

## **Correction sheet for: The institutional part of the 2022 curriculum, BA top-up in Digital Concept Development**

**Corrected on 2 February 2023 by Head of Department Anne Kirketerp**

### **Commencement**

The correction sheet for this institutional part of the curriculum, applies for all students who are enrolled, and for all students who will be enrolled after January 2023.

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

The change concerns the exam in UX Design, 2nd semester, 20 ECTS in section 3.5, where there are changes in the oral exam in the sub-exam 1 and formal requirements in connection with the written part of the exam in sub-exam 2

### **Original formulation:**

#### **3.5. Advanced UX design, 2nd semester - 20 ECTS**

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

The learning objectives for the exam are identical to the learning objectives for specialisation 1: Advanced UX design; digital responsibility (5 ECTS), playful persuasive design (5 ECTS), data-driven design (5 ECTS) and designing for the brain (5 ECTS), described in section 2.

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

The exam consists of two parts:

- Sub-exam 1: Oral group exam with preparation in playful persuasive design (5 ECTS) and designing for the brain (5 ECTS) respectively
- Sub-exam 2: Individual written assignment in digital responsibility (5 ECTS) and data driven design (5 ECTS)- respectively

##### **Sub-exam 1: Playful persuasive design and designing for the brain (10 ECTS)**

The exam is an oral group exam with preparation. A case from a specific company will be handed out. The students then have 7 working days of preparation to outline a prototype of a concept. The groups must consist of 1-3 students.

The exam is an oral group presentation where the students pitch their concept to the company. After that, a group exam will be conducted.

The exam will last 40-60 min minutes per group, split up as follows:

- 10 min: the students pitch their concept

- 10 min: the students reflect on their pitch and the feedback they have received from the company (which is feedback received prior to the exam)
- 10 min: the exam (10 min per student)
- 10 min for the deliberation and communication of marks

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

None.

#### Sub-exam 2: Digital responsibility and data driven design (10 ECTS)

The exam is an individual written assignment based on an existing UX design. The student chooses a design, and during the semester prepares a written report about the chosen concept's use of themes from digital responsibility as well as data. The report must also contain improvement proposals which are based on theory.

it is important that the written material has been prepared with the correct references and use of theory.

The written report must not exceed 10 pages, including illustrations. This does not include the front page, table of contents, nor the appendices.

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

In order for the student to take the exam, the contents of the written material must be credible. The assignment must meet formal requirements and be timely and properly submitted (see Study Update).

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

#### Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner. The 2 sub-exams must be passed separately.

Both sub-exams will be assessed according to an overall assessment of the described elements. The overall mark is weighted according to their ECTS weight, this means that the two sub-exams are each weighted 50% of the total mark.

The diploma will show the marks for both the two sub-exams as well as the overall mark for the exam.

#### Completion of the exam

The student must take a re-examination/illness exam in the sub-exam(s) that have not been passed. See also Section 3.2.

**Changed to:**

**3.5. Specialisation 1: Advanced UX design, 2nd semester - 20 ECTS**

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for specialisation 1: Advanced UX design; digital responsibility (5 ECTS), playful persuasive design (5 ECTS), data-driven design (5 ECTS) and designing for the brain (5 ECTS), described in section 2.

The exam form and organisation including any formal requirements

The exam consists of two parts:

- Sub-exam 1: Oral group exam based on provided case in playful persuasive design (5 ECTS) and designing for the brain (5 ECTS)
- Sub-exam 2: Individual written assignment in digital responsibility (5 ECTS) and data driven design (5 ECTS)

Sub-exam 1: Playful persuasive design and designing for the brain (10 ECTS)

The exam is an oral group exam based on a prepared case. A case from a specific company will be handed out.

The students then have 7 working days of preparation to develop and find a solution, which they present to the company prior to the exam and then receive feedback from the company.

The groups must consist of 3-4 students.

The oral exam lasts 40-45 min minutes per group, split up as follows:

- 10 min: The students present their reflections on the feedback they received from the company in relation to the learning objectives for sub-exam 1.
- 20 - 25 min: Group examination (10 min. for 1st student + 5 min. per subsequent group member)
- 10 min: Deliberation and communication of marks

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

None.

Sub-exam 2: Digital responsibility and data driven design (10 ECTS)

The exam is an individual written assignment based on an existing UX design. The student chooses a design, and during the semester prepares a written report about the chosen concept's use of themes from digital responsibility as well as data. The report must also contain improvement proposals which are based on theory.

It is important that the written material has been prepared with the correct references and use of theory.

The written report must not exceed 10 standard pages. This does not include the front page, table of contents, nor the appendices. A standard page consists of 2,400 keystrokes.

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

In order for the student to take the exam, the contents of the written material must be credible. The assignment must meet formal requirements and be timely and properly submitted (see Study Update).

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

### Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner. The 2 sub-exams must be passed separately.

Both sub-exams will be assessed according to an overall assessment of the described elements. The overall mark is weighted according to their ECTS weight, this means that the two sub-exams are each weighted 50% of the total mark.

The diploma will show the marks for both the two sub-exams as well as the overall mark for the exam.

### Completion of the exam

The student must take a re-examination/illness exam in the sub-exam(s) that have not been passed. See also Section 3.2.