

**CURRICULUM**  
for  
**Multimedia Design**

Part III: The electives' catalogue.  
Commencement 01.08.2021



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This curriculum is part of the national curriculum and the institutional part, and they must be used together. The national part of the curriculum is the same for all academies that offer this programme, while the institutional part of the curriculum and the electives' catalogue are specific to Business Academy Aarhus.

## 1. The electives' catalogue.

On the programme the electives are weighted 30 ECTS. Elective elements, learning objectives and the criteria for assessment are described in this elective's catalogue.

The following electives are offered:

- User Experience Specialist (offered in English only) (30 ECTS)
- Content Creator (30 ECTS)
- Frontend Developer (30 ECTS)
- Content production focusing on UX and Frontend (30 ECTS)

Students may also follow electives at other institutions provided that they pay for their own transportation, overnight accommodation, etc.

### Summer and winter school

It is also possible to choose a summer school or winter school as an elective. The selected summer or winter school must be approved by the programme's head of department before you leave so that prior credit approval can be obtained. Upon approval of the prior credit approval, the programme element is considered completed if it is passed according to the rules of the programme.

The International Office can be contacted for further information.

## 2. Elective exams

When starting on a programme element, semester, etc., the students will automatically be registered for the relevant exams. Registration for an 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.

All exams are conducted in English for students admitted to the Multimedia Design programme. For all international programmes, all exams are conducted in English. The elective User Experience Specialist is only offered in English, so the exam will also be in English for students admitted to the Danish multimedia programme.

## **2.1. Completion of the exams**

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 for a specific exam, they will appear in the individual exam descriptions below.

### **Pass / fail exams**

If a student has not achieved the mark 02 or higher for an oral or written exam or a combination of this, the exam will not be passed and one exam attempt will have been used.

If exam project was prepared by one student and not passed, the student can choose to work further on 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, provided the exam is individualised. The student can also choose to write a new project alone, where the rules for the scope and guidelines 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 or written answers, 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.

### **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 (illness) 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 doctor's certificate. The Academy must

receive the doctor's 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 one examination attempt. The student must pay the cost of the doctor's certificate. Requirements for the doctor's certificate can be found on Study Update 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 to take the exam the next time it is scheduled. The re-examination may be the same as the next regular exam.

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

### **3. Electives on the programme**

#### **3.1 User Experience Specialist**

##### **Content**

The subject element deals with the design and programming of digital user experiences. The subject focuses on the user's experience of the user interfaces and digital content that the student produces. Data is included as a central element in the design process, in the production of a solution as well as in the evaluation of the productions. Technologies are used for the presentation of content and data using a Content Management System. Business understanding and relevant business models are also included in the subject element.

##### **Learning objectives for User Experience Specialist**

##### **Knowledge**

The student will gain knowledge about:

- the profession and the subject's practice and centrally applied theory and method about digital user experiences including technologies for the design and programming of digital user experiences as well as digital content
- an understanding of the practice, centrally applied theory and method and can understand the profession's use of theory and method for design and programming of digital user experiences, and a project's finances and a multimedia designer's role in the value chain.

## Skills

The student will get the skills to:

- apply the subject's central methods and tools for the design and programming of digital user experiences, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production
- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital user experiences
- disseminate practice-orientated issues and possible solutions within the digital user experiences to partners and users.

## Competencies

The student will learn to:

- carry out development-orientated situations in relation to the production of digital user experiences
- participate in disciplinary and interdisciplinary collaboration concerning the production of digital user experiences with a professional approach
- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within design and production of digital user experiences.

## ECTS weight

The subject element user experience specialist is weighted 30 ECTS credits.

## Elective Exams

The elective contains three sub-exams, as described below:

- Sub-exam 1 - Portfolio (5 ECTS)
- Sub-exam 2 - B2B Encounters (15 ECTS)
- Sub-exam 3 - Advanced User Experience (10 ECTS)

### **Sub-exam 1 - Portfolio (Elective User Experience Specialist) – 5 ECTS**

*Learning objectives for the sub-exam 1, Portfolio*

## Skills

The student will get the skills to:

- disseminate practice-orientated issues and possible solutions within the digital user experiences to partners and users.

## Competencies

The student will learn to:

- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within design and production of digital user experiences.

### *The exam form and organisation including any formal requirements*

The exam is an individual digital written exam containing of a written portfolio report and a digital online portfolio.

### *Hand in: The Portfolio Report and the Online Portfolio*

The online portfolio must be handed-in digitally through the administration system WISEflow according to instructions available on Study Update. An internet link (URL) to an operational website must be included on the front page of the portfolio report.

The online portfolio online must be a maximum of 4 standard pages. A standard page consists of 2,400 keystrokes. Illustrations, figures, etc. and appendices are not included.

The front page must include the following information:

- The Portfolio, autumn/spring 20XX
- Multimedia Design, Business Academy Aarhus.
- URL for the digital product
- Full name and supervisor's name.

### *Prerequisites for the exam – active attendance and submission requirements*

It is a prerequisite for the student's participation in the exam that the compulsory assignments in the project period have been approved.

The portfolio online must meet the formal requirements and be timely and properly submitted.

Deadlines are provided on Canvas.

### *Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. One individual mark is awarded based on an overall assessment of the online portfolio and the portfolio report.



## **Sub-exam 2 – B2B Encounters (Elective User Experience Specialist) – 15 ECTS**

*Learning objectives for the sub-exam 2, B2B Encounters*

### **Knowledge**

The student will gain knowledge about:

- the profession and the subject's practice and centrally applied theory and method about digital user experiences including technologies for the design and programming of digital user experiences as well as digital content

### **Skills**

The student will get the skills to:

- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital user experiences.

### **Competencies**

The student will learn to:

- participate in disciplinary and interdisciplinary collaboration concerning the production of digital user experiences with a professional approach

*The exam and organisation including any formal requirements*

The exam is an individual oral exam based on a group report and a prototype. It must be apparent how each group member contributed to the report and the prototype. There can only be a maximum of four students in a group.

*The exam process*

The exam is an individual oral examination, which lasts 15 minutes and consists of:

- Presentation: 5 min.
- Exam: 5 min.
- Deliberation and communication of marks: 5 min.

A link (URL) to the prototype on the internet must be included on the front page of the report. It must be handed-in digitally through the administration system WISEflow according to instructions available on Study Update.

The report must be maximum 15 standard pages per group and must contain a thesis statement and argumentation for the prototype design. A standard page consists of 2.400 keystrokes. Illustrations, figures, etc. and appendices are not included.





The front page must include the following information:

- B2B Encounters, autumn/spring 20XX
- Multimedia Design, Business Academy Aarhus.
- URL for the prototype
- The URL to the source code
- Full name and supervisor's name.

*Prerequisites for the exam – submission requirements*

It is a prerequisite for the student's participation in the oral exam that the group report has been handed-in on time and is credible, and the student must have participated in the group presentation (see more information about this on Canvas).

The assignment must meet formal requirements and be timely and properly submitted.

It is a prerequisite for taking the oral exam that the student confirms their co-responsibility for the preparation of the project with their signature. This happens when you upload your report to WISEflow. In the report, it must also be apparent how each group member contributed to the report and the prototype

*Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. One mark is awarded based on an overall assessment of the exam presentation (the presentation and the exam).

**Sub-exam 3 - Advanced User Experience (Elective User Experience Specialist) – 10 ECTS**

*Learning objectives for sub-exam 3, Advanced  
User Experience*

**Knowledge**

The student will gain knowledge about:

- and an understanding of the practice, centrally applied theory and method and can understand the profession's use of theory and method for design and programming of digital user experiences.

**Skills**

The student will get the skills to:

- apply the subject's central methods and tools for the design and programming of digital user experiences, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production



## Competencies

The student will learn to:

- carry out development-orientated situations in relation to the production of digital user experiences

*The exam form and organisation including any formal requirements*

The exam is an individual digital exam which consists of an individually created video and a digital product prepared in relevant web technologies. The digital product can be prepared either individually, or in groups of up to max 4 students.

The video and the hand in with link to the digital product must be submitted on WISEflow according to the deadline in the project description. A URL to an operational internet site must be included in the hand in. In addition, all source code must be uploaded. The Video length is maximum 10 minutes.

The hand in must include the following information:

- Advanced User Experience, autumn/spring 20XX
- Multimedia Design, Business Academy Aarhus.
- URL for the digital product
- Full name and supervisor's name.

*Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. The students are awarded one mark based on an overall assessment of the video and the digital product.

## Completion of the exam

The individual sub-exams in the elective must all be passed. The mark for the three sub-exams will appear individually on the diploma and as an overall average for the elective.

## 3.2. Content Creator

### Content

The subject element deals with the design and programming of digital content. The subject focuses on the production of digital content for multiple media platforms. Data is included as a central element in the design process, in the production of a solution as well as in the evaluation of the productions. Technologies are used for the presentation of content and data using a Content Management System.

Business understanding and relevant business models are also included in the subject element.

## **Learning objectives for Content Creator**

### **Knowledge**

The student will gain knowledge about:

- the profession and the subject's practice and centrally applied theory and methods about digital content and media platforms including technologies for the design and programming of digital user experiences as well as digital content
- and an understanding of the practice, centrally applied theory and methods and can understand the profession's use of theory and methods for design and programming of digital content, and a project's finances and a multimedia designer's role in the value chain.

### **Skills**

The student will get the skills to:

- apply the subject's key methods and tools for the design and programming of digital content, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production
- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital content
- disseminate practice-orientated issues and possible solutions within the digital content to partners and users.

### **Competencies**

The student will learn to:

- carry out development-orientated situations in relation to the production of digital content
- participate in disciplinary and interdisciplinary collaboration concerning the production of digital content with a professional approach
- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within design and production of digital content.

### **ECTS weight**

The subject element Content Creator is weighted 30 ECTS credits.

### **Elective exams**

The elective contains three exams, as described below:

- Sub-exam 1: Personal Branding (5 ECTS)
- Sub-exam 2: Storyscaping (15 ECTS)
- Sub-exam 3: Advanced Content Creation (10 ECTS)



## **Sub-exam 1: Personal Branding - (elective Content Creator) - 5 ECTS**

*Learning objectives for the sub-exam 1, Personal Branding*

### **Skills**

The student will get the skills to:

- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital content.

### **Competencies**

The student will learn to:

- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within design and production of digital content.

### **The exam form and organisation including any formal requirements**

The exam is individual and consists of a written report as well as a digital product, compiled in WordPress

An internet link (URL) to an operational WordPress site must be included on the front page of the report. It must be handed-in digitally through the administration system WISEflow according to instructions available on Study Update.

The report must be a maximum of 8 standard pages. A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

The front page must include the following information:

- Personal Branding, autumn/spring 20xx
- Multimedia Design, Business Academy Aarhus.
- URL for the digital product
- Full name and supervisor's name.

### *Prerequisites for the exam – active attendance and submission requirements*

It is a prerequisite for taking the exam that students confirm their co-responsibility for the preparation of the project with their signature. This happens when you upload your report to WISEflow.



### *Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. The students are awarded one mark based on an overall assessment of the report and the associated digital product.

## **Sub-exam 2: Story scaping (elective Content Creator) – 15 ECTS**

*Learning objectives for sub-exam 2, Story Scaping*

### **Knowledge**

The student will gain knowledge about:

- the profession and the subject's practice and centrally applied theory and methods about digital content and media platforms including technologies for the design and programming of digital user experiences as well as digital content

### **Skills**

The student will get the skills to:

- disseminate practice-orientated issues and possible solutions within the digital content to partners and users.

### **Competencies**

The student will learn to:

- participate in disciplinary and interdisciplinary collaboration concerning the production of digital content with a professional approach.

### *The exam form and organisation including any formal requirements*

The exam is an individual, oral examination based on a written group project and a digital product produced in WordPress. A group project, consisting of 3 to 4 students, must be prepared. The individual, oral exam is an oral examination based on the product and report.

### *The exam process*

The exam is an individual, oral examination, which lasts 20 minutes and consists of:

- Individual examination: 15 min.
- Deliberation and communication of marks: 5 min.

An internet link (URL) to an operational WP site must be included on the front page of the report. In addition, all relevant source code must be uploaded. It must be handed-in digitally through the administration system WISEflow according to instructions available on Study Update.

The report cannot exceed 10 standard pages of text + 5 pages per group member (this means that a group of three can hand in 25 pages maximum). A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

The front page must include the following information:

- Story Scaping, autumn/spring 20xx
- Multimedia Design, Business Academy Aarhus
- URL for the digital product
- The full names of all group members and the supervisor's name.

*Prerequisites for the exam – active attendance and submission requirements*

It is a prerequisite for the student's participation in the oral exam that the report is credible and that it meets all formal requirements and has been handed-in on time.

It is a prerequisite for taking the oral exam that students confirm their co-responsibility for the preparation of the project with their signature. This happens when you upload your report to WISEflow.

*Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. One individual mark is awarded based on an overall assessment of the exam presentation (the oral exam, the product and the report).

**Sub-exam 3: Advanced Content Creation (elective Content Creator) – 10 ECTS**

*Learning objectives for sub-exam 3, Content Creation*

**Knowledge**

The student will gain knowledge about:

- and an understanding of the practice, centrally applied theory and methods and can understand the profession's use of theory and methods for design and programming of digital content, and a project's finances and a multimedia designer's role in the value chain.

**Skills**

The student will get the skills to:

- apply the subject's central methods and tools for the design and programming of digital content, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production



## Competencies

The student will learn to:

- carry out development-orientated situations in relation to the production of digital content.

### *The exam form and organisation including any formal requirements*

The exam is an individual, written exam which consists of a report and a digital content product prepared in relevant technologies.

### *The exam process:*

Written hand-ins via WISEflow according to the deadlines in the description of the task.

On the report's front page there must be a link to the to the digital content production. Material which is not available online must be uploaded to WISEflow. This must be handed-in digitally through the administration system WISEflow according to instructions available on Study Update.

The report must be a maximum of 15 standard pages. A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

The front page must include the following information:

- Advanced Content Creation, autumn/spring 20xx
- Multimedia Design, Business Academy Aarhus.
- URL for digital content production
- Indication of whether additional material has been uploaded to WISEflow.
- Full name and supervisor's name.

### *Prerequisites for the exam – active attendance and submission requirements*

It is a prerequisite for the student's participation in the exam that the two compulsory assignments 'We Love Data' and 'Digital StartUp' are approved. See a description of this in the active attendance list in the institutional curriculum and on Study Update.

The content of the report must be credible to take the exam. The assignment must meet formal requirements and be timely and properly submitted

It is a prerequisite for taking the written exam that students confirm their co-responsibility for the preparation of the project with their signature. This happens when you upload your report to WISEflow.

### *Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. The students are awarded one mark based on an overall assessment of the report and the associated digital products.

### **Completion of the exam**

The individual sub-exams in the elective must all be passed. The mark for the three sub-exams will appear individually on the diploma and as an overall average for the elective.

## **3.3. Frontend Developer**

### **Content**

The subject element deals with the design and programming of digital user interfaces. The subject element focuses on the production of digital user interfaces with the associated content. Data is included as a central element in the design process, in the production of a solution as well as in the evaluation of the productions. Technologies are used for design, programming and addressing the concerns of the development process. Business understanding and relevant business models are also included in the subject element.

### **Learning objectives for Frontend Developer**

#### **Knowledge**

The student will gain knowledge about:

- the profession and the subject's practice and centrally applied theory and method about digital user interfaces including technologies for the design and programming of digital user experiences as well as digital user interfaces
- and an understanding of the practice, centrally applied theory and method and can understand the profession's use of theory and method for design and programming of digital user interfaces, and a project's finances and a multimedia designer's role in the value chain.

#### **Skills**

The student will get the skills to:

- apply the subject's central methods and tools for the design and programming of digital user interfaces, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production
- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital content, digital user experiences and digital user interfaces



- disseminate practice-orientated issues and possible solutions within the digital user interfaces to partners and users.

### **Competencies**

The student will learn to:

- carry out development-orientated situations in relation to the production of digital user interfaces
- participate in disciplinary and interdisciplinary collaboration concerning the production of digital user interfaces with a professional approach
- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within design and production of digital user interfaces.

### **ECTS weight**

The subject Frontend Developer is weighted 30 ECTS credits.

### **Elective exams**

The elective contains three exams, as described below:

- Sub-exam 1: Web Applications (15 ECTS)
- Sub-exam 2: Portfolio (5 ECTS)
- Sub-exam 3: Advanced Frontend Development (10 ECTS)

### **Sub-exam 1: Web Applications (elective Frontend Developer) - 15 ECTS**

*Learning objectives for sub-exam 1, Web Applications*

#### **Knowledge**

The student will gain knowledge about:

- and an understanding of the economics of the project and the multimedia designer's role in the value chain.

#### **Skills**

The student will get the skills to:

- apply the subject's central methods and tools for the design and programming of digital user interfaces, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production.

### **Competencies**

The student will learn to:

- carry out development-orientated processes in relation to the production of digital user interfaces
- participate in disciplinary and interdisciplinary collaboration concerning the production of digital user interfaces with a professional approach

*The exam form and organisation including any formal requirements*

The exam is an individual written exam report based on a digital product prepared in a group.

*The digital product*

The digital product must be prepared in in groups of 1-4 students. You must clearly indicate in the digital product, the contribution of each individual group member.

*The written individual report*

The written individual report must document the development of the digital product and use theories and methods from your teaching.

The report must be a maximum of six normal pages and must contain documentation and reasoning for the technical design of the digital product. A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

On the front page of the individual report, a URL to a version of the digital product must be provided to that it can be accessed online. A URL to the source code where the individual contribution can be found must also be provided. The hand-in of the report is via WISEflow according to the guidelines available on Study Update.

The front page must include the following information:

- Web Applications, spring/autumn 20xx
- Multimedia Design, Business Academy Aarhus
- URL for the digital product
- The URL to the source code
- Full name of the student as well as the names of any group members who have helped develop the digital product
- Supervisor's name.

*Prerequisites for the exam – active attendance and submission requirements*

It is a prerequisite for participation in the exam that the student hands-in a digital product and a written report.



The written report must meet the formal requirements and be timely and properly submitted.

It is also a prerequisite for participating in the written exam that you, via your signature, confirm that you are responsible for the preparation of the written report and the digital product. This happens when you upload your report to WISEflow.

#### *Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. One mark will be provided on the basis of an overall assessment of the individual report and the individual contribution to the digital product.

### **Sub-exam 2: Portfolio (elective Frontend Developer) - 5 ECTS**

#### *Learning objectives for sub-exam 2, Portfolio*

#### **Knowledge**

The student will gain knowledge about:

- and an understanding of the practice, centrally applied theory and method and can understand the profession's use of theory and method for design and programming of digital user interfaces.

#### **Skills**

The student will get the skills to:

- disseminate practice-orientated issues and possible solutions within the digital user interfaces to partners and users.

### **The exam form and organisation including any formal requirements**

The exam is assessed according to the 7-point scale and has an internal co-examiner. The students are awarded one mark based on an overall assessment of the written material and the associated digital product.

#### The written material

The written material must be a maximum of 2 standard pages. A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

The front page must include the following information:

- Portfolio, Spring / Autumn
- Multimedia Design, Business Academy Aarhus.

- URL of the digital product (portfolio)
- Full name
- Supervisor's name.

#### Hand-in

The digital portfolio must be handed-in digitally through the administration system WISEflow according to instructions available on Study Update. The front page of the written material must include a link (URL) that opens a website (the portfolio). The written material must also be handed-in through WISEFLOW according to instructions available on Study Update.

#### *Prerequisites for the exam – active attendance and submission requirements*

In order for the student to take the exam, the contents of the portfolio and the written material must be credible. The written material and the portfolio must be timely and properly submitted.

#### *Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. The students are awarded one mark based on an overall assessment of the written material and the associated digital product.

### **Sub-exam 3: Advanced Frontend Development (elective Frontend Developer) – 10 ECTS**

#### *Learning objectives for sub-exam 3, Advanced Multimedia Production*

#### **Knowledge**

The student will gain knowledge about:

- the profession and the subject's practice and centrally applied theory and method about digital user interfaces including technologies for the design and programming of digital user experiences as well as digital user interfaces.

#### **Skills**

The student will get the skills to:

- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital content, digital user experiences and digital user interfaces.

#### **Competencies**

The student will learn to:

- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within design and production of digital user interfaces.



*The exam form and organisation including any formal requirements*

The project consists of a digital product and a report. The digital product and report can be prepared either individually, or in groups with a maximum of 4 students.

The assignment must meet the formal requirements listed below and must be submitted on time. It must be handed-in via WISEflow according to the guidelines available on Canvas.

The report must be no more than 8 standard pages per group member, and each group member's contribution must be clearly indicated. The report must include reflections about the development and design of the prototype as well as reflections about learning in relation to the profession. A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

The prototype must be uploaded in a version that is available online and the source code must be made public.

The front page must include the following information:

- Advanced Multimedia Production, autumn/spring 20xx
- Multimedia Design, Business Academy Aarhus.
- Project title
- URL for the prototype
- The URL to the source code
- Full name of the student as well as the names of any group members
- Supervisor's name

*Prerequisites for the exam – active attendance and submission requirements*

It is a prerequisite for the student's participation in the exam that the compulsory task for the digital portfolio in the 3rd semester has been approved no later than 14 days before the hand-in of the report.

The content of the report must be credible to take the oral exam. The assignment must meet formal requirements and be timely and properly submitted

*Criteria for assessment and co-examiner*

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

One mark is awarded based on an overall assessment of the exam presentation (the digital product and the reflection report).

### **Completion of the exam**

The individual sub-exams in the elective must all be passed. The mark for the three sub-exams will appear individually on the diploma and as an overall average for the elective.

### **3.4. Content production focusing on UX and Frontend.**

This specialisation is a combination of the three described in sections 3.1, 3.2 and 3.3. This choice will be offered when we cannot offer all three specialisations to ensure that students are guaranteed the opportunity to specialise within their main interest.

### **Content**

The subject element deals with a combination of UX design, Content production and programming of digital user interfaces. The subject element focuses on the design and production of digital user interfaces on several media platforms and focusses on the user experience. Data is included as a central element in the design process, in the production of a solution as well as in the evaluation of the productions. Technologies are used for design, programming and addressing the concerns of the development process. Business understanding and relevant business models are also included in the subject element.

### **Learning objectives**

#### **Knowledge**

The student will gain:

- development-based knowledge of the profession and the field's practice and centrally applied theories and methods at the crossroads of UX design, content production and digital user interfaces, including technologies for design, programming and testing of digital user interfaces
- an understanding of the practice, centrally applied theory and methods and can understand the profession's use of theory and method for design, programming and testing of digital user interfaces, and a project's finances and a multimedia designer's role in the value chain.

#### **Skills**

The student will get the skills to:

- apply the subject's central methods and tools for the design and programming of digital user interfaces, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production and its content.

- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital content, digital user experiences and digital user interfaces
- disseminate practice-orientated issues and possible solutions within the digital user interfaces to partners and users.

### **Competencies**

The student will learn to:

- carry out development-orientated situations in relation to the design and production of digital user interfaces and content
- participate in disciplinary and interdisciplinary collaboration concerning the design production of digital user interfaces including content with a professional approach
- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within design and production of digital user interfaces.

### **ECTS weight**

The subject element Content production with a focus on UX and Frontend is weighted 30 ECTS points.

### **Elective exams**

The elective contains three exams, as described below:

- Sub-exam 1: Personal Branding (10 ECTS)
- Sub-exam 2: Storyscaping (10 ECTS)
- Sub-exam 3: Specialisation (10 ECTS)

### **Sub-exam 1: Personal Branding (10 ECTS)**

*Learning objectives for sub-exam 1: Personal branding*

#### **Knowledge**

The student will gain:

- the profession and the subject's practice and centrally applied theory and methods about digital user interfaces including technologies for the design, programming and testing of digital user experiences as well as digital user interfaces.

#### **Skills**

The student will get the skills to:

- apply the subject's central methods and tools for the design and programming of digital user interfaces, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production.

## Competencies

The student will learn to:

- carry out development-orientated processes in relation to the production of digital user interfaces.

*The exam form and organisation including any formal requirements*

The exam is an individual exam consisting of an individual written report and an individual digital product

*The written report*

The written report must document the development of the digital product, the technical design and use theories and methods from your teaching.

The report must be a maximum of 8 standard pages. A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

On the front page of the individual report, a URL to a version of the digital product must be provided to that it can be accessed online. A URL to the source code must also be provided. The hand-in of the report is via WISEflow according to the guidelines available on Study Update.

The front page must include the following information:

- Personal Branding, Spring / Autumn 20xx
- Multimedia Design, Business Academy Aarhus
- URL for the digital product
- The URL to the source code
- Full name of the student
- Supervisor's name.

*Prerequisites for the exam – active attendance and submission requirements*

It is a prerequisite for participation in the exam that the student hands-in a digital product and a written report. The written report must meet the formal requirements and be timely and properly submitted.





It is also a prerequisite for participating in the written exam that you, via your signature, confirm that you are responsible for the preparation of the written report and the digital product. This happens when you upload your report to WISEflow.

*Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. One mark will be provided on the basis of an overall assessment of the individual report and the individual digital product.

**Sub-exam 2: Storyscaping - 10 ECTS**

*Learning objectives for sub-exam 2, Story Scaping*

**Knowledge**

The student will gain knowledge about:

- the profession and the subject's practice and centrally applied theory and methods about digital content and media platforms including technologies for the design and programming of digital user experiences as well as digital content

**Skills**

The student will get the skills to:

- disseminate practice-orientated issues and possible solutions within the digital content to partners and users.

**Competencies**

The student will learn to:

- participate in disciplinary and interdisciplinary collaboration concerning the production of digital content with a professional approach.

*The exam form and organisation including any formal requirements*

The exam is an individual, oral examination based on the written group project and a digital product. A group project, consisting of 3 to 4 students, must be prepared. The individual, oral exam is an oral examination based on the digital product and report.

*The exam process:*

The exam is an individual, oral examination, which lasts 20 minutes and consists of:

- Individual examination: 15 min.
- Deliberation and communication of marks: 5 min.

A link (URL) must be added to the front page of the report for a digital product. It must be handed-in digitally through the administration system WISEflow according to guidelines that are available on Study Update.

The report cannot exceed 10 standard pages of text + 5 pages per group member (this means that a group of three can hand in 25 pages maximum). A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

The front page must include the following information:

- Story Scaping, autumn/spring 20xx
- Multimedia Design, Business Academy Aarhus
- URL for the digital product
- The full names of all group members and the supervisor's name.

#### *Prerequisites for the exam – active attendance and submission requirements*

It is a prerequisite for the student's participation in the oral exam that the digital product and report is credible and that it meets all formal requirements and has been handed-in on time.

It is a prerequisite for taking the oral exam that students confirm their co-responsibility for the preparation of the project with their signature. This happens when you upload your report to WISEflow.

#### *Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. One individual mark is awarded based on an overall assessment of the exam presentation (the oral exam, the product and the report).

### **Sub-exam 3: Specialisation - 10 ECTS**

In this part of the semester, students choose their specialisation in relation to Content, UX and Frontend.

#### *Learning objectives for sub-exam 3, Specialisation*

##### **Knowledge**

The student will gain knowledge about:

- the profession and the subject's practice and centrally applied theory and methods about digital user interfaces including technologies for the design, programming and testing of digital user experiences, the content and the user experience.

## **Skills**

The student will get the skills to:

- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital content, digital user experiences and digital user interfaces.

## **Competencies**

The student will learn to:

- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within design and production of digital user interfaces.

*The exam form and organisation including any formal requirements*

The exam is an individual written report prepared on the basis of a group-produced digital product. The digital product is prepared in groups (maximum 4 people).

The individual written report must meet the formal requirements below and be handed-in on time with the digital product. It must be handed-in via WISEflow according to the guidelines available on Study Update.

The report must be a maximum of 10 standard pages. The project description allows the possibility of replacing the report, in whole or in part, with a video. The report must include reflections about the development and design of the product as well as reflections about learning in relation to the profession. A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

The front page must include the following information:

- Specialisation Spring / Autumn 20xx
- Multimedia Design, Business Academy Aarhus.
- Project title
- If necessary, URL for the digital product
- Full name of the student
- Name of supervisor

The digital product must be uploaded in a version that is available online or be attached to the report.

*Prerequisites for the exam – active attendance and submission requirements*

The content of the report must be credible to take the oral exam. The assignment must meet formal requirements and be timely and properly submitted

*Criteria for assessment and co-examiner*

The exam is assessed according to the 7-point scale and has an internal co-examiner. One mark is given based on an overall assessment of the individual written report and the group-produced digital product.

**Completion of the exam**

The individual sub-exams in the elective must all be passed. The mark for the three sub-exams will appear individually on the diploma and as an overall average for the elective.

**4. The use of aids and assistance**

During exams, all aids and assistance, including electronic devices, are allowed, unless a ministerial order or curriculum for the specific programme specifies restrictions for use. Any rules for limitations in the use of aids will be apparent from the description of the individual exam.

**5. Commencement**

This institutional part of the curriculum, the electives' catalogue is valid from 01.08.2021 and applies to all students. At the same time, the previous electives' catalogue from January 2021 is no longer valid.

*Transitional scheme*

All students must follow this electives' catalogue from 01.08.2021, however, any exams started before 01.08.2021 must be completed according to the earlier electives' catalogue by 1.2.2022.