elective(s) are chosen, the students must take the subjects: Interaction Design (5 ECTS), Design and visualisation (5 ECTS), Business (5 ECTS), as well as the Communication and presentation (5 ECTS), which will be angled according to the subject area of the electives (see national part section 4.3, Multimedia production 3).

The student selects their specialisation according to interest and job wishes. The teaching is conducted in English.

Electives at Business Academy Aarhus are found in this curriculum part 3: The electives' catalogue.

In order to continuously offer relevant electives, the electives' catalogue, part 3 in the curriculum, is updated each semester with the latest electives.

Assessment criteria

Elective elements are completed with a mandatory exam, which includes the associated learning objectives. The learning objectives are set out in the individual electives in the electives' catalogue. The exam is assessed according to the 7-point scale.

Rules for the completion of an internship

The internship is based on the business conditions and the competency requirements within media and communication. The internship is organised in a way that, combined with the remaining parts of the course programme, will contribute to the student developing practical competencies. The objectives of the internship are to enable the student to apply the methods, theories, and tools from the course programme to solve concrete, practical tasks within media and communication in Denmark or abroad. The internship is organised with a gradual progression towards independent work.

Learning objectives for the internship: see the national part, section 6.

Internship agreement

The Internship agreement document provided by Business Academy Aarhus must be used. The agreement must include the content and the learning objectives for the internship period.

The agreement needs to be signed by the company and the student and must be approved and signed by the internship supervisor. It's possible to have more than one company for your internship.

The supervisor must ensure that the agreement fulfils the learning objective requirements of the curriculum (see section 6). Together with the general learning objectives, the individual learning objectives of the internship form the basis for the internship exam.

It is possible to opt for an internship abroad or in one's own company. If a student chooses to take the internship in their own company, they must find a relevant external mentor/supervisor from the business world who can function as sparring partner.

The student is responsible for finding a relevant company for their internship. The student is expected to solve the tasks defined in cooperation with the internship company.

The Academy actively looks for contacts with companies that are interested in having an intern and conveys this information to the students via Study Update.

The student must keep a logbook during their internship concerning their tasks and the experience they gain during their internship. The logbook is an important tool for preparing the internship exam.

Internship supervision

The student is assigned an internship supervisor in the middle of the 3rd semester. The supervisor's role is to supervise the student so that the internship agreement meets the programme's requirements and can be used as the base for the internship exam. The internship coordinator is responsible for the assignment of supervisors.

The supervisor's role is primarily procedural. The role of the supervisor is to motivate and stimulate the student to work in a goal-orientated manner during their internship, and the supervisor should inspire the student to reflect on their internship experiences in relation to their future career plans.

Contact to the company. The internship supervisor has contact with the students and the internship company in the beginning, the middle and the end of the internship period and must ensure that the internship is going according to plan. The internship supervisor must, if at all possible, visit the internship company. The internship supervisor is also responsible for evaluating the course of the internship with the internship company.

Methods of teaching and working

Teaching on the Multimedia Design and Communication programme is conducted as a dynamic, interactive process where the main emphasis is on the active participation of the students. The students must take responsibility for their own learning and in cooperation with the lecturers contribute constructively to the learning process.

The teaching is conducted as a combination of classroom teaching and individual and group-based project work – often involving interdisciplinary issues and always with an application-orientated starting point.

To ensure the individual student optimal professional learning and personal development, the Multimedia Design and Communication programme uses varied teaching methods which emphasises dialogue, discussion and projects. The teaching plan is varied and includes classroom teaching, group work, interdisciplinary cases, theme-based work, guest lectures, company visits and project work.

Teaching can be planned so that foreign languages are included in the teaching material and teaching.

In the 3rd semester, new classes (lines) will be established where tuition will be adapted to reflect the elective subject on offer. The students choose a class (line) according to professional interest.

Requirement for foreign language skills

Classes will be established in Danish and English respectively, as the language of instruction. All teaching will be done in English on the international programmes. No additional knowledge of a foreign language is required, other than what is stated in the admission requirements.

Internationalisation

1.13 Education abroad

Business Academy Aarhus will support students in completing their programme abroad. This applies to both teaching and an internship.

Summer and winter school between the 2nd and 3rd semester

To provide the students with the possibility to obtain the programme's learning objectives in connection with a short stay abroad, we offer teaching in cooperation with an institution abroad for two weeks during January or July. The following procedure is applicable:

- Available summer or winter schools will be presented to the students during their 1st or 2nd semester.
- Deadlines for payment of fees and conditions for participation will be provided in the material the students are provided with.
- A passed summer or winter school can be used to get credit as one of the following semester's elective elements worth 5 ECTS.
- If the summer or winter school is not passed, the students will not get credit for an elective element.
- If the student chooses to do the 10 ECTS elective elements in the next semester and therefore can't get credit for the completed and passed summer or winter school, 5 of the 10 ECTS from the elective element will be noted on an appendix to the students diploma. The summer or winter school will then be shown on the diplomas as an elective element.

Study abroad in the 3rd semester

To ensure that the student obtains the learning objectives for the programme in connection with a stay at a foreign educational institution, the following procedure applies:

- The student presents the foreign institution and the content of the programme to the international coordinator at the Multimedia Design and Communication programme.
- The international coordinator presents their recommendation to the head of department, who then approves the programme modules that meet the learning objectives for the semester in question.
- The student sends documentation of programme modules that they have passed, and a credit transfer will be given for the semester in question on their diploma.
- If the student does not pass all the agreed programme modules, credit cannot be granted. In this case the student will have to repeat the semester. An exemption may be granted in special cases.

Study abroad in the 4th semester

Students who study abroad in the fourth semester, will have their internship exam as well as their main exam project assessed by Business Academy Aarhus in the same way as students who do not go abroad.

Supervision from the international coordinator and International Office

Business Academy Aarhus has a vast network of collaboration partners abroad. The international coordinator of the Multimedia Design and Communication programme can be contacted for further information. It is up to the individual students to find out which subjects are on offer at a foreign university, and they must also arrange all the practical matters in relation to a stay abroad.

1.14 Rules for examinations abroad

For the description of rules for conducting examinations abroad, please refer to <http://www.baaa.dk/students/counselling-and-administration/examinations/worth-knowing-about-the-exams/>

This also describes the costs involved if the examination is held abroad.

Exams on the programme

Overview of examinations and their timing: See the curriculum's national part, section 8: 'Overview of the exams'.

At the start of a programme element, semester, etc. the student is automatically registered for the appropriate exams. Registration for the exam means that one exam attempt has been used. This does not apply to students who are unable to attend the examination due to a documented illness or maternity/paternity leave.

It is always the responsibility of the student to ensure that they have internet access during the exam and that their computer is functional.

1.15 Completion of the exam

In general, the following applies for all programmes in relation to when an exam has been completed or an exam attempt has been used. If there are deviations, it will appear in the individual description of the exam.

Pass / fail exams

If a student is given less than the mark 02 at an exam, it is a fail and one exam attempt will have been used.

If the exam consists of a written and oral part, the student can, provided the entire examination project was prepared by one student and not passed, choose to work further with the existing project or prepare a new project.

In the event of one student, as part of a group project, not achieving the mark 02 or above, the student can rewrite their section of the joint project. The student can also choose to write a new project, where the rules for individually produced projects apply.

Project not handed in/written answers

If a student does not hand-in their exam project or a written report, one exam attempt will have been used.

The student can choose to work further on their existing project or prepare a new project.

Not participated in the exam/oral examination

If a student hands in their exam project, but doesn't participate in the oral exam, one exam attempt will have been used.

A new oral exam will be scheduled as soon as possible and the student will be examined in the previously handed in project.

1.16 Sickness and re-examinations

The specific time limits appear in each exam description.

Information about the time and place of sick/re-exams can be found on Study Update. This may be the same as the next regular exam. The student is responsible for finding out when the sick and re-exams take place.

Sick exams

A student who has been prevented from taking an examination due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (sick) exam as soon as possible. If it is an exam that is scheduled in the programme's last examination period, the student will be given the opportunity to retake the exam in the same examination period or as soon as possible after.

The illness must be documented by a medical certificate. The Academy must receive the medical certificate no later than three working days after the examination. Students who become acutely ill during an exam must prove that they have been ill on that day.

If the illness is not documented according to the above rules, the student will have used an examination attempt. The student bears the cost of the medical certificate. Requirements for the medical certificate can be found on the website under 'Worth knowing about exams'.

Re-examination

With a failed exam, or failure to appear for an exam, the student is automatically registered for the re-examination, provided that the student has an exam attempt left. The student is registered for the next scheduled exam, and the re-examination will be held no later than the middle of the next semester. The re-examination may be the same as the next regular exam.

The programme may grant an exemption from the automatic registration provided this is justified by exceptional circumstances, including documented disabilities.

1.17 Compulsory programme element Multimedia production 1:

At the end of the 1st semester, the student must prepare an individual project and a prototype based on the learning objectives in the compulsory programme element Multimedia production 1.

The project forms the basis of an individual, oral exam.

The exam is weighted 30 ECTS, and there is an internal co-examiner.

Prerequisites to take the exam

In order to take the oral part of the exam, it is required that the three compulsory projects in Multimedia production 1 on the 1st semester have been approved at least 14 days before the oral exam.

To do the oral part of the exam, the content of the report must be credible. The following formalities should be observed, and the assignment must be handed in on time and in accordance with the requirements (cf. exam plan on Student Update).

The exam form and organisation

The project must be prepared individually. The project includes a brief description and reflection on the three projects, which the students completed during the semester.

The reflection must include both the production process and the student's learning process. The students must prepare a logbook during the semester and use the logbook to prepare a summary of these reflections. In the project, students must refer to their logbook either as an appendix or as a link to an electronic version of the logbook.

Formal requirements

The report and product must be handed-in digitally through the administration system Wiseflow, which is available on Student Update.

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

The report must have at least 10 standard pages and no more than 15 standard pages of text. A standard page consists of 2,400 characters. Illustrations, figures etc., the table of contents and appendices are not included.

The front page must include the following information:

- Multimedia production 1, 1st semester, spring 20xx or autumn 20xx.
- Multimedia Design and Communication, Business Academy Aarhus.
- Project title
- URL for the digital prototype
- Supervisor's name.

Literature from the 1st semester can be used, as well as other relevant literature. A bibliography must be included, and every quote, model and/or chart must be referenced.

See also:

Structure and formal aspects in report writing: <http://www.baaa.dk/library/writing-projects/report-writing-source-management/>

Exam

The exam is oral and individual and consists of a presentation of the project and an examination based on the product and report.

Exams are conducted in the language the lectures took place in. Business Academy Aarhus may dispense from this practice in special cases.

The oral exam starts with an individual presentation of the project for 5-7 minutes.

The presentation is followed by 13-15 minutes of individual examination based on the project. During the individual examination, questions covering the entire syllabus in Multimedia production 1 can be asked.

Deliberation and communication of marks: 10 minutes.

Assessment criteria

The students are awarded one individual mark (7-point scale) based on an overall assessment of:

- The prototype
- The Project
- Reflections on the production process
- Reflections on the student's learning
- Application of relevant theory in relation to the thesis statement
- Written account of choices made in connection with Multimedia production 1
- Application of relevant academic knowledge
- Form and content of the presentation
- Oral examination: demonstration of academic ability in relation to exam project and learning objectives for the 1st semester.

Completion of the exam

See section 17.1 concerning completion of exams.

Sickness/re-examinations

Dates for sickness and re-exams are available on Student Update. It is the student's responsibility to stay informed concerning the dates for the exams.

1.18 Compulsory programme element Multimedia production 2

At the end of the 2nd semester, the student must prepare an interdisciplinary project based on the learning objectives in the compulsory programme element Multimedia production 2. The project forms the basis of a group, oral exam with an external co-examiner.

The exam weight is 30 ECTS.

Prerequisites to take the exam

In order to take the oral part of the exam, it is required that the five compulsory assignments in the compulsory programme element Multimedia production 2 in the 2nd semester have been approved at least 14 days before the oral exam.

To do the oral part of the exam, the content of the report must be credible.

The following formalities should be observed, and the assignment must be handed in on time and in accordance with the requirements (cf. exam plan on Student Update).

The exam form and organisation

A group project, consisting of 3 to 4 students, must be prepared. The project consists of a digital product 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.

During the project work, theories, methods and appropriate tools from the compulsory programme elements Multimedia Production 2 must be included.

Formal requirements

The report and product must be handed-in digitally through the administration system Wiseflow, which is available on Student Update.

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 + 8 pages per group member (this means that a group of three can hand in 34 pages maximum). A standard page consists of 2,400 characters. 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 and Communication, Business Academy Aarhus.
- Project title
- URL for the digital prototype
- The names of all group members and 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.

See also:

Structure and formal aspects in report writing: <http://www.baaa.dk/library/writing-projects/report-writing-source-management/>

Exam

The exam is oral and individual and consists of a presentation of the project and an examination based on the product and report.

Exams are conducted in the language the lectures took place in. Business Academy Aarhus may dispense from this practice in special cases.

The oral exam starts with the group presenting the project. Each group member has five minutes allocated for an individual presentation. This means that a group of three has 15 minutes for the presentation, whereas a group of four has 20 minutes etc.

The group performance is followed by 15 minutes of individual examination based on the project. During the individual examination, questions covering the entire syllabus in Multimedia production 2 can be asked.

Deliberation and communication of marks: 10 minutes.

Assessment criteria

The students are awarded one individual mark (7-point scale) based on an overall assessment of:

- The prototype
- The Project
- Reflections on the production process
- Reflections on the student's learning
- Application of relevant theory in relation to the thesis statement
- Application of relevant academic knowledge
- Form and content of the presentation
- Oral examination: demonstration of academic ability in relation to exam project and learning objectives for the 2nd semester.

Completion of the exam

See section 17.1 concerning completion of exams.

Sickness/re-examinations

Dates for sickness and re-exams are available on Student Update. It is the student's responsibility to stay informed concerning the dates for the exams.

1.19 Compulsory programme element Multimedia production 3

At the end of the 3rd semester, the student must prepare an interdisciplinary project based on the learning objectives in the compulsory programme element Multimedia production 3. The project forms the basis of an oral exam with an internal co-examiner.

The exam weight is 20 ECTS

Prerequisites to take the exam

In order to take the oral part of the exam, it is required that the three compulsory assignments in the compulsory programme element Multimedia production 3 in the 3rd semester have been approved at least 14 days before the oral exam.

To do the oral part of the exam, the content of the report must be credible.

The following formalities should be observed, and the assignment must be handed in on time and in accordance with the requirements (cf. exam plan on Student Update).

The exam form and organisation

A group project, consisting of 3 to 4 students, must be prepared. The project consists of a digital product 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 is innovative and creates value for the customer. The concept and prototype must be documented in a report.

During the project work, theories, methods and appropriate tools from the compulsory programme elements Multimedia Production 3 must be included.

Formal requirements

The report and product must be handed-in digitally through the administration system Wiseflow, which is available on Student Update.

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 + 8 pages per group member (this means that a group of three can hand in 34 pages maximum). A standard page consists of 2,400 characters. 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 3, spring 20xx or autumn 20xx.
- Multimedia Design and Communication, Business Academy Aarhus.
- Project title
- URL for the digital prototype
- The names of all group members and supervisor.

1st, 2nd and 3rd 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.

See also:

Structure and formal aspects in report writing: <http://www.baaa.dk/library/writing-projects/report-writing-source-management/>

Exam

The exam is oral and individual and consists of a presentation of the project and an examination based on the product and report.

Exams are conducted in the language the lectures took place in. Business Academy Aarhus may dispense from this practice in special cases.

The oral exam starts with the group presenting the project. Each group member has five minutes allocated for an individual presentation. This means that a group of three has 15 minutes for the presentation, whereas a group of four has 20 minutes etc.

The group performance is followed by 15 minutes of individual examination based on the project. During the individual examination, questions covering the entire syllabus in Multimedia production 3 can be asked.

Deliberation and communication of marks: 10 minutes.

Assessment criteria

The students are awarded one individual mark (7-point scale) based on an overall assessment of:

- The prototype
- The Project
- Reflections on the production process
- Reflections on the student's learning
- Application of relevant theory in relation to the thesis statement
- Application of relevant academic knowledge
- Form and content of the presentation
- Oral examination: demonstration of academic ability in relation to exam project and learning objectives for the 3rd semester.

Completion of the exam

See section 17.1 concerning completion of exams.

Sickness/re-examinations

Dates for sickness and re-exams are available on Student Update. It is the student's responsibility to stay informed concerning the dates for the exams.

1.20 Elective element - 3rd semester

Assessment criteria

The exam is assessed according to the 7-point scale and constitutes 10 ECTS. The learning objective for the programme element is identical to the learning objective for the exam. The learning objectives for each elective programme element can be found in the electives' catalogue, part 3.

The exam form and organisation

The exam form and organisation for each elective programme element can be found in the electives' catalogue, part 3. The exam has an internal co-examiner.

Prerequisites to take the exam

Any prerequisites to take the exam can be found in the electives' catalogue, this curriculum's part 3.

1.21 Internship exam

The internship exam is an internal exam which evaluates the student's individual learning objectives that, prior to the internship course, have been decided on by the student, in collaboration with the associated company and the Academy. The internship exam is at the end of the internship period. The exam's weight is 15 ECTS.

The exam form and organisation

In relation to the internship, the student is evaluated according to the preparation of their internship report. The exam is an individual, written exam with an internal co-examiner.

Formal requirements for the written internship report

The internship report must include:

- a brief description of the internship/company
- a description of the tasks that the student has worked with and a reflection of these in relation to the student's individual learning objectives
- examples of results/partial results from these tasks
- a reflection on the internship and outcome

The scope of the report must be 10-12 pages.

One standard page is 2,400 characters including spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. The appendices will not be assessed.

The students must also keep a log during their internship, which reflects their experiences in the internship, including any projects worked upon. The student decides which tools they want to use to collect this data (blog, video, notes). The log is the basis for the internship report and must be handed-in with the internship report.

Prerequisites to go the exam

The following requirements must be met to take the exam:

- The internship report and the log, which forms the basis of assessment and examination, must comply with the formal requirements above and must be submitted on time in accordance with the examination plan available on Study Update.

Non-compliance with the formal requirements for the internship report or lack of timely delivery of the internship report and log will mean that the student will not be assessed and will have used one exam attempt.

Assessment criteria

The exam is assessed according to the 7-point scale. The student will receive a mark and can receive oral feedback in connection with the subsequent supervision.

The assessment criteria are the general learning objectives for the internship and the student's individual learning objectives and reflections.

Spelling and writing skills are part of the internship report (weighted 10 per cent). The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

Completion of the exam

See section 17.1 concerning completion of exams

Sickness/re-examinations

Dates for sickness and re-exams are available on Student Update. It is the student's responsibility to stay informed concerning the dates for the exams.

Re-examinations

The students have, as with all other exams, the right to two re-exams.

The basis for a re-exam is based on an academic assessment:

- with lack of reflection in relation to the learning objectives – in this case, a new internship exam will be held within about 2 weeks, where the identified deficiencies in the internship report must be satisfactorily rectified.

non-participation in the internship – in this case, a new internship will be established.

1.22 The main exam project

The requirements for the main exam project appear in the national part of the curriculum, see section 7.

For examination form and organisation, the following applies:

The main exam project is an external exam which together with the internship exam and the other exams on the programme must document that the learning objectives for the programme have been achieved.

The exam is oral and its point of departure is the project work prepared individually, or in groups of up to three students.

The exam is held at the end of the 4th semester.

The exam's weight is 15 ECTS.

Prerequisites to take the exam

The exam can only be taken after the internship examination and all other exams of the programme have been passed.

To do the oral part of the exam, the content of the main main exam project must be credible.

The following formalities should be observed, and the assignment must be handed in on time and in accordance with the requirements cf. exam plan on Student Update.

Non-compliance with the formal requirements for the main exam project or lack of timely delivery of the main exam project will mean that the student cannot take the exam and will have used one exam attempt.

The exam form and organisation

The main exam project must document that the students, in a qualified manner, can combine theoretical, methodological and practical elements and can communicate these.

The problem statement must be central to the media profession and has to be drawn-up by the student in collaboration, as far as possible, with a public or private company. Alternatively, the main exam project, can be based on the start-up of one's own company. The Academy must approve the problem statement.

Formal requirements

The project must result in a report and a product. The product must be a digital multimedia production.

The report must have a maximum of 45 standard pages for one student + a maximum of 15 standard pages for each extra group member. The front page, table of contents, bibliography and appendices are not included in the maximum number of pages. The appendices will not be assessed. One standard page is 2,400 characters including spaces and footnotes.

For reports prepared in a group:

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 report and product must be handed-in digitally through the administration system Wiseflow, which is available on Student Update.

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

The front page must include the following information:

- Main exam project, spring Autumn 20xx.
- Multimedia Design and Communication, Business Academy Aarhus
- Project title
- URL for the digital prototype
- The names of all group members and supervisor.

Literature from the entire programme as well as other relevant literature can be used. A bibliography must be included, and every quote, model and/or chart must be referenced.

See also:

Structure and formal aspects in report writing: <http://www.baaa.dk/library/writing-projects/report-writing-source-management/>

Exam

- Presentation of the product and report:
Individual project: 15 minutes
Groups of 2: 25 minutes
Groups of 3: 35 minutes
- Individual examination based on the product and a report: 25 minutes.
- Deliberation and communication of marks per group member: 10 minutes

Assessment

One individual mark is awarded based on an overall assessment of the product, the report, the individual student's contribution to the project and their individual examination.

Completion of the exam

See section 17.1 concerning completion of exams.

Sickness/re-examinations

Dates for sickness and re-exams are available on Student Update. It is the student's responsibility to stay informed concerning the dates for the exams.

1.23 What effect do spelling and writing skills have on the assessment?

Spelling and writing skills are part of the main exam project/bachelor project's assessment (weight 10 percent). The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and writing skills are included in the assessment. The application must be sent to the programme, addressed to the head of the programme no later than four weeks before the exam is due to be held.

1.24 The use of aids and assistance

Restrictions for the use of aids and assistance for the multimedia design and communication programme are as follows:

- Online aids and assistance cannot be used in connection with the oral examination.

1.25 Special exam conditions

Students may, where this is justified by physical or mental disabilities, apply for special exam conditions. Applications must be submitted to the programme four weeks before the exam. Application requirements will be waived in cases of sudden health problems. The application must be accompanied by a medical certificate; statements from e.g. speech, hearing, dyslexic or blind institutions or other evidence of a medical condition or relevant specific disability.

Students with a non-English mother tongue may apply for permission to bring dictionaries for exams where aids are otherwise not permitted. Applications for permission to bring any additional assistance must be submitted to the programme four weeks before the exam is held.

1.26 The language used by for exams

The exams are in English. Under special circumstances, they can be in Swedish or Norwegian.

Cheating including the use of own and others' work (plagiarism)

Projects and other material for examinations must be prepared by the students themselves.

Upon the submission of written answers as well as physical and electronic submissions, the examinee confirms that the assignment/answers have been prepared without wrongful assistance.

1.27 Cheating and disruptive behaviour during exams

Cheating on tests and exams is covered by the Ministerial Order on Tests and Examinations in Professionally Orientated Programmes (the Examination Ministerial Order).

If a student cheats on an exam, the student will be expelled from the exam.

If the cheating occurs under aggravated circumstances, the student can be expelled from the programme for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

Cheating is for instance:

- Improperly receiving help during an exam
- Improperly giving help to others during an exam
- To pass someone else's work off as your own (plagiarism - see <http://en.stopplagiat.nu/>)
- To use previously assessed work without a reference
- To use assistance which is not allowed for the exam in question

Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

If a student exhibits disruptive behaviour during an exam, the institution can expel the student from the exam. In less severe cases, the institution will only give a warning.

Expulsion can also occur once the exam has been held.

1.28 Presumption of cheating, including plagiarism during and after the exam

If during or after an exam, there is a suspicion that an examinee:

- Improperly obtained or provided help
- Has passed somebody else's work off as their own (plagiarism)
- Has used previously assessed work or parts thereof without reference (plagiarism)

this must be reported to the programme's head of department.

1.29 The process of clarification of exam cheating, including plagiarism

Postponement of the exam

If the report of cheating is plagiarism in a written assignment, where this forms the basis of assessment with a subsequent oral examination, the head of the department must postpone the exam if it is not possible to determine whether plagiarism has taken place before the date of the exam.

Format and content of the report

The report must be done without undue delay. The report must include a written presentation of the case, which includes information that can identify those incriminated, as well as a brief explanation and documentary evidence of the allegation. If one or more of the reported people are repeat offenders, this should be disclosed.

When reporting plagiarism, the plagiarised parts must be marked with a clear reference to the sources that have been plagiarised. The plagiarised text must also be marked in the source text.

Involvement of the examinee – consultation of interested parties

The head of the department determines whether the consultation with the student happens orally, in writing or a combination thereof.

For an oral consultation, the examinee is summoned to an interview which aims to shed light on the case. The aim here is to present documentation of the suspected cheating and to hear the student's side. The student has the right to have a representative accompany them to this meeting.

For written consultation, the documentation for the suspected cheating is sent to the student and a written statement is requested.

Sanctions for cheating and disruptive behaviour during an exam

If, after having the case explained, the head of department can confirm the suspicion of cheating, and if the action has or could have an impact on the assessment, the examinee must be expelled from the exam by the head of department.

In less severe cases, a warning is given first.

If the cheating occurs under aggravated circumstances, the student can be expelled from the programme for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

The examinee may not participate in a sick/re-exam but must wait until the programme's next ordinary exam.

The student may not attend classes or take any examinations during their period of expulsion.

Complaints

The decision to expel and that an examination attempt has been used due to cheating is final, and cannot be appealed to a higher administrative authority.

Complaints about legal issues (for example incapacity, consultation of interested parties, appeal guidelines, whether the Ministerial Order of Examinations has been interpreted correctly, etc.) may be submitted to the Ministry of Higher Education and Science. The complaint must be submitted to the institution and must be addressed to the head of the programme, who must then submit a report that the complainant has the opportunity to comment on, usually within a period of one week. The Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for complaints to the Academy is two weeks from the day the decision was communicated to the complainant, cf. Ministerial Order for Examinations § 51.

Other rules for the programme

1.30 Credit for subjects covered by the curriculum's institutional part

Passed elective programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme as well as other programmes.

1.31 Prior credit approval

Students may apply for prior credit approval. For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies. In connection with applying for prior credit approval, the students give permission that the Academy can obtain the necessary information after the student's completion.

Upon approval of the prior credit approval, the programme component is considered completed if it is passed according to the rules of the programme.

1.32 Active attendance

To ensure the programme's learning objectives/goals can be achieved and that the corresponding teaching methods work, programme elements which require active attendance are listed below with the respective rules for this active attendance:

- hand-in/presentation of assignments/projects and
- compulsory attendance in terms of physical presence

A compulsory assignment is an assignment that must be handed-in and approved. The students have three attempts to get the assignment approved, and the deadline for handing in the assignment will be available in the formalities for the relevant compulsory assignments on Study Update.

ACTIVE ATTENDANCE ON THE MULTIMEDIA DESIGN AND COMMUNICATION PROGRAMME MEANS:	
Compulsory attendance at external lectures and company visits. If the student is prevented from meeting due to illness, the student must notify student administration.	
1st SEMESTER	<ul style="list-style-type: none"> • Hand-in of three compulsory projects in the compulsory programme element Multimedia production 1. Compulsory assignments will be announced on Study Update at the start of the semester • An individual project must be prepared with an associated exam.
2nd SEMESTER	<ul style="list-style-type: none"> • Hand-in of five compulsory assignments in the compulsory programme element Multimedia production 2. Compulsory assignments will be announced on Study Update at the start of the semester • An interdisciplinary group project must be prepared with an associated exam.
3rd SEMESTER	<ul style="list-style-type: none"> • Hand-in of three compulsory assignments in the compulsory programme element Multimedia production 3. Compulsory assignments will be announced on Study Update at the start of the semester • An interdisciplinary group project must be prepared with an associated exam (project exam).

A rejection of the student's fulfillment of the obligation to participate, for example, rejection of a written assignment, or non-compliance with the formal requirements for the project, will be listed as a non-fulfilment of study activity.

The programme will offer help and guidance as early as possible, if a student does not comply with the obligation to participate.

The obligation to participate and any compulsory attendance which is a prerequisite requirement to take an exam, appears under the description of each exam. If a prerequisite requirement for participation in an exam is not met, one exam attempt will be used.

1.33 Criteria for the assessment of study activity

Enrolment can be terminated for students who have not been active on a programme for a continuous period of at least one year.

Study activity is therefore defined as follows, students must have within the last 12 months:

- participated in the programme's regular (or sickness) exams
- passed at least one exam
- fulfilled their obligation to participate in any kind of activity, which is included as part of the programme, including group work, joint projects, remote learning, etc. as stipulated in the curriculum
- handed in, as stipulated in the curriculum, the tasks, reports, (learning) portfolios, etc., which are prerequisite requirements for participation in exams, with credible content, and have not handed in material that others have copyright to
- been present for activities with compulsory attendance, as stipulated in the curriculum

Failure to meet one or more criteria in the definition of study activity justifies termination of enrolment.

Periods during which the student has not been active due to leave, maternity/paternity leave, adoption, a documented illness or military service do not count. The student may be required to provide documentation for these circumstances.

The programme may grant exemptions from these provisions if there are exceptional circumstances. The exemption application must be sent to the head of department.

Prior to the student's enrolment being brought to an end, the student will be advised of this in writing. In connection with this, the student must be made aware of the rules above. The letter to the student must make it apparent that the student has 14 days to submit evidence that the lack of activity on the programme should not count and must indicate the deadline for the application of an exemption.

If the student has not responded within the time limit, their enrolment will be terminated.

If the student requests that their enrolment not be terminated, termination is delayed until the case has been decided by the head of the programme.

The student can complain about the decision to the pro-rector within two weeks of receipt of the decision. The complaint will delay any further action. If the pro-rector upholds the decision, the student may appeal to the Ministry of Higher Education and Science within two weeks of receipt of the decision with respect to any legal issues.

Rules about the exams, which the students according to the Ministerial Order for Examinations should have participated in before the end of the 2nd semester and passed before the end of the 3rd semester, and where the Ministerial Order for this programme has fixed time limits for completion of the programme, apply irrespective of any other rules.

Study activity and SU

If you start on a new higher education programme on 1 July 2016 or later and get SU while you are studying, you cannot postpone your programme for more than 6 months (equivalent to 30 ECTS) in proportion to the number of months you have had SU for your programme. If the student postpones their programme for more than 6 months, SU will be stopped.

For students that started before 1 July 2016, the previous rules apply, i.e. that you can postpone your programme with up to 12 months before your SU will be stopped.

As an educational institution, we continuously check the students' study activity. Read more about the SU rules on su.dk. (in Danish only)

Complaints regarding exams and the appeals of decisions²

1.34 Complaints about exams

It is recommended that the student get help from a student counsellor for the appeal procedure and for the preparation of a complaint.

The rules for exam complaints can be found in section 10 of the Ministerial Order on Examination Regulations.

In the Ministerial Order of Examinations, complaints are distinguished as either based on the

- the basis of the examination etc., the exam procedure and/or the assessment or
- complaints concerning legal matters.

The two kinds of complaints are handled differently.

Complaints about the basis of the examination etc., exam procedure and assessment

A complainant can submit a written and justified complaint within a period of two weeks after the assessment of the test is announced in the usual way:

- the basis of the exam, including exam questions, assignments, etc., as well as its relationship to the educational goals and requirements of the programme

2. See Ministerial Order for Examinations chp 10: <https://www.retsinformation.dk/Forms/R0710.aspx?id=184136> (in Danish only).

- the exam procedure
- the assessment

The complaint can relate to all exams, including written, oral and a combination thereof, as well as practical or clinical exams.

The complaint must be sent to the quality department via the complaint system on www.baaa.dk.

The complaint must be immediately submitted to the original examiners, i.e. the examiner and co-examiner for the examination. The opinion of the examiners will form the basis of the Academy's decision regarding academic issues. The Academy will usually decide on a deadline of two weeks for the submission of their opinion.

Immediately after the examiners' opinion is made available, the complainant has the opportunity to comment on the decision, usually with a week's deadline.

The Academy's decision is based on the examiners' academic opinion and any possible comments the complainant may have regarding the report.

The decision must be submitted in writing, and can be as follows:

- provision for a new assessment (reassessment)-only for written exams
- provision for a new exam (re-examination)
- that the student's complaint has been dismissed

Should it be determined that a reassessment or re-examination will be offered, the head of department must appoint new examiners. Reassessment can only be offered for written exams where there is material for assessment; this is because the new examiners cannot (re) assess an already held oral examination and the original examiners' notes are personal and may not be disclosed.

If the decision is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination could result in a lower mark. The student must, within a period of two weeks after the decision has been made, accept the offer. This decision is binding and may not be changed. If the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

The reassessment or re-examination must take place as soon as possible.

With a reassessment, the examiners must submit all relevant documents i.e. the exam, the answer/s, the complaint, the original examiners' opinion along with the complainant's remarks as well as the Academy's decision.

The examiners will then notify the Academy of the outcome of the re-assessment, including a written justification and evaluation, which may be a lower mark.

If it has been decided that a new assessment will be made or if there is an offer of a re-examination, the decision will be binding for all the examinees whose exams have the same shortcomings as the subject of the complaint.

The complaint must be sent to the quality department via the complaints system on baaa.dk within two weeks (14 calendar days) after the evaluation of the exam in question has been announced. If the deadline falls on a public holiday, the first working day thereafter is the deadline.

A dispensation from the deadline can be granted if there are exceptional circumstances

1.35 Appeal

The complainant can appeal the Academy's decision regarding any academic issues to an appeals' board. The appeal board's activities are covered by the Public Administration Act, which includes incapacity and confidentiality.

The appeal must be sent to the quality department via complaints@baaa.dk.

The deadline for an appeal is two weeks after the student has been informed of the decision. The same requirements as mentioned above under complaint (in writing, with reasons, etc.) also apply to the appeal.

The appeals board consists of two external examiners appointed by the chairman of external examiners, as well as a lecturer eligible to examine, and a student within the same field of study (programme), they are both appointed by the head of department.

The appeals board makes a decision based on the original material that formed the basis for the Academy's decision and the student's substantiated appeal.

The board deals with the appeal and the resultant decision can be as follows:

- provision for a new assessment by new examiners, though this is only a possibility with written exams
- provision for a new examination (re-examination) by new examiners
- that the student's appeal has been unsuccessful

If the decision is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination could result in a lower mark. The student must, within a period of two weeks after the decision has been made, accept the offer. This decision is binding and may not be changed.

If the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

The reassessment or re-examination must take place as soon as possible.

With a reassessment, the examiners must submit all relevant documents i.e. the exam, the answer/s, the complaint, the original examiners' opinion along with the complainant's remarks as well as the Academy's decision.

Appeals must be decided within two months – for summer exams, within three months – after the appeal has been filed.

The appeals' board's decision is final, which means that the case cannot be appealed to a higher administrative authority with regard to the academic part of the complaint.

1.36 Complaints concerning legal matters

Complaints concerning legal issues in the decisions made by the examiners for the reassessment or re-examination or the appeal board's decision must be submitted to Business Academy Aarhus within a period of two weeks from the day the decision is communicated to the complainant.

Complaints concerning legal issues in the decisions taken by the Academy in accordance with a Ministerial Order (for example, incapacity, whether the Ministerial Order of Examinations has been interpreted correctly, etc.) may be submitted to the Academy who must submit a report that the complainant has the opportunity to comment on within a period of normally one week. The Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for submission of the complaint to the Academy is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

Rules of exemption

The Academy can, in exceptional circumstances, grant dispensation to the regulations of the curriculum set by the institutions. The various institutions must cooperate in order to have a homogeneous dispensation policy.

Effective date

The institutional part of the curriculum is valid for students starting on in August 2017. This curriculum comes into effect on 16 August 2017 and applies to all students who enrol in the programme from the 16 August 2017 and later.

1.37 Transitional scheme

The institutional part of the curriculum from 1 August 2017, is valid for students admitted in February 2017 and earlier, and is no longer valid from 31 January 2019. However, exams

started before 31 January 2019 must be completed according to the curriculum from 1 August 2017 no later than 31 August 2019, after which students must follow this curriculum.

Approval

The national part of the curriculum has been approved by the providers of the Multimedia Design and Communication programme in Denmark. The institutional part of the curriculum has been enacted and approved by Business Academy Aarhus August 2017.