

Welcome

The present document sets forth the curriculum for the Multimedia Design & Communication Programme in Copenhagen – shortly named MIC at Copenhagen technical Academy, Lygten. The curriculum has been drawn up in accordance with §8 of the educational statutory instruments, see below.

The present curriculum will take effect at the start of the semester in August 2007 and will be made available to the students, the external examiners, the Ministry of Education and other interested parties.

Happy reading

Rules and regulations for the AP-degree programme in Multimedia Design & Communication

The programme is to be regulated by the following rules and regulations:

Professional higher education act

Act no. 207 of 31st March 2008 relating to the Academy Profession programmes.

Executive Order for Study Programmes

Order no. 625 of June 18th 2007 relating to the Multimedia Design and Communication programme (AP-degree)

Executive Order for Quality Management

Order no. 635 of 30 June 2000 relating to the quality development and control of the Academy programmes.

Executive Order for Entry Requirements

Order no. 167 of February 22nd 2007 relating to admission, enrolment, leave etc. for further education programmes, including order no. 591 of 23 June 2000 relating to amendments to the regulation concerning admission, enrolment, leave etc. for further education programmes.

Executive Order for Examinations

Order no. 766 of June 27th 2007 relating to examinations held for certain further education programmes under the Danish Ministry of Education.

Executive Order for Grading

Order no. 262 of March 20th 2007 relating to the grading scale and other marking systems.

The rules and regulations can be found at the homepage of the Ministry of Education:
<http://www.uvm.dk/lov>

Curriculum

The curriculum has been drawn up on the basis of the statutory instruments concerning business academy training (AK) within the sphere of media and communication and the masters curriculum, which has been worked out in detail by the nation-wide educational committee for suppliers to the multimedia design programme of education.

The overall purpose of the curriculum is to convert the educational statutory instrument's aims and framework into a more operational educational program.

Moreover, the curriculum will provide the students and the institute's pedagogic and administrative staff with an informative and comprehensive instrument for the arrangement and the implementation of the course of training and also to provide information about the program of training to the external examiners, the multimedia industry and other interested parties.

The curriculum will also take into consideration the requirement for information posed by the ministry of education and other authorities, so that their supervisory obligations with respect to the educational institution can be safeguarded.

In the curriculum the subjects are described in terms of goals, themes, ECTS-points and evaluations. A more detailed description will be drawn up before every semester and will be found in the current semester- and weekly-agendas.

The curriculum is under continuous revision to meet the demands of the industry. Significant changes will require involving students and relevant business representatives. The chairmanship of external examiners will comment on the change and other Multimedia Design institutes will receive notification of the changes. In case of significant changes of the curriculum transitory regulations will be determined. The curriculum is subject to change if required by the relevant authorities.

Admission and exemption

Admission to the Multimedia Design & Communication Programme requires a higher secondary education equivalent to the Danish "Gymnasieuddannelse" or relevant training and experience.

Your application should include documentation of any:

- relevant professional experience
- completed courses and educations and volunteer work experience
- basic computer skills

The institute may grant exemption from the described admission requirements if an applicant is considered able to complete the course within the prescribed time. The student's qualifications are assessed at a personal interview. Applications for dispensation must be delivered no later than 15th of March or 15th of November, to ensure the applicant be processed prior to semester start.

Leave of absence

It is possible to apply for leave of absence from the course, when the request is grounded in childbirth or illness. Leave of absence may also be accepted pending illness among close relatives. Contact a student counsellor and write an application. The institute will process the application and inform the student if leave has been granted no later than three weeks after receiving the application. The student cannot attend classes at the institute during leave. The student will not be admitted for the exam for any semester influenced by a leave of absence.

Rules about concession

Upon having completed the first year of the course, the student can choose to transfer to any other institute offering the Multimedia Design & Communication Programme. This curriculum is comparable to the curriculum at other multimedia institutes.

Concession agreements

www.erhvervsakademierne.dk or the institute's website www.mmd-cph.dk lists the current concession agreements.

Course scope and duration

The Multimedia Design & Communication Programme is a full-time, 2-year programme equivalent of 120 ECTS points (European Credit Transfer System). The course is divided into four semesters, each approximately 30 ECTS points. Consequently each discipline is described according to content, study load and duration.

Qualifications – and job profiles

The Multimedia Design & Communication Programme enables the graduate to work independently with a variety of tasks within the media and communication industries. The primary qualification of a multimedia designer is the ability to help companies and organizations communicate professionally through the use of interactive media on a variety of platforms.

The multimedia designer's field of expertise ranges from product-oriented (product development) to process-oriented (project management) tasks. Product-oriented jobs could be concept development, design, scripting, implementation and maintenance of multimedia applications. Process-oriented jobs could be planning, controlling and implementing development processes and marketing.

Multimedia Designers are primarily trained for jobs dealing with digital communication, e.g. media or communication companies such as advertising agencies, internet agencies, multimedia producers, newspapers or telecommunication organizations. There is also a large, for the most part unexploited area for Multimedia Design graduates within industry and public sectors. Multimedia Designers can help organizations with marketing, production and public service. Multimedia Designers can also work on managerial levels, interacting with people from a variety of educational, linguistic or cultural backgrounds. The Multimedia Design & Communication Programme can also open the door on job opportunities abroad.

Learning and studying

The Multimedia Designer programme in Copenhagen is characterized by the emphasis on student project work, close relation to the multimedia industry and integrated use of emerging technologies. Project organization leads the student to important insights about the problems and solutions of working in teams. Process and choice of methods are continuously evaluated in exams.

Your learning will take place in an international environment. Many different nationalities are represented. Even on the Danish line, some classes will be taught in English. In this way the need to internationalize the programme is met.

Classes will primarily take place in open learning centres, which have replaced the traditional teacher centred classrooms. The open learning centres are organized to support interdisciplinary projects and assignments, where student project teams collaborate with teachers in solving relevant problems from the multimedia industry. In this way projects lead to a more realistic training.

The course is organized into four disciplines, each consisting of a number of learning goals. These disciplines and learning goals have been distributed across the first three semesters to ensure progression and complexity. During the final semester you will specialise within a chosen field.

An important pre-requisite for completing the course is active participation in classes, project work and coaching. The student is expected to be responsible for their own personal learning. This demands motivation, enthusiasm, initiative and independence. These qualities are an absolute necessity to actively organize one's learning – especially during projects periods.

Course purpose

The purpose of the course is to qualify the graduate to work independently with designing, planning, completing and managing multimedia projects. Graduates can also participate in tasks relating to implementation, administration and maintenance of multimedia applications.

The student must be able to:

- Apply different principles and methods for planning and managing the development process from initial idea to final implementation,
- Combine knowledge about communication, design and development with knowledge about creative, innovative, organizational, economic and environmental issues
- Enter into managerial and project organized settings with people from a variety of educational, linguistic and cultural backgrounds

Model for competences

The aim of the course is to equip the students with a series of core competences, preparing the student for continuous learning and thus empowering the student to solve tomorrow's projects and problems in a global knowledge society.

- The student will gain learning and decision-making skills enabling the student to ensure independent personal and professional development.
- The students will also learn flexibility as a central focus of the course and through adapting projects to actual scenarios in the multimedia industry.
- The student will build networking competence – the ability to form and engage in networking and to be able to communicate in complex and de-centralized structures through independently taking responsibility for tasks relating to the student's professional identity.

Course structure and content

Distribution of ECTS points across disciplines and semesters.

The disciplines are:

Interaction development	24 ECTS
Visualization and concept development	24 ECTS
Communication	24 ECTS
Organization	18 ECTS
Specialization and dissertation	30 ECTS

Distribution and extent (ECTS) of course disciplines:

	Interaction - 24	Visualization - 24	Communication – 24	Organization - 18
1st semester - 30	8	8	8	6
2nd semester - 30	8	8	8	6
3rd semester - 30	8	8	8	6
4th semester - 30	Specialization - 15		Dissertation - 15	

The course includes a compulsory curriculum equivalent of 90 ECTS points. This is completed within the first three semesters. The student specializes during the fourth semester, which is equivalent of 30 ECTS points.

The compulsory curriculum includes following disciplines:

1) *Organization*, which will qualify the student to work professionally with aspects of organizations, especially with regards to project work, organization structures and processes relating to use and development of multimedia. Organization includes: organization theory, economy, IT-systems, sociology, understanding technological development and project work. See also appendix.

Student work within the discipline is equivalent of 18 ECTS points.

2) *Communication*, which will qualify the student to analyze, assess and evaluate communication theories in relation to multimedia development. The student should also learn to assess possible uses of various media and technologies for communication. Communication includes: analysis, communication theory, marketing, choice of media and sociology. See also appendix.

Student work within the discipline is equivalent of 24 ECTS points.

3) *Visualization and concept development*, which will qualify the student to work methodically with design processes and especially multimedia design. The student must learn to co-operate with people from other disciplines. Visualisation and concept development includes: process and methods, design of user interfaces, quality control, graphic design, media integration and aesthetics. See also appendix.

Student work within the discipline is equivalent of 24 ECTS points.

4) *Interaction development*, which will qualify the student to design, produce, maintain and document multimedia productions. The student will learn to assess choice and administration of technologies relating to the multimedia applications. Interaction

development includes design of multimedia applications, completion of multimedia applications, implementation and test, quality and documentation, understanding technology and data communication. See also appendix.

Student work within the discipline is equivalent of 24 ECTS points.

Fourth semester consists of

1) *Specialization*, enabling the student to create a personal, professional profile and identity. Specialization must be equivalent to 15 ECTS points. The institute organizes student specialization through offering a limited number of specialization classes within the overall framework of the course.

2) *Final exam project*, where the student must demonstrate the ability to work analytically and methodically with a complex and realistic problem relating to the field of multimedia. The project scope must be the equivalent of 15 ECTS points. The specialization must be integrated into the final exam project.

The entire course is characterized by an interdisciplinary approach to learning goals.

Together with the exam regulations the following goals are used to co-ordinate the planning and the actual implementation of the four semesters. The philosophy behind the progression of the four semesters is expressed below:

- Simple ("Is it working?")
- Dynamic ("Is it working? Why is it working? Can the users use it?")
- Complex ("Is it working? Why is it working? Can the users use it? Could it be different?")
- Specialization and perspective. ("Demonstrate a holistic understanding!")

1st semester

Digital communication: completing a simple digital conceptual prototype¹ – from idea to functional prototype.

Purpose - "Is it working?"

The students must work methodically to develop a static, digital prototype using interactive and visual media elements. The students must furthermore learn to work with creative processes and to work in teams. The students must be able to develop digital prototypes to be implemented considering organizational structure, culture and context.

The following competences will be learned:

- The student will be taught to use relevant multimedia authoring tools, be familiar with the configuration of relevant hardware and software and be capable of designing multimedia applications.
- The students will acquire basic design theory including typography, colours, form and image manipulation. The student will learn about storytelling through acquiring knowledge of basic forms of communication.

¹ At first semester level: the development, production and presentation of conceptual prototypes are to demonstrate an understanding for the tools and methods used in the construction of simple multimedia products (practice). See appendix 2

- Finally the student will learn to use a multimedia development method and be able to use a variety of methods for brainstorming and concept development. Throughout the semester the student is trained in basic study competence based on project work – individually and in teams.

2nd semester

Digital communication: seen as the development of functional, conceptual prototypes'² relation to the surrounding world.

Purpose- "Is it working? Why is it working? Can the users use it?"

The student must be able to develop a digital prototype that meets the demands of functionality required by target audiences and users, the demands of targeted communication and level of quality required by the strategy and goals of organizations. Furthermore it is a goal that the student gains knowledge about testing, documentation, project management and the social aspects of delivering a multimedia product. These goals are all ensured through the student's implementation of a project. The following elements must be added to the student's competences:

- The student must be able to use relevant hard- and software professionally for developing digital multimedia solutions, this includes understanding and using relevant developmental environments. The student must also be able to design navigation and user interfaces for digital communication solutions.
- It is emphasized that the student can integrate various media and is able to ensure quality in each phase from initial idea to finished product. So knowledge of test procedures, maintenance and documentation is necessary.
- To create functionality relevant for the surrounding society, it is vital that the student masters target audience and market analyses. It is important that the student understands and involves users when developing multimedia. For that reason a grasp of economic considerations such as budgeting and pricing ensure an effective implementation of multimedia applications.

3rd semester

Digital communication: as complex prototypes³ interacting with the surrounding society.

Purpose - "Is it working? Why is it working? Can the users use it? Could it be different?"

The students must be able to develop, build and present a complex digital communication product targeting a wide target audience. The student must engage in various collaborative relations with sender and receiver, be able to communicate clearly with user and customer and manage implementation of solutions in their actual context.

The following elements must be learned:

- The student needs to develop knowledge about the newest technologies within the field of digital communication and understand the different media's influence and their possibilities for integration.

² At the second semester level: the development, production and presentation of interactive prototypes is to demonstrate that the student understands the use of the right tools and development methods and at the same time can involve the relevant user groups functional development and construction of relevant testable multimedia products (method and practice). See appendix 2

³ At the third semester level the development, production and presentation of construction-prototypes is to demonstrate that the student can master the tools, theories and methods necessary to organise, develop, construct, test and present interactive multimedia products (practice, method, theory and reflection): see appendix 2

- Acquiring networking and relation competences means that the student learns to navigate and understand an organization and its relation to society. This includes understanding communication and possibilities in complex organizations and organizational networks whether the setting is local or global.
- Finally the student must complete multimedia projects in the context of an organization. This includes mastering working in autonomous teams.

4th semester

Purpose – specialization and perspective -"Demonstrate a holistic understanding!"

The student is given the opportunity to create a distinct professional profile through specialization and understanding multimedia design in perspective. The student must demonstrate the ability to work analytically and methodically with complex, realistic problems in the final exam project. All competences should be integrated in the specialization and the final exam project.

4th semester rests on the foundation of the previous, compulsory semesters. It consists of:

Specialization, the student has the opportunity to create a professional profile through specialization and by the understanding of multimedia in a proper perspective. The institute organizes the specialization by offering a number of classes within the overall framework of the course.

Final exam project, in which the student must demonstrate the ability to work analytically and methodically with complex, realistic problems. The project must include the development and construction of an interactive multimedia application which demonstrates the actual result of the analysis. The specialization must be integrated into the final exam project.

4th semester is completed with an external exam.

Complaints

In the event of complaints pertaining to admission, teaching etc. the student must send a written complaint to the institute's principal, who will process the complaint and reply to the student within three weeks from receiving the complaint.

Appendices

Exam guidelines and learning goals for the individual semesters are attached as appendices for this curriculum. In addition an appendix specifying the details of the synopsis for the 3rd semester exam is attached. Finally the terms prototype and prototyping are defined, according their use on the Multimedia Design & Communication Programme in Copenhagen.

To supplement the curriculum, a study guidelines booklet is published. It contains practical information relating to studying at MIC, Copenhagen Polytechnic.

Examination at Copenhagen Technical Academy, the MMD-course

The purpose of the exams at CTA is to establish to which extent the student's qualifications are in accordance with the goals and requirements set forth for the course.

Evaluation can be based upon:

- Oral exams, written exams or skill tests
- One or more papers or reports.
- Active participation in classes, courses, seminars, or similar
- A combination of the above

The exam must consider the overall purpose of the course and ensure that each student is examined individually. Exams may be in the form of individual exams or group exams. But individual assessment is required in both cases.

Exams may be internal or external. Internal exams are executed with two internal examiners appointed by the institute's principal from the educational staff at the institute or other institutes offering the Multimedia Design & Communication Programme. External exams are assessed by an internal examiner and an external examiner appointed by the Ministry of Education.

The Multimedia Design & Communication Programme has one internal and four external exams.

Internal exams and conditions

Internal exams

There is one internal exam during the course. It documents the student's satisfactory completion of 1st semester. The student presents one or more examples of work handed in during 1st semester. The student's work is documented in a digital portfolio, consisting of the student's entire production from the 1st semester. The exam is an evaluation of this portfolio. The portfolio and the student's presentation form the basis for discussion concerning the student's learning processes and potential in subsequent semesters. (See appendix)

Conditions

The internal exam concludes with a grade: pass or fail. Passing 1st semester is required for entering the 2nd semester.

2nd semester is considered passed if the student is awarded 02 or above at the 2nd semester exam.

Passing 2nd semester is required for entering the 3rd semester exam.

3rd semester is considered passed if the student is awarded 02 or above

Passing 3rd semester is required for entering the 4th semester exam.

The final project must be passed with the grade of 02 or above. The final project must be passed to conclude the course.

External exams

2nd semester 1st external exam

Digital communication – Multimedia application in context – an exam to document that the student can communicate visually to a target audience, can develop an interactive, digital

application which takes account of stakeholders and can complete a team project from a project assignment.*

- **External exam:** "Is it working? Why is it working? Can the users use it?" Oral, individual exam based on a project completed by a 3-5 person group. The exam concludes the 2nd semester.
- **Project work, product and report:** The project must be interdisciplinary and problem-oriented. The exam must be organized so it encompasses a combination of significant areas covered during the first year at the Multimedia Design & Communication Programme. The project must result in a digital prototype and a report which documents the development process and the product.
- **Hand-in:** A digital product (see appendix) and report of no more than 10 standard pages plus 8 standard pages per group member (not including appendices).i.e. a group of three would hand in a report of 34 standard pages.
- **Exam:** The exam covers several disciplines (organization, communication, visualization and interaction). Individual presentation of product and report: 5 minutes. Individual examination: 20 minutes. Voting and grading: 5 minutes.
- **Grading:** An individual grade is given based on a holistic evaluation of product, report, presentation and individual examination. The grade is given with respect to the purpose and learning goals of 1st and 2nd semesters as described in appendix 1.
- **The institute:** The institute determines the specific requirements for the project ensuring that significant areas of 1st year's curriculum is combined and covered. The institute may impose demands regarding group size project, scope and process documentation. The institute is responsible for equipping students and examiners with a written project assignment.

3rd semester– Project exam

Digital communication - Complex products and their context – an exam where the student must demonstrate the ability to understand the field in question and understand client and target audience's circumstances can develop a complex application, understands how meaning is created and can work in autonomous team settings working from a guiding project assignment description.

- **External exam:** "Is it working? Why is it working? Can the users use it? Could it be different?" Oral group exam based on a project developed in groups of 3-5 students. The exam concludes 3rd semester.
- **Project work, product and report:** The project work must be problem orientated and should preferably be in collaboration with an external partner. The result must be a digital, interactive, multimedia application and a report including documentation of analyses, considerations about chosen methods, process and product and documentation for the external partner.
- **Delivery:** A digital multimedia product (see appendix). Report must not exceed 15 standard pages plus 10 standard pages for each group member, excluding appendices.

* The project description is to be written by the institution holding the exam and must contain as a minimum: the scope of the project given in ECTS points, the coaching form used including the support and help that the student will receive during the project, hand-out and hand-in demands including amongst other things times, scope and other demands on quality.

* 1 standard page consists of 2400 characters including spaces.

- **Exam:** The exam documents several disciplines (organization, communication, visualization and interaction) and the student should demonstrate the ability to account for and reflect upon managerial and project process issues.
- Group presentation of product and report: 15 minutes.
- Individual examination based on the product and report: 15 minutes per student.
- Voting and grading: 10 minutes.
- **Grading:** The student is awarded an individual grade based on a holistic evaluation of product, report, presentation and individual examination. The grade is given considering purpose and learning goals of 3rd semester as described in appendix 1.
- **The institute:** The institute determines the specific requirements for the project ensuring that the 2nd exam on 3rd semester along with the other exam on the 2nd year of the course covers at least 2/3 of the entire course curriculum. The institute may impose demands regarding group size project, scope and process documentation. The 2nd exam on 3rd semester in combination with the 3rd exam on 3rd semester, documents at least 2/3 of the entire course curriculum.

3rd semester 3rd exam

The exam covers one of following disciplines: Interaction, organization, communication or visualization. The student must demonstrate the ability to communicate and discuss a problem from the field. The problems are prepared by the institute.

- **External exam:** Is it working? Why is it working? Can the users use it? Could it be different? Oral individual exam based on previous projects and a synopsis in which the student organizes and summarizes the field. (See appendix)*. The exam concludes 3rd semester.
- **Synopsis:** The student outlines a problem in a synopsis related to previous projects based on theories, methods and insights from **one** of the four disciplines taught on the Multimedia Design & Communication Programme – and which is also chosen as exam discipline in the exam term concerned. (See appendix)
- **Delivery:** The student delivers outline and synopsis to both examiners when the exam begins.
- **Exam:** The student is informed about the discipline 48 hours prior to the exam. The student prepares an oral presentation based on an outline and a synopsis of two pages. At the exam, the student must demonstrate the ability to combine in-depth knowledge about the discipline with a practical problem.
- Individual presentation based on synopsis: 10 minutes
- Individual exam: 20 minutes
- Voting and grading: 10 minutes
- **Grading:** An individual grade is given grounded in a holistic evaluation of the student's presentation, the exam discussion and the synopsis. The student is graded with respect to the purpose and learning goals of the discipline in question. (See appendix 1 and the paragraph about structure and content of the course.)

- **The institute:** The institute can specify demands for the student's presentation. This could include a narrower definition of the problem to be covered. The institute can choose any one discipline for the exam of any exam term, but must, over time, conduct exams covering every discipline. The chosen discipline can vary from one exam term to the following.

The 3rd exam on 3rd semester documents, in combination with the 2nd exam on 3rd semester, at least 2/3 of the entire course curriculum.

4th semester 4th exam - The Final project

The final project includes all disciplines. At the exam, the student must document the ability to work analytically and methodically with complex, and realistic problems pertaining to a specific task within the field of multimedia.

External exam: Specialization and perspectives -"Demonstrate a holistic understanding!" Oral exam based on a project made individually or in groups – generally groups are no bigger than three students. The final exam includes a project and an oral presentation. The final exam concludes 4th semester.

Project work, report and product: The topic for the final exam project is formulated by the student under guidance from the institute and, if at all possible, in collaboration with an organization. The project's scope and problem definition must be accepted by the institute. The project results in a report and a product. The product can be a digital application or some form of digital communication.

Specialization: The purpose of specialization for the student is to create a personal multimedia design profile through a deeper understanding of a specified field of expertise related to multimedia design. The specialization must be equivalent of 15 ECTS points. The student may choose from the offered specialization courses at the institute. But it is also possible to choose topics offered on other institutes in Denmark or abroad. If the student chooses an external specialization offer, an agreement between MIC and the student must be entered.

Final project: The purpose of the final project is to document the student's ability to work analytically and methodically with a complex and realistic problem within the field of multimedia design. The project scope must be equivalent of 15 ECTS points. The final project must cover central problems addressed in the curriculum for the Multimedia Design & Communication Programme.

Delivery: Digital product and dissertation report of 30 standard pages* plus 15 standard pages per group member, appendices not included – hence a one person group must deliver 45 standard pages, a two-person group must deliver 60 standard pages etc. The individual examination must cover the specialization area and other areas not covered in the report.

Exam

1. Group presentation of product and report: 15 minutes.
2. Individual examination based on product and report: 25 minutes per student.
3. Voting and grading: 10 minutes

Grading: The student is given one individual grade grounded in a holistic assessment of product, report, presentation and individual examination.

* 1 standard page consists of 2400 characters including spaces.

The institute: The final exam project must document, along with the two exams held during the 2nd year of study that the graduation level of competence has been reached by the student.

Retaking exams

The student is entitled to two retakes. An exam can only be retaken if the student has taken the ordinary exam and failed it.

Retakes are scheduled immediately before or after the following semester start, but no earlier than 6 weeks after the ordinary exam. Retakes must be scheduled no later than 8 weeks after the ordinary exam.

The second retake is normally scheduled together with the following ordinary exam. For all project exams (2nd semester 1st external exam, 3rd semester 2nd exam, 4th semester 4th exam) it applies that

The project to be examined at the retake can either be the original project or a new project.

All projects can be carried out individually or in project teams.

If the retake is grounded in illness the institute assess the circumstances.

- If the student has participated in the project work on approximately equal terms as the rest of the group. The retake is based on the project handed in by the group.
- If the student has not participated in the project work on approximately equal terms the retake will be an individual project exam.

2nd semester 1st exam – (retake)

The exam purpose is identical to that of the ordinary exam, but if the project is conducted individually group deliveries will not count at the retake. In stead focus will be to establish whether the student can work methodically and independently from the guiding project assignment description.

Retakes follow the same rules, regulations and guidelines as the ordinary exam.

3rd semester 2nd exam– Project exam (retake)

The exam purpose is identical to that of the ordinary exam, but if the project is conducted individually, work conducted in autonomous teams groups will not count at the retake. Instead the focus will be to document whether the student can establish collaborative relations to external project partners.

Retakes follow the same rules, regulations and guidelines as the ordinary exam.

3rd semester 3rd exam (retake)

Retakes follow the same rules, regulations and guidelines as the ordinary exam.

4th semester 4th exam – Final project (retake)

Retakes follow the same rules, regulations and guidelines as the ordinary exam.

Appendix 1

Exam rules and regulations

Admission for exam

When a student is admitted to the course or has passed a semester. This also registers as admission to the exam or exams pertaining to the relevant semester.

If the student fails an exam, the student is automatically signed up for retaking the exam.

Complaints

Any complaints about exams or other assessments must be presented to the institute in writing. The complaint should be in relation to the rules for the exam in question.

The complaint should be delivered to the institute no later than two weeks after the grade or assessment was given. The two week deadline can never start earlier than the original date for giving the grade or assessment cf. § 44, subsections two of the executive order regarding exams.

Exam terms and times

A month before the exams, the institute informs the educational staff about the dates for the exam. The deadline for delivering digital products and written assignments is evident from the written guidelines describing the assignment or project in question. The exam term will include a varying number of days where the student can study and prepare for the exam. This information will be given as the project period leading up to the exam starts.

The exam term on 2nd semester is the last week or weeks of the semester.

The exam term on 3rd semester is the last week or weeks of the semester.

The exam term on 4th semester is the last week or weeks of the semester.

Delivery and number of copies

All projects are to be delivered and registered in the study administration at the main entrance to MIC. It is required that the student or group hands in three copies all materials delivered (one for each examiner and one for the archive). See the exam rules for further information regarding delivery.

Rules pertaining to written deliveries

All written hand-ins must be on paper and handed in to the study administration. In exchange the student gets a receipt.

All group members are responsible for all delivered materials. All group members must sign the front cover of delivered materials.

All papers/assignments/projects etc must be delivered before the deadline time specified for the hand-in in question.

If the student delivers less than one hour after the deadline, this will be written on the delivered material. A late hand-in will influence the grade awarded to the student.

If the deadline is overrun by more than one hour, the hand-in will not be accepted.

Rules about delay or absence at oral exams

If a student is delayed for an exam, the student will be offered to take the exam later the same day. If the student is further delayed, it will be considered absence from an exam. Read more of the consequences for absence below.

If a student is absent from an exam, the student loses the right to take the exam during that particular exam term. Being absent from an exam counts as one attempt. The student will be offered to take the exam in the following ordinary exam term. If the exam includes delivering material as basis for an oral exam, the student must hand in new material.

Rules about cheating or attempt to cheat

If the student is caught cheating or attempting to do so, the student will be expelled.

Rules about disturbances during exams

If an exam is disturbed by unauthorized persons the student affected has the right to start over. Authorized persons are the relevant examiners, any assistant teachers and any persons permitted access to the exam by the examinee.

Group work and formation

A group is formed when the members have signed up as a group to the teacher responsible for the group formation process. The group formation process is not terminated until every student in the class is in a group. When the groups are formed, all registered group members have joint ownership and copyright to all materials produced by the group.

Group splitting

If a group decides to split up during a project process, all materials produced up until the date of the split must be made accessible to all group members because of the joint ownership of said materials.

Exclusion

If a group member is excluded from a group, the excluded group member can use only the materials produced by the excluded member.

Group size

An exam group can normally consist of 3-5 students unless differently specified.

Appendix 2: Learning goals for the four disciplines on the semesters

1st semester disciplines:

Organization 6 ECTS

Organization

The goal is that the student

- Gains insight into organization structures and the factors determining organizational structures
- Gains insight into organizational management, communication and decision processes
- Acquires knowledge about organizational culture and its influence on the organization's competitive position, strategy and image.

Project work

The goal is that the student

- Can initiate, organize and manage development projects.
- Can use relevant theories, methods and IT-tool for planning, managing and implementing development projects.

Communication and pedagogy 8 ECTS

Pedagogy

The goal is that the student

- Understands relevant pedagogical principles and practices.
- Understands the relation between pedagogical principles and designing a media production.

Communication

The goal is that the student

- Gains knowledge about how communicative choices influence the message.
- Can use relevant communication theories and models in development projects.
- Can choose and use relevant communication strategies.

Analysis

The goal is that the student

- Can analyse multimedia concepts in order to gain understanding and specify requirements.
- Through models can document and communicate analyses.
- Can analyse and assess the opportunities of using different media.
- Can understand relevant journalistic principles.

Visualization and concept development 8 ECTS

Graphic design

The goal is that the student

- Can use design principles.
- Has knowledge about concept development.
- Can assess the use of principles for digital image processing.
- Can analyse the relation between message and design.

Processes and methods

The goal is that the student

- Can work methodically with multimedia development.
- Has knowledge about relevant multimedia development strategies.

Media integration

The goal is that the student

- Has knowledge about integrating different media.
- Has knowledge about integration and control of navigation form.

Interaction development 8 ECTS

Design of multimedia applications

The goal is that the student

- Can use modelling for structuring functionality and information
- Can use common templates for processing and storing information
- Gains insight about how technological choices influence multimedia development

Completion of multimedia applications

The goal is that the student

- Can use programming and scripting for multimedia development
- Gains insight about different development environment's potentials and limitations

Implementation and test

The goal is that the student

- Gains insight about test procedures and methods
- Gains insight about implementation procedures and methods

Quality and documentation

The goal is that the student

- Can document multimedia applications

Technology

The goal is that the student

- Gains insight about functionality and limitations for different computer components
- Gains insight about structuring internal and external storage
- Gains insight about the structure and execution of processes
- Gains insight about possibilities for data mobility between different operative systems and platforms

Data communication

The goal is that the student

- Gains insight about the principles of communication technology
- Gains insight about network's structures and principles
- Gains insight about services and protocols, including security issues
- Can use net services and tools relevant for the multimedia industry

2nd semester includes following disciplines:

Organization 6 ECTS

Economy and organizational IT systems

The goal is that the student

- Can use methods and tools for financial planning and management of multimedia projects.
- Gains insight about factors influencing organization's business formation.

Sociology and technology

The goal is that the student

- Gains insight about environmental perspectives and potential related to the use of information technology. This includes environment as action and image building factor.

- Gains insight about relevant topics of business law, including copyright law, data protection law, contract law and laws of torts.

Communication 8 ECTS

Marketing

The goal is that the student

- Has knowledge about basic marketing theory.
- Has knowledge about cultural factors influence on national as well as international communication. Relations between cultural identity and forms of expression.
- Has knowledge about targeted communication, this includes analysing and describing a target group.

Media

The goal is that the student

- Can choose media supporting a communication strategy while considering target audience, distribution and costs.

Visualization and concept development 8 ECTS

Quality control

The goal is that the student

- Can understand prototyping in relation to multimedia development (see appendix).
- Can use methods for developing prototypes (prototyping).
- Can use principles for user friendly design.

Aesthetics

The goal is that the student

- Has knowledge about the meaning of form and aesthetics.
- Can analyse the interaction of form and function.
- Has knowledge about possible uses of different genres.
- Has knowledge about colour and the psychology of colour.

Interaction development 8 ECTS

Design of multimedia applications

The goal is that the student

- Gains insight in the way technological choices influence multimedia development
- Completes multimedia applications
- Can use programming and scripting for multimedia development
- Can use programming and scripting languages to create interactivity
- Can use source code libraries, data query languages and tools.
- Gains insight about different development environment's potentials and limitations

Implementation and test

The goal is that the student

- Gains insight about test procedures and methods
- Gains insight about implementation procedures and methods

Quality and documentation

The goal is that the student

- Gains insight about criteria for quality of design, completion, test, implementation and maintenance
- Can use methods to achieve desired quality of design, completion, test, implementation and maintenance
- Can document multimedia applications

Technology

The goal is that the student

- Gains insight about structuring internal and external storage
- Gains insight about the structure and execution of processes
- Gains insight about possibilities for data mobility between different operative systems and platforms

Data communication

The goal is that the student

- Gains insight into the principles of communication technology
- Gains insight into services and protocols, including security issues
- Can use net services and tools relevant for the multimedia industry

3rd Semester

Organization 6 ECTS

Organization

The goal is that the student

- Can assess and describe the organizational consequences of changes caused by a project implemented in an organization.

Economy and organizational IT systems

The goal is that the student

- Gains insight about organizational finance management systems seen in the organization's context
- Organizational structure
- Gains insight about organizational IT systems and their relations

Sociology and technology

The goal is that the student

- Gains insight about technological developments relevant for media production. This includes the use of relevant new technologies.
- Gains insight about the interrelation of technology and society.

Project work

The goal is that the student

- Gains insight about methods for ensuring the quality of development projects.

Communication 8 ECTS

Sociology and technology

The goal is that the student

- Has knowledge about information technology's influence on national and global social development
- Can assess and see the perspectives of the media's role in modern society.

Communication

The goal is that the student

- Can analyse multimedia concepts in order to gain understanding and specify requirements.
- Can analyse and assess communicative elements of different media productions.
- Has knowledge about cultural factor's influence on national and international communication – connections between cultural identity and forms of expression.

Visualization and concept development 8 ECTS

Media

The goal is that the student

- Has knowledge about media and digitalization.
- Has knowledge about digital processing of video and audio.
- Has knowledge about the principles for modelling and constructing 3D.
- Has knowledge about animation principles.

Processes and methods

The goal is that the student

- Can analyse the phases of the innovation process.
- Can understand creative structures and ways of collaboration.

User interface design

The goal is that the student

- Can analyse and assess how the choice of media is integrated into multimedia development.
- Can understand the role of users in connection with multimedia development.

Interaction development 8 ECTS

Design of multimedia applications

The goal is that the student

- Can use modelling for structuring functionality and information.
- Can use common templates for processing and storing information.
- Can make a simple database design.
- Gains insight into how the choice of technology influences multimedia development.

Completion of multimedia applications

The goal is that the student

- Can use programming and scripting for multimedia development
- Can use programming and scripting for creating interaction
- Gains insight about different development environment's potentials and limitations

Implementation and test

The goal is that the student

- Gains insight about test procedures and methods
- Gains insight into the implementation of procedures and methods

Quality and documentation

The goal is that the student

- Gains insight about criteria for quality of design, completion, test, implementation and maintenance
- Can use methods to achieve desired quality of design, completion, test, implementation and maintenance
- Can document multimedia applications.

Technology

The goal is that the student

- Gains insight into structuring internal and external storage
- Gains insight into the structure and execution of processes
- Gains insight into opportunities for data mobility between different operative systems and platforms

Data communication

The goal is that the student

- Gains insight about services and protocols, including security issues
- Can use net services and tools relevant for the multimedia industry

Appendix 3:

***Prototyping* and *prototype*:**

On the three semesters it can be helpful to differentiate between conceptual prototypes (test of functions, design and idea) and construction prototypes (test of functionality and programming).

If one chooses to a significantly different definition one should present this variant definition to the students. The recommend definition is

"Prototyping represents iterative development during which initial requirements and wishes are tested and improved. The iterations enable the user and client to better specify requirements for the continued development..."

"A prototype is a system model which can be evaluated systematically... Its justification is solely based on its function to inspire specification of design, content and technical requirements..."

(Source: Developing multimedia– a holistic approach... 2003)

Appendix 4:

Portfolio at the MMD-CPH

Personal log for registering acquired skills	
Workshops and courses taken	
Common learning goals for semester and workshop	
Individually identified goals	
Skills check list / assessments	
Registration of individual activities	
Individual learning contracts*	
Individual learning goals	
Registration of delivered assignments and projects	
Evaluation of delivered assignments and projects	
Evaluation of common learning goals	
Evaluation of individually identified goals	
Evaluation of individual learning goals	

*content, planning and schedules, supervision, coaching and autonomous learning

Appendix 5

Exam synopsis

What is a synopsis?

Synopsis for the Multimedia Design & Communication Programme synopsis exam is defined as a thorough outline and a summarizing presentation of the relevant topic/discipline. The synopsis will be used to initiate the exam dialogue and should not be conclusive but should instead point to relevant topics for discussion. "A summarizing presentation topic/discipline and the issues covered. Synopsis length should be 1-2 pages created for an oral exam. The synopsis specifies the topic in question... When writing a synopsis, it should be specified what the topic is and what primary and secondary literature has been used. The synopsis in this way helps the student and the examiners alike. The exam is based on the student's presentation, which again is based on the synopsis.

Exam

A synopsis exam can be understood as a unity consisting of:

1. The synopsis
2. A prepared presentation at the oral examination
3. Discussion with examiners

Since a prepared presentation rarely results in high grades, the student should demonstrate knowledge pertaining to theory related to multimedia design in dialogue and discussion with the examiners. It is further emphasized that the student: "elaborate and deepen the acquired knowledge within the theoretical, methodical and empirical principal problems of the course."