Curriculum August 2017

Multimedia Design and Communication

Multimediedesigneruddannelsen

National part, revised 1 August 2014
Institutional part revised January 2017

Contents

National part

☐

1. 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 fulltime equivalents. A student fulltime 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

			1st academic year	2nd academic year
Core elements	10 ECTS	Business	10 ECTS	
	20 ECTS	Communication and presentation	15 ECTS	5 ECTS
	25 ECTS	Design and visualisation	20 ECTS	5 ECTS
	25 ECTS	Interaction development	15 ECTS	10 ECTS
Elective programme elements	10 ECTS			10 ECTS
Internship	15 ECTS			15 ECTS
Main exam project	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. 85 of 26 January 2016 on access to Academy Profession degree programmes and Bachelor degree programmes.
- Ministerial Order No. 1046 of 30 June 2016 on tests and exams in professionally orientated higher education 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.

2. The purpose of the programme

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.

3. Core elements of the programme

The programme comprises the following core elements:
- Business (10 ECTS)
- Communication and presentation (20 ECTS)
- Design and visualisation (25 ECTS)
- Interaction development (25 ECTS)

80 ECTS in total.

3.1. Core element: Business

Content

The aim is to qualify the student to incorporate organisational aspects in multimedia development and application and to enable the student to plan, manage, and complete a development project.

ECTS weight

10 ECTS

Learning objectives

Knowledge

The student will gain knowledge and understanding about:
- subjects in multimedia-related business law, including copyright, the Data Protection Act, and contract law
- the company's management, communication and decision-making processes
- the organisational consequences which the implementation of multimedia productions can have in an organisation
- methods and tools for financial planning and control of multimedia productions subjects within innovation and entrepreneurship.

Skills

The student will get the skills to:

assess the vision, mission, and values as well as the strategy and business culture of organisations in relation to multimedia production.

Competencies

The student will learn to:
- manage relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

3.2. Core element: Communication and presentation

Content

The objective is to ensure that the student acquires knowledge, skills, and competencies for handling communication in relation to multimedia tasks and to ensure that the student is able to manage communication paths and opportunities in complex organisations and networks, locally as well as globally.

⬜

ECTS weight
20 ECTS

Learning objectives

Knowledge
The student will gain knowledge and understanding about:
- theories and methods applied within communication in relation to multimedia
- theories and methods applied within marketing in relation to multimedia
- communicative instruments and applied genres
- concepts within media sociology (historical and present use of media by different social groups)

Skills
The student will get the skills to:
- collect and assess empirical data on target groups and usage situation
- apply methods and tools to describe a target group in relation to multimedia tasks
- evaluate and produce communication aimed at specific target groups
- apply methods and tools for constructing and evaluating information architecture including structuring, planning, and presentation of information
- apply methods and tools for planning and implementing user tests
- conclude and present a development project in a report
- apply methods and tools for presentations to stakeholders
- evaluate and apply communicative elements in different media productions
- evaluate the influence of cultural factors on national and global communication
- evaluate correlations between cultural identity and forms of expression
  prepare, choose, and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community

Competencies
The student will learn to:
- manage communication and marketing across platforms
- manage digital marketing
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- manage interactive communication in multimedia products
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

3.3. Core element: Design and visualisation

Content
The objective is that the student should be able to apply methods and principles for multimedia design processes and concept development. The student must be able to methodically apply methods to the design and development of interactive user interfaces for digital platforms. In addition, the students must be able to methodically integrate digital media expressions on various digital platforms.

ECTS weight
25 ECTS.

Learning objectives

Knowledge
The student will gain knowledge and understanding about:
- tools for the production of video and audio
- methods for design documentation
- the history of design and aesthetics in relation to the multimedia field
- the correlation between usage and design in relation to the multimedia field
- theories and methods in relation to animation techniques
- theories and methods in relation to storytelling and production techniques

Skills
The student will get the skills to:
- evaluate and apply methods for idea and concept development
- design user interfaces for different digital platforms based on theories and evaluation models
- evaluate and apply methods for user-centred design
- evaluate and apply principles for digital graphic design
- evaluate and apply aesthetic styles in relation to the multimedia field
- evaluate and prepare graphical material for further digital production
  present design-related problems and solutions to stakeholders
- evaluate and apply methods for documentation of interactive multimedia productions
- evaluate and apply production and post production techniques to video and audio productions
- communicate the choice of media elements to stakeholders

Competencies
The student will learn to:
- manage and create the correlation between message and design
- manage and create the correlation between identity and design
- manage design and development of interactive user interfaces
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- manage and integrate the expression of digital media on different digital platforms

- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

3.4. Core elements: Interaction development

Content
The student must be able to model, format, structure, document, and implement dynamic multimedia applications. The student must attain a basic understanding of systems development. The student must attain skills in the structuring and implementation of complex dynamic multimedia applications, including the integration of databases.

ECTS weight
25 ECTS.

Learning objectives

Knowledge
The student will gain knowledge and understanding about:
- the construction and usage of the internet
- object-orientated programming in relation to multimedia practice
- scope and limitations of development environments and possibilities in practice
- elements applied in Content Management Systems (CMS) in practice
- theories and methods applied within systems development
- interfaces for data exchange with third party services
- key security aspects of networks, multimedia applications and data communication

Skills
The student will get the skills to:
- evaluate and apply methods and tools for search engine optimisation (SEO)
- prepare and present documentation according to current practice
- assess and apply contemporary formatting languages
  program client and server-based multimedia applications
- apply methods and tools to model, structure, and implement functionality
- apply a currently used data manipulation language for database
- apply key methods in data modelling and implementation of databases
- apply key methods for quality assurance by means of tests and debugging

Competencies
The student will learn to:
- manage modelling, structuring and formatting of information in accordance with practice
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally

⬚
- manage the modelling, structuring and programming of functionality
- manage the integration of different media types in multimedia applications
- manage the persistence of data into dynamic multimedia applications
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

4. Compulsory programme elements within the programme's core elements

The compulsory educational elements of the programme are:

1. Multimedia production basic (60 ECTS)
2. Multimedia production advanced (20 ECTS)

80 ECTS in total.

The two compulsory programme elements are both completed with an exam.

4.1. Compulsory programme element Multimedia production basic: Business, Communication and presentation, Design and visualisation and Interaction development.

ECTS weight
60 ECTS, of which:
- 10 ECTS from the core element: Business
- 15 ECTS from the core element: Communication and presentation
- 20 ECTS from the core element: Design and visualisation
- 15 ECTS from the core element: Interaction development

Content
This first compulsory element aims to qualify the student to:

- incorporate organisational aspects in multimedia development and application and to enable the student to plan, manage, and conduct a development project
- acquire knowledge, skills, and competencies for managing communication in relation to multimedia tasks
- to apply methods and principles for multimedia design processes and concept development. The student must also apply methods to the design and development of interactive user interfaces for digital platforms
- model, format, structure, document, and implement dynamic multimedia applications. The student must attain a basic understanding of systems development.

Learning objectives

Knowledge (Business)
The student will gain knowledge and understanding about:

- subjects in multimedia-related business law, including copyright, the Data Protection Act, and contract law
- the company's management, communication and decision-making processes
- the organisational consequences which the implementation of multimedia productions can have in an organisation
- methods and tools for financial planning and control of multimedia productions ☐ subjects within innovation and entrepreneurship.

Knowledge (Communication and presentation)
The student will gain knowledge and understanding about:

- theories and methods applied within communication in relation to multimedia ☐ theories and methods applied within marketing in relation to multimedia ☐ communicative instruments and applied genres.

Knowledge (Design and visualisation)
The student will gain knowledge and understanding about:

- tools for the production of video and audio
- methods for design documentation
- the history of design and aesthetics in relation to the multimedia field
- the correlation between usage and design in relation to the multimedia field.

Knowledge (Interaction development)
The student will gain knowledge and understanding about:

- the construction and usage of the internet
- object-orientated programming in relation to multimedia practice
- scope and limitations of development environments and possibilities in practice ☐ elements applied in Content Management Systems (CMS) in practice ☐ theories and methods applied within systems development.

Skills (Business)

The student will get the skills to:

- assess the vision, mission, and values as well as the strategy and business culture of organisations in relation to multimedia production.

Skills (Communication and presentation)

The student will get the skills to:

- collect and assess empirical data on target groups and usage situation
- apply methods and tools to describe a target group in relation to multimedia tasks
- evaluate and produce communication aimed at specific target groups
- apply methods and tools for constructing and evaluating information architecture including structuring, planning, and presentation of information.
- apply methods and tools for planning and implementing user tests
- conclude and present a development project in a report
- apply methods and tools for presentations to stakeholders.

Skills (Design and visualisation)

The student will get the skills to:

- evaluate and apply methods for idea and concept development
- design user interfaces for different digital platforms based on theories and evaluation models
- evaluate and apply methods for user-centred design
- evaluate and apply principles for digital graphic design
- evaluate and apply aesthetic styles in relation to the multimedia field ☐ evaluate and prepare graphical material for further digital production ☐ present design-related problems and solutions to stakeholders.

Skills (Interaction development)

The student will get the skills to:

- evaluate and apply methods and tools for search engine optimisation (SEO)
- prepare and present documentation according to current practice
- assess and apply contemporary formatting languages
- program client and server-based multimedia applications
- apply methods and tools to model, structure, and implement functionality.

Competencies (Business)

The student will learn to:

- manage relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

Competencies (Communication and presentation)

The student will learn to:
- manage communication and marketing across platforms
  manage digital marketing
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

Competencies (Design and visualisation)

The student will learn to:
- manage and create the correlation between message and design
- manage and create the correlation between identity and design
- manage design and development of interactive user interfaces
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

Competencies (Interaction development)

The student will learn to:
- manage modelling, structuring and formatting of information in accordance with practice
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

The compulsory programme element ends with an exam (Multimedia production basic – 1st year exam).

Assessment Criteria

The examination is external 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.

4.2. Compulsory programme element Multimedia production advanced: Communication and presentation, Design and visualisation and Interaction development.

ECTS weight
20 ECTS, of which:
- 5 ECTS from the core element: Communication and presentation
- 5 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:
- manage communication paths and opportunities in complex organisations and networks, locally as well as globally.
- methodically integrate digital media expressions on various digital platforms.
- attain skills in the structuring and implementation of complex dynamic multimedia applications, including the integration of databases.

Learning objectives

Knowledge (Communication and presentation)
The student will gain knowledge and understanding about:
- concepts within media sociology (historical and present use of media by different social groups)

Knowledge (Design and visualisation)
The student will gain knowledge and understanding about:
- theories and methods in relation to animation techniques
- theories and methods in relation to storytelling and production techniques

Knowledge (Interaction development)
The student will gain knowledge and understanding about:
- interfaces for data exchange with third party services
- key security aspects of networks, multimedia applications and data communication

Skills (Communication and presentation)
The student will get the skills to:
- evaluate and apply communicative elements in different media productions
- evaluate the influence of cultural factors on national and global communication
- evaluate correlations between cultural identity and forms of expression
- prepare, choose, and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community

Skills (Design and visualisation)

The student will get the skills to:
- evaluate and apply methods for documentation of interactive multimedia productions
- evaluate and apply production and post production techniques to video and audio productions
- communicate the choice of media elements to stakeholders

Skills (Interaction development)

The student will get the skills to:
- apply a currently used data manipulation language for database
- apply key methods in data modelling and implementation of databases
- apply key methods for quality assurance by means of tests and debugging

Competencies (Communication and presentation)

The student will learn to:
- manage interactive communication in multimedia products
  participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

Competencies (Design and visualisation)

The student will learn to:
- manage and integrate the expression of digital media on different digital platforms
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

Competencies (Interaction development)

The student will learn to:
- manage the modelling, structuring and programming of functionality
- manage the integration of different media types in multimedia applications
- manage the persistence of data into dynamic multimedia applications
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competencies in relation to the industry.

The compulsory programme element ends with an exam (Multimedia production basic – 3rd semester exam).

Assessment Criteria
The examination is internal and is assessed according to the 7-point scale.
The learning objective for the compulsory 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.

5. Number of exams for compulsory programme elements

The two 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 **Basic**	Multimedia production **Advanced**	in total
Core elements			
Business *10 ECTS*	10 ECTS from the core element: Business		**10 ECTS**
Communication and presentation *20 ECTS*	15 ECTS from the core element: Communication and presentation	5 ECTS from Core element: Communication and presentation	**20 ECTS**
Design and visualisation *25 ECTS*	20 ECTS from the core element Design and visualisation	5 ECTS from core area Design and visualisation	**25 ECTS**
Interaction development *25 ECTS*	15 ECTS from the core element Interaction development	10 ECTS from the core element Interaction development	**25 ECTS**

	Learning objectives for Multimedia production Basic: See section 4.1	Learning objectives for Multimedia production Advanced: See section 4.2	
in total	**60 ECTS**	**20 ECTS**	**80 ECTS**
Information about the date, time and place of the exams can be found on Study Update			

6. Internship

ECTS weight
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.

The internship is concluded with an exam (Internship exam).

Assessment Criteria

The examination is internal 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.

7. The main exam project

ECTS weight
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.
The main exam project is limited to 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.

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 according to appendix 1 in Ministerial Order no. 1061 of 14 November 2012 for the AP degree programme (Multimedia Design):

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

See the learning objectives in section 2 of this curriculum – Programme objectives.

Assessment Criteria
The examination is external 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 intern 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.

8. Overview of exams

Overview of the programme's exams and their placement:

Time	Exam	120 ECTS distributed among the exams	Assessment Criteria
At the end of the 2nd semester	Multimedia production Basic - First year exams	60	7-point scale External
At the end of the elective elements on the 3rd semester	Elective programme element	10	7-point scale Internal
At the end of the 3rd semester	Multimedia production Advanced 3rd semester exam	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

9. 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.

9.1. 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.

10. Exemption

The Academy can deviate from what they or the other academies themselves have stated in the curriculum if this is justified by exceptional circumstances. The various academies must cooperate in order to have a homogeneous dispensation policy. The academies cooperate on uniform exemption principles.

11. Effective date and transition period

The joint national part of this curriculum comes into effect 1 September 2014 and applies to all students who already are, or who are later admitted to the programme, and the examinations that begin on the mentioned dates or later.

The joint national part of the curriculum from January 2013 is not valid from 31 August 2014. However, any examinations begun before 1 September 2014 must be completed according to the curriculum from January 2013 by the 31st of August 2015.

Institutional Part

12.   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 is chosen, the students must take the following subjects: interaction development (10 ECTS), design and visualisation (5 ECTS) as well as communication and presentation (5 ECTS), these will be adjusted to fit the subject area's electives (see the national part section 4.2 Multimedia production advanced).

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

13.   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 joint 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 goal-orientated 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.

14. 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 groupbased project work – often involving interdisciplinary issues and always with an applicationorientated 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.

15. Requirement for foreign language skills

Classes will be established with 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.

16. Internationalisation

16.1. Education abroad

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

Study trip in the 1st semester

In the 1st semester there is a study trip to a European city, project 1.2. project travel, which is compulsory for all students. Business Academy Aarhus covers the cost of transportation, accommodation and academically relevant entry fees.

In special circumstances, exemption from foreign travel may be granted. The application for dispensation for foreign travel should be addressed to the head of department and must be lodged no later than two months before the departure, unless sudden circumstances require that the dispensation be granted at a later stage.

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.

Summer schools abroad

All students at Business Academy Aarhus, including students of Multimedia Design and Communication are offered a summer school stay abroad.

A summer school stay of 5 ECTS results in a credit transfer of 5 ECTS for the elective subject in the 3rd Semester. An exception is any elective subject that is integrated as a theme in the compulsory classes (3rd semester lines).

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.

16.2. 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-knowingabout-the-exams/

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

17.   Examinations on the programme

For an overview of exams and their placement: see the joint national part of the curriculum, section 8: 'Overview of 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.

17.1. 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.

17.2. 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.

17.3. Compulsory programme element Multimedia production basic

First year exam

The first year of study is completed with an interdisciplinary 4-week project that combines the learning objectives for the first year of study. The project forms the basis for the first oral, external group exam. Exam weight: 60 ECTS

Prerequisites to take the exam

It is a prerequisite for the student's participation in the oral part of the exam that the two compulsory assignments in the compulsory programme element multimedia production basic in the 1st semester, as well as the two compulsory assignments in the compulsory programme element multimedia production basic 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 Study 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 all four core elements must be included. Sub-conclusions from the individual core areas must be included and incorporated in the other core areas so that the project is portrayed as a whole.

Compulsory content – *Business*

Group work involves the planning, documentation and management of a project, including the choice of an appropriate development method. The report must account for the choice of development method and project management. As a minimum, this should result in a project plan with phases and milestones expressed in a Gantt chart.

The group must argue for how and why the project adds value to the company they have chosen. This could be done for instance through the analysis of business models, change management, situational analysis, financial analysis or other methods.

It is important that the interactive marketing is based on solid company knowledge. This knowledge could result from an analysis of the company's culture, mission, vision, values and situation. The group must evaluate which theories and tools of analysis can be applied in order to get a clear picture of the company's identity, and must only use theories and analysis that provide relevant information to the project.

Compulsory content - *Communication and presentation*

The project must include relevant areas from the subject Communication and Marketing in the first and second semester. The group must use methods and tools to discover the customer's prospects possibilities within digital communication and marketing.

The group must market the sender online through a value-adding communication strategy.

The product must address the target group while taking project stakeholders into consideration. Furthermore, the product should be validated through ongoing user testing and research.

Compulsory content - *Design and visualisation*

Development of a concept based on analysis and argumentation in relation to the choice of design in consideration of the target group, message and identity. Furthermore, the group

must account for their use of design principles, and the design work must be based on a conscious choice of style.

The group must also account for their considerations of user-friendliness for the website, or possibly a smartphone/tablet. The design must reflect aesthetics, visual communication and functionality.

The design must be documented from a sketch to final concept and must include a design manual.

Compulsory content - *Interaction development*
The technologies from the first two semesters must be included in this project. This means that both client-side programming (HTML + CSS + JavaScript and/or ActionScript) as well as server-side programming (PHP) must be represented.

The report must account for technical and functional requirements for the product, how the product is structured and how central elements are programmed. The source code for the central elements of the product must be clear, available and commented.

Formal requirements
The report and product must be handed-in digitally through the administration system Wiseflow, which is available on Study 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. Important screen dumps must be printed out and are either part of the report or put in the appendix of the report.

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 – Basic, 1st year exam, Spring 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, Business Academy Aarhus](http://bibliotek.eaaa.dk/Guides/Report%20writing%20MDC.pdf)
http://bibliotek.eaaa.dk/Guides/Report%20writing%20MDC.pdf

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 20 minutes of individual examination based on the project. During the individual examination, questions can be asked in relation to all the learning objectives for the four core elements of the programme's first year.

Deliberation and communication of marks: 5 minutes.

Assessment criteria

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

- The prototype
- The report
- Application of relevant theory in relation to the thesis statement
- Written account of choices made in connection with all the core elements
- 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 during the first year of study.

Completion of the exam

See section 17.1 concerning completion of exams.

Sickness/re-examinations

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

17.4. Compulsory programme element
Multimedia production advanced - 3rd semester exam

At the end of the 3rd semester, an interdisciplinary project course will be done. The project forms the basis for an individual oral exam (project exam) with an internal co-examiner. In

addition, continuous assessment will be conducted during the semester for interaction development. This continuous assessment assignment will be evaluated separately.

An overall mark will be given and the continuous assessment assignment will account for 25% of the mark, the project exam will account for 75% of the mark. The continuous assessment assignment time and date can be seen in the exam plans on Study Update.

The exam weight is 20 ECTS

Prerequisites to take the project exam
It is a requirement to take the oral part of the exam (project exam) that all the compulsory hand-ins have been approved at least 14 days before the oral exam. These are the three compulsory programme elements Multimedia production advanced in the 3rd semester.

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 Study Update).

The exam form and organisation

The continuous assessment assignment
In the course of the semester, there is an activity known as the 'continuous assessment assignment'. The continuous assessment consists of an individual written assignment. The results from this assignment are part of an on-going assessment and count for 25% of the mark, the exam project counts for 75% of the mark.

The students have 1 attempt to complete the continuous assessment assignment. For an undocumented absence or a blank hand-in, the student will receive the mark -3. If the students have documented absence (sickness, paternity/maternity or other leave), a new exam attempt will be provided.
The mark for the continuous assessment assignment will be shown on the diploma.

This continuous assessment assignment will contribute to:
> the student attaining skills in the structuring and implementation of complex dynamic multimedia applications, including the integration of databases.

The solution must demonstrate that the student is able to develop a solution that makes use of a well-structured database:
- The database must contain several entities and several different types of relations
- The solution must demonstrate basic as well as complex use of SQL

The solution must be thoroughly documented through:
- An E/R diagram that describes the complex solution.
- An account of how the E/R design is converted into tables.
- A structured description of the entire application, database structure, including a description of the interrelationships of primary keys and foreign keys and an explanation of the SQL applied.

The continuous assessment activity is an individual written assignment based on a problem statement that will be handed-out. The assignment must be a minimum of 4 standard pages and a maximum of 8 standard pages.

An individual mark according to the 7-point scale will be given based and the assessment will be done with an internal co-examiner.

Project exam
The project, which forms the basis for the project exam must be prepared in groups of 3-4 students. The project must aim at solving problems and must be done with an external collaboration partner. The project must result in a digital application and a report that shows that the student is able to:

- meet the learning objectives for the compulsory programme element Multimedia production advanced in the 3rd semester.
- formulate, choose and present solutions that create value for the collaboration partner and recipients,
- take part in academic and interdisciplinary collaboration using a professional approach.

Formal requirements
The digital part of the hand-in must be completed as a prototype. Therefore, there may be parts which are not functional, but all the central parts of the application must be functional so that the design, communication, functionality and user-friendliness can be assessed.

The report and product must be handed-in digitally through the administration system Wiseflow, which is available on Study 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 in this. Important screen dumps must be printed out and are either part of the report or put in the appendix of the report.

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 advanced, exam project, spring or autumn semester 20xx
- Multimedia Design and Communication, Business Academy Aarhus.
- Project title.
- URL for the digital prototype.

- The names of all group members and supervisor.

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, Business Academy Aarhus](http://bibliotek.eaaa.dk/Guides/Report%20writing%20MDC.pdf)
http://bibliotek.eaaa.dk/Guides/Report%20writing%20MDC.pdf

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

Exam language
English for students doing Multimedia Design and Communication.

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 20 minutes of individual examination based on the project. During the individual examination, questions covering the entire syllabus in Multimedia production advanced can be asked. Deliberation and communication of marks: 5 minutes.

Assessment criteria
The learning objectives for Multimedia production advanced are the assessment criteria for the exam. An individual mark according to the 7-point scale is given based on an assessment of:

- Connection between analysis of thesis statement and solution
- Choice of method
- Account of choice and solutions
- The solution's value creation prospects for sender and target group
- The degree to which the requirements for the compulsory content were satisfied
- The quality of the written assignment that was submitted.
- The quality of the digital application that was submitted.

Completion of the exam
The overall exam must be passed (continuous assessment assignment as well as the project exam) with a mark no lower than 02.
The mark is weighted as follows: the continuous assessment activity (25%) and the project exam (75%). When calculating the weighted average, the mark will be rounded up if it is halfway between two marks on the grading scale. There will be no rounding if the overall mark is under 02.
If the students do not pass the exam, they must retake the project exam.
See section 17.1 concerning completion of exams.

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

17.5. 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.

17.6. 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
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.

17.7. The main exam project

The requirements for the main exam project appear in the joint national part of this 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 intern examination and all other exams of the programme have been passed.
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 Study 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, Business Academy Aarhus](http://bibliotek.eaaa.dk/Guides/Report%20writing%20MDC.pdf)
http://bibliotek.eaaa.dk/Guides/Report%20writing%20MDC.pdf

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 Criteria
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 Study Update. It is the student's responsibility to stay informed concerning the dates for the exams.

17.8. 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.

17.9. 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.

17.10. 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.

17.11. The language used by for exams

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

18. 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.

18.1. 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.

18.2. 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.

18.3. 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.

19.   Other rules for the programme

19.1. 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.

19.2. 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.

19.3. 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	• Hand-in of two compulsory assignments in the compulsory programme element Multimedia production basic. Compulsory assignments will be announced on Study Update at the start of the semester • An interdisciplinary project must be prepared (project 1.1) with a subsequent oral presentation • An interdisciplinary project must be prepared (project 1.2) with an associated mock exam (1st semester mock exam)
2nd SEMESTER	• Hand-in of two compulsory assignments in the compulsory programme element Multimedia production basic. Compulsory assignments will be announced on Study Update at the start of the semester • An interdisciplinary project must be prepared (2.1) with a subsequent oral presentation An interdisciplinary project must be prepared (2.2) with an associated exam (1st year exam)
3rd SEMESTER	• Hand-in of three compulsory assignments in the compulsory programme element Multimedia production advanced. Compulsory assignments will be announced on Study Update at the start of the semester • An interdisciplinary project must be prepared with an associated exam (3rd semester exam)

A rejection of the student's fulfilment 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.

19.4. 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)

20. Complaints regarding exams and the appeals of decisions[1]

20.1. 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
  - the exam procedure

---

[1] See Ministerial Order on Exam Regulations, section 10 (in Danish only)
https://www.retsinformation.dk/Forms/R0710.aspx?id=184136

- 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 appointment 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

20.2. 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.

20.3. 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.

21.   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 homogenous dispensation policy.

22.   Commencement of the curriculum

This institutional part of the curriculum is effective from 1 August 2017 and is applicable to students starting on the programme on 1 February 2017 or before.

22.1 Transitional schemes

This institutional part of the curriculum is effective from 1 August 2017 and is applicable to students starting on the programme before 1 August 2017.

The curriculum from January 2017 is not valid from 31 July 2017, although all exams started before 31 July 2017 must be completed according to the curriculum for January 2017 no later than 31 January 2018.

This existing curriculum from August 2017 for students starting in February 2017 and earlier will not be valid from 31 January 2019, though exams started according to this curriculum must be completed on by 31 August 2019 the latest, after which students must follow the curriculum from 16 August 2017.

23.   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 in August 2017.