

Curriculum for the Academy Profession Degree Programme in Multimedia Design and Communication

September 2017

Copenhagen School of Design and Technology – KEA

Curriculum for the Academy Profession Degree Programme in Multimedia Design and Communication

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1. Curriculum framework

This is a translated version of the Danish curriculum. In case of any discrepancies between this curriculum and the Danish curriculum, the text in the Danish curriculum applies.

The latest versions of the following acts and ministerial orders apply to the programme:

Danish (Consolidated) Act on Academies of Professional Higher Education.

Danish (Consolidated) Act on Academy Profession Programmes and Professional Bachelor Programmes.

Ministerial Order on Academy Profession Programmes and Professional Bachelor Programmes.



Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (the Examination Order).

Ministerial Order on Admission to and Enrolment on Academy Profession Programmes and Professional Bachelor Programmes (the Admissions Order).

Ministerial Order on the Grading Scale and Other Forms of Assessment of Study Programmes Offered under the Ministry of Higher Education and Science (the Grading Scale Order).

Ministerial Order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication (AP Graduate in Multimedia Design and Communication). [Link to the ministerial order at retsinformation.dk.](#)

The curriculum has been prepared by the Network of Danish Academies providing the Academy Profession Programme in Multimedia Design and Communication (common part) and KEA, the Copenhagen School of Design and Technology (institution part). The programme is offered by the following institutions of higher education.

Cphbusiness Nørgaardsvej 30 DK-2800 Kgs. Lyngby	
Business Academy Aarhus Ringvej Syd 104 DK-8260 Viby J	
Dania Academy, University of Applied Sciences	

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<p>Arvikavej 2A DK-7800 Skive and N.P. Josiassens Vej 44A DK-8500 Grenaa</p>	
<p>IBA International Business Academy Ålegården 2 DK-6000 Kolding</p>	
<p>Lillebaelt Academy Munkebjergvej 130 DK-5230 Odense M</p>	
<p>Business Academy Midwest Gl. Landevej 2 DK-7400 Herning</p>	
<p>Zealand Institute of Business and Technology Bredahlsgade 1 DK-4200 Slagelse and Lyngvej 19-25 DK-4600 Køge</p>	
<p>Business Academy SouthWest Østergade 53 DK-6400 Sønderborg and Spangsbjerg Kirkevej 103 DK-6700 Esbjerg</p>	

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<p>Copenhagen School of Design and Technology Lygten 16 DK-2400 Copenhagen NV</p>	
<p>University College Nordjylland, UCN Sofiendalsvej 60 DK-9200 Aalborg SV</p>	

1.1. Name and title of programme

The programme title is Academy Profession Degree Programme in Multimedia Design and Communication. The Danish programme title is *Erhvervsakademiuddannelsen inden for medie og kommunikation*. Programme graduates have the right to use the title AP Graduate in Multimedia Design and Communication. The Danish title is *Multimediedesigner AK*.

The programme is an academy profession programme corresponding to 120 ECTS points and graded at level 5 in the Danish Qualifications Framework for Higher Education.

1.2. Programme objective

The objective of the programme is to qualify graduates to independently design, plan, realise and manage multimedia tasks and to assist in the implementation, administration and maintenance of multimedia productions.

The intended learning outcome includes the knowledge, skills and competencies set out in the Ministerial Order on the Academy Profession Degree Programme in Multimedia Design and Communication, appendix 1. The learning objectives are stated below.

Knowledge

The graduate has acquired:

- knowledge of practice and key applied theory and method relevant to analysis, ideation, design, planning, realisation and management of multimedia tasks as well as the implementation, administration and maintenance of multimedia productions
- an understanding of interdisciplinary multimedia issues in relation to both individual and team-based project work.

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Skills

The graduate has acquired the skills needed to:

- apply key methods and tools relevant to analysis, ideation, design and planning as well as the realisation and management of multimedia tasks
- evaluate practice-oriented issues in the multimedia field and propose and select possible solutions
- communicate practice-oriented issues and possible solutions in the multimedia field to partners and users.

Competencies

The graduate has acquired the competencies needed to:

- independently undertake analysis, ideation, design and planning as well as the realisation and management of multimedia tasks and participate in the implementation, administration and maintenance of multimedia productions
- handle development-oriented situations and be innovative in the tailoring of multimedia solutions to commercial conditions
- acquire new knowledge, skills and competencies in the multimedia field
- engage in management and cooperation with others regardless of educational, linguistic and cultural background
- participate in and manage cooperation and communication in networks based on a professional approach.

1.3. Effective date

The curriculum takes effect on 21 August 2017.

1.4. Transitional arrangements

The curriculum comes into effect on 21 August 2017 and applies to all students enrolled on the programme from that date.

1.5. Reading instructions

Black text applies at institutional level, i.e. topics specifically applicable to KEA. [Blue text applies to the common part, i.e. all institutions offering the programme.](#)

2. Admission

Admission to the programme is subject to the rules set out in the Admissions Order.

3. Programme elements and modules

The programme is a full-time programme equating to two student full-year equivalents. One student full-year equivalent corresponds to one year of full-time study. One student full-year equivalent

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lent corresponds to 60 ECTS points in the European Credit Transfer System (ECTS). The programme thus equates to a total of 120 ECTS points.

The programme is graded at level 5 in the Danish Qualifications Framework for Higher Education.

3.1. Semesters in which programme elements, internships and exams take place

The programme comprises three compulsory programme elements: *Multimedia Production 1* (30 ECTS), *Multimedia Production 2* (30 ECTS) and *Multimedia Production 3* (20 ECTS). The programme also includes an internship (15 ECTS), elective programme elements (10 ECTS) and a final project (15 ECTS). The programme totals 120 ECTS.

Programme structure

Programme elements	
Fourth semester	Final exam project (15 ECTS)
	Internship (15 ECTS)
Third semester	Multimedia Production 3 (20 ECTS) Elective programme elements (10 ECTS)
Second semester	Multimedia Production 2 (30 ECTS)
First semester	Multimedia Production 1 (30 ECTS)

3.2. Core areas

The programme covers the core areas Business (15 ECTS), Communication and Presentation (15 ECTS), Design and Visualisation (25 ECTS) and Interaction Development (25 ECTS). The core areas total 80 ECTS.

Compulsory programme elements	Multimedia Production 1 First semester	Multimedia Production 2 Second semester	Multimedia Production 3 Third semester	In total
Core areas				

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<i>Business</i> 15 ECTS	5 ECTS from the core area Business	5 ECTS from the core area Business	5 ECTS from the core area Business	15 ECTS
<i>Communication and Presentation</i> 15 ECTS	5 ECTS from the core area Communication and Presentation	5 ECTS from the core area Communication and Presentation	5 ECTS from the core area Communication and Presentation	15 ECTS
<i>Design and Visualisation</i> 25 ECTS	10 ECTS from the core area Design and Visualisation	10 ECTS from the core area Design and Visualisation	5 ECTS from the core area Design and Visualisation	25 ECTS
<i>Interaction Development</i> 25 ECTS	10 ECTS from the core area Interaction Development	10 ECTS from the core area Interaction Development	5 ECTS from the core area Interaction Development	25 ECTS
	Learning objectives for Multimedia Production 1: See section 3.3	Learning objectives for Multimedia Production 2: See section 3.3	Learning objectives for Multimedia Production 3: See section 3.3	
	30 ECTS	30 ECTS	20 ECTS	80 ECTS

Core area Business

Content

The core area is intended to provide the students with the necessary qualifications to understand the commercial framework of the business and digital business models, apply digital user data and take an innovative approach to multimedia production. Students must understand the multimedia designer's role in the value chain in a multimedia production and be able to plan, manage and carry out a multimedia production.

No. of ECTS

15 ECTS

Learning objectives

Knowledge

The student has gained development-based knowledge and an understanding of:

- development methods for multimedia production
- copyright and licensing methods in multimedia production

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- the company's strategy as a basis for multimedia production and the multimedia designer's position in the value chain
- the company's external environment, including its stakeholders, and the company's resource base
- tools applied in practice and the use of data to optimise multimedia production
- key methods and tools related to project management and estimation of multimedia productions
- digital business models applied in practice
- budgeting of multimedia productions.

Skills

The student has acquired the skills needed to:

- apply key tools and digital data to optimise multimedia production
- plan and evaluate project management and quality assurance in team-based multimedia productions
- assess and analyse data and present solutions as a basis for innovative development of multimedia productions
- assess, apply and communicate innovative methods in multimedia production.

Competencies

The student has acquired the competencies needed to:

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

Core area Communication and Presentation

Content

The core area is intended to enable the students to understand digital media and create innovative digital user experiences. The students are capable of producing digital content and user-oriented communication.

No. of ECTS

15 ECTS

Learning objectives

Knowledge

The student has gained development-based knowledge and an understanding of:

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

Skills

The student has acquired the skills needed to:

- collect and apply empirical data on users and situations of use in practice
- combine and apply key methods for planning and producing user-oriented content in team-based multimedia productions
- apply key theory, method and tools to support digital user experiences, including test methods
- transform knowledge of current digital user trends into planning and development of user experiences in advanced digital media productions
- assess, adjust and present solutions for innovative communication in advanced digital media productions
- communicate support of digital user experiences to stakeholders.

Competencies

The student has acquired the competencies needed to:

- participate in teams and contribute to the production of digital, user-oriented content and create user experiences in complex digital user interfaces
- independently keep up to date and acquire new knowledge about the users' application of technologies and media in an international digital mediascape.

Core area Design and Visualisation

Content

The core area is intended to enable the students to design and develop advanced digital user interfaces based on user-oriented design principles and incorporating international development trends within digital design.

No. of ECTS

25 ECTS

Learning objectives

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Knowledge

The student has gained development-based knowledge and an understanding of:

- basic principles for the composition and layout of digital design in multimedia production
- design processes and documentation of digital design in multimedia production
- media types in multimedia production
- current digital exchange formats used in multimedia production
- relevant theories, tools and methods for the design and development of user-oriented design and user experiences
- methods for presenting data
- current international development trends in digital design.

Skills

The student has acquired the skills needed to:

- apply key design processes for multimedia production, including documentation of the design process
- apply key methods and design processes, and present solutions for the production and communication of digital user interfaces
- assess and post-process graphic material to ensure consistency of design in multimedia productions
- assess and apply a user-oriented approach in a digital design process
- assess and select multimedia designs and components for the development and production of advanced digital user experiences
- assess and apply key international development trends to design, develop, adjust and maintain advanced digital user interfaces.

Competencies

The student has acquired the competencies needed to:

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

Core area Interaction Development

Content

The core area is intended to enable the students to model, structure and develop complex digital user interfaces and to handle large data sets for presentation in digital user interfaces.

No. of ECTS

25 ECTS

Learning objectives

Knowledge

The student has gained development-based knowledge and an understanding of:

- the structure and use of the Internet, with special emphasis on understanding client-server relationships and their impact on the development of digital user interfaces
- relevant technologies for developing digital user interfaces
- key methods for modelling, structuring and developing digital user interfaces
- key data persistence technologies
- key and current programming paradigms for developing digital user interfaces
- data formats and exchange of limited data sets, synchronously and asynchronously with server
- key and current libraries and frameworks for developing advanced digital user interfaces
- data structures, data formats and exchange of complex data sets with server.

Skills

The student has acquired the skills needed to:

- apply key technologies and development environments as well as version control methods to develop digital user interfaces in a multimedia production
- apply key programming principles, including control structures, functions and variables for the development of digital user interfaces
- apply key technologies for handling and displaying content in the production of digital user interfaces
- apply key technologies for exchanging and presenting complex data sets in digital user interfaces
- assess, define, select and apply current libraries and frameworks for innovative development of advanced digital user interfaces in a multimedia production
- communicate the development process to stakeholders.

Competencies

The student has acquired the competencies needed to:

- handle key technologies and methods for version control of multimedia productions
- participate in teams with a view to developing digital user interfaces
- handle process documentation and communication in relation to stakeholders, including planning and documentation of multimedia productions as well as data exchange via digital user interfaces

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- independently keep up to date and acquire new knowledge within the latest international technological trends and engage in innovative development of multimedia productions with special emphasis on the user interface.

3.3. Compulsory programme elements

Compulsory programme elements include:

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

A total of 80 ECTS.

All three compulsory programme elements are concluded with an exam.

Compulsory programme element Multimedia Production 1

No. of ECTS

30 ECTS, including:

- 5 ECTS from the core area Business
- 5 ECTS from the core area Communication and Presentation
- 10 ECTS from the core area Design and Visualisation
- 10 ECTS from the core area Interaction Development

Content

The first compulsory programme element is intended to provide the student with the qualifications needed to understand the company's commercial framework and the multimedia designer's role in the value chain in a multimedia production. The student must be able to understand digital media and to define, produce and present solutions for and produce digital user interfaces.

Learning objectives

Knowledge (Business)

The student has gained development-based knowledge and an understanding of:

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

Knowledge (Communication and Presentation)

The student has gained development-based knowledge and an understanding of:

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

Knowledge (Design and Visualisation)

The student has gained development-based knowledge and an understanding of:

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

Knowledge (Interaction Development)

The student has gained development-based knowledge and an understanding of:

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

Skills (Business)

The student has acquired the skills needed to:

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

Skills (Communication and Presentation)

The student has acquired the skills needed to:

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

Skills (Design and Visualisation)

The student has acquired the skills needed to:

- use central design processes for multimedia production, including documentation of the design process

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- use key theories, tools and methods for design and development of simple digital user interfaces.

Skills (Interaction Development)

The student has acquired the skills needed to:

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

Competencies (Business)

The student has acquired the competencies needed to:

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

Competencies (Communication and Presentation)

The student has acquired the competencies needed to:

- manage the development of communication for simple digital interfaces.

Competencies (Design and Visualisation)

The student has acquired the competencies needed to:

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

Competencies (Interaction Development)

The student has acquired the competencies needed to:

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

Assessment

The compulsory programme element is concluded with an exam (Multimedia Production 1).

The exam is assessed by an internal examiner according to the 7-point grading scale.

The learning objectives defined for the programme element are identical to the learning objectives for the exam.

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For further information on exam form and structure etc., reference is made to the institution-specific part of the curriculum.

Compulsory programme element Multimedia Production 2

No. of ECTS

30 ECTS, including:

- 5 ECTS from the core area Business
- 5 ECTS from the core area Communication and Presentation
- 10 ECTS from the core area Design and Visualisation
- 10 ECTS from the core area Interaction Development

Content

The second compulsory programme element is intended to provide the student with the qualifications needed to plan multimedia productions involving several participants. The student must be able to design and create digital user experiences by means of a user-oriented method and key programming principles.

Learning objectives

Knowledge (Business)

The student has gained development-based knowledge and an understanding of:

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

Knowledge (Communication and Presentation)

The student has gained development-based knowledge and an understanding of:

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

Knowledge (Design and Visualisation)

The student has gained development-based knowledge and an understanding of:

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

Knowledge (Interaction Development)

The student has gained development-based knowledge and an understanding of:

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

Skills (Business)

The student has acquired the skills needed to:

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

Skills (Communication and Presentation)

The student has acquired the skills needed to:

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

Skills (Design and Visualisation)

The student has acquired the skills needed to:

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

Skills (Interaction Development)

The student has acquired the skills needed to:

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

Competencies (Business)

The student has acquired the competencies needed to:

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

Competencies (Communication and Presentation)

The student has acquired the competencies needed to:

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

Competencies (Design and Visualisation)

The student has acquired the competencies needed to:

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

Competencies (Interaction Development)

The student has acquired the competencies needed to:

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

Assessment

The compulsory programme element is concluded with an exam (Multimedia Production 2).

The exam is assessed by an external co-examiner according to the 7-point grading scale.

The learning objectives defined for the programme element are identical to the learning objectives for the exam.

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For further information on exam form and structure etc., reference is made to the institution-specific part of the curriculum.

Compulsory programme element Multimedia Production 3

No. of ECTS

20 ECTS points, including:

- 5 ECTS from the core area Business
- 5 ECTS from the core area Communication and Presentation
- 5 ECTS from the core area Design and Visualisation
- 5 ECTS from the core area Interaction Development

Content

The third compulsory programme element is intended to provide the student with the qualifications needed to assess and apply international development trends to create innovative user experiences in digital media and user interfaces. The student must be able to handle and present large data sets in a digital user interface.

Learning objectives

Knowledge (Business)

The student has gained development-based knowledge and an understanding of:

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

Knowledge (Communication and Presentation)

The student has gained development-based knowledge and an understanding of:

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

Knowledge (Design and Visualisation)

The student has gained development-based knowledge and an understanding of:

- methods for presenting data
- current international trends in digital design.

Knowledge (Interaction Development)

The student has gained development-based knowledge and an understanding of:

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

Skills (Business)

The student has acquired the skills needed to:

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

Skills (Communication and Presentation)

The student has acquired the skills needed to:

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

Skills (Design and Visualisation)

The student has acquired the skills needed to:

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

Skills (Interaction Development)

The student has acquired the skills needed to:

- apply key technologies for the exchange and presentation of complex data sets in digital user interfaces
- evaluate, set-up, choose and use current libraries and frameworks for innovative developments of advanced digital user interfaces in a multimedia production
- communicate the development process to stakeholders.

Competencies (Business)

The student has acquired the competencies needed to:

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

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Competencies (Communication and Presentation)

The student has acquired the competencies needed to:

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

Competencies (Design and Visualisation)

The student has acquired the competencies needed to:

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

Competencies (Interaction Development)

The student has acquired the competencies needed to:

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

Assessment

The compulsory programme element is concluded with an exam (Multimedia Production 3).

The exam is assessed by an internal examiner according to the 7-point grading scale.

The learning objectives defined for the programme element are identical to the learning objectives for the exam.

For further information on exam form and structure etc., reference is made to the institution-specific part of the curriculum.

3.4. Elective programme elements (elective subjects)

The programme includes elective programme elements corresponding to 10 ECTS, and which are referred to as 'elective subjects'. Elective subjects are weighted at either 5 or 10 ECTS. Elective subjects are offered in the third semester of the programme.

Elective subjects allow students to specialise within a particular academic/professional subject area. The elective subjects offered are described in an electives catalogue published at the beginning of the third semester. The catalogue includes a description of the scope, learning objectives and ECTS weighting of each elective subject.

Students can choose between elective subjects within one or more of the following subject areas:

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- Business
- Communication and Presentation
- Interaction Development
- Design and Visualisation

KEA reserves the right to cancel elective subjects if the number of registered participants is below the required minimum number of participants, and also to limit the maximum number of participants for each elective subject. Students affected by this will be allowed to choose a new elective subject.

Each elective subject is concluded with an exam (third-semester elective subject exam(s)) in accordance with the electives catalogue.

3.5. Internship

Internships take place in the fourth semester and must correspond to 15 ECTS.

Learning objectives

Knowledge

The student has acquired knowledge of

- the requirements and expectations of companies with regard to the multimedia designer's knowledge, skills and attitudes towards the work
- the practice-related use of theory, method and tools by the profession and within the subject area.

Skills

The student has acquired the skills needed to:

- apply versatile technical and analytical working methods of relevance to employment within the sector
- assess practice-oriented issues and problems, and present possible solutions
- communicate practice-oriented issues and reasoned solution proposals.

Competencies

The student has acquired the competencies needed to:

- handle development-oriented, practical and professional situations of relevance to the profession
- acquire new knowledge, skills and competencies of relevance to the profession
- manage the structuring and planning of day-to-day tasks within the profession
- participate in disciplinary and interdisciplinary cooperation with a professional approach.

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Assessment

The internship is concluded with an exam (internship exam). The exam is internal and assessed according to the 7-point grading scale. The learning objectives defined for the programme element are identical to the learning objectives for the exam. For information on exam form and structure etc., reference is made to section 5.1.3.

3.6. Rules on completion of the internship

The internship can form the basis of the student's final project and can be organised in a flexible and differentiated manner. Students can choose to combine internships in two or more organisations or different types of internships. The conditions governing internships are described in more detail on the learning platform for the Multimedia Design and Communication programme before the fourth semester begins.

The internship is unpaid.

Based on the general learning objectives for the internship period, students develop their own individual learning objectives for their internship in cooperation with the host company and KEA. During the internship, students are assigned a supervisor from the programme and a contact/supervisor from the host organisation.

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

3.7. Teaching and working methods

The teaching is a combination of classroom instruction, lectures, workshops, study groups, exercises, major project work and not least guidance. The teaching is planned on the basis of relevant business practice and applied theory.

On the programme, teaching methods are used which are aimed at developing the students' independence as well as their collaborative and innovative skills.

In so far as is relevant, the programme covers issues like entrepreneurship, environmental issues and the dynamics of intercultural encounters.

Practice-oriented learning

The teaching is interdisciplinary and practice-oriented. It primarily takes place in an open environment rather than the traditional classroom setting. The learning environment is designed to be flexible, so as to allow lecturers and students to meet in both formal and informal settings to tackle interdisciplinary problems in connection with projects and tasks undertaken for public and private organisations.

Academic/professional progression

The programme is structured around four core areas, which are further divided into a number of sub-topics, each with their own learning objectives. The core areas, courses and learning objectives are divided between three compulsory semesters to ensure the same academic/professional

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progression and level of complexity for all students. The specialisation takes place in connection with the elective subjects in the third semester. The internship in the fourth semester ensures that students acquire practical knowledge about the profession and learn how to tackle practical issues. The final project in the fourth semester adds new perspectives to the student's specialisation and internship through the application of academic theory and method to a practical issue.

Project work

KEA places great emphasis on project work, on contact with the business community and on use of the latest technologies. The project-based working method provides students with important teamwork experience, and through working in a problem-oriented study environment, students acquire experience with the formulation of problem statements and problem solving. Process and method are essential parts of the learning environment at all times and also form part of the basis for assessment in connection with tests and exams.

Motivation

An important prerequisite for completing the programme is active participation in classes, project work and guidance sessions. Students are expected to share in the responsibility for their own learning, which requires motivation and commitment, independence, plenty of initiative and critical thinking. This is a condition for students being able to actively participate in the organisation of their own work – not least in connection with projects.

3.8. Differentiated teaching

N/A.

4. Internationalisation

KEA helps students find programmes at foreign educational institutions with learning objectives equivalent to the Multimedia Design and Communication programme.

4.1. Studying abroad

KEA may grant the transfer of programme elements or parts thereof according to this curriculum which are passed at another educational institution and which are equivalent to programme elements or parts thereof in this curriculum. If the programme element in question has been assessed according to the 7-point grading scale at the institution where the exam has been taken and is equivalent to a programme element in this curriculum, the grade may be transferred.

KEA may grant the transfer of programme elements completed at another Danish or foreign institution of higher education to replace programme elements covered by this curriculum. If a credit transfer is granted, programme elements are deemed to have been completed if they have been passed in accordance with the rules applicable to the programme in question. The assessment is transferred as 'passed'.

4.2. Agreements with foreign educational institutions on parallel programmes

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Having passed the first-year exam, students can choose to complete either the entire programme or parts of it abroad. KEA offers multiple possibilities for international study, including the fourth-semester internship. Information on partner institutions, international internships, credit transfers and procedures are published regularly by KEA.

5. Programme tests and exams

Students who have commenced a semester cannot withdraw from the exams scheduled for that semester. To pass the exam, students must at least be awarded the grade 02.

5.1. Programme exams

All programme elements are concluded with an exam, which is assessed according to the 7-point grading scale. An overview of the scheduling of programme exams is found below.

Overview of all programme exams and exam order

Time	Exam	No. of ECTS per exam (120 in total)	Assessment
At the end of the first semester	First-semester exam – Multimedia Production 1	30	7-point grading scale Internal
At the end of the second semester	Second-semester exam – Multimedia Production 2	30	7-point grading scale External
In the course of or at the end of the third semester	Third-semester exam – Multimedia Production 3	20	7-point grading scale Internal
In the course of or at the end of the third semester	Elective programme element	10	7-point grading scale Internal
At the end of the internship	Internship exam	15	7-point grading scale Internal
At the end of the fourth semester	Final exam project	15	7-point grading scale External

All exams must be passed before students can take the final exam in the fourth semester.

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5.1.1. Exam forms

The programme contains different exam forms reflecting the content and working methods of the various classes.

About group work:

Group work and group size

A group has been formed when the group members have registered with the lecturer/supervisor who is responsible for the group formation process. The group formation process is not complete until all students in the class/semester are part of a group. Once it is announced that the groups have been formed, the students are officially members of a group, which means that all group members are responsible for the material produced by the group.

Requirements regarding group size are stated in the project description for the individual exam. The head of education may grant an exemption from the requirements regarding group size based on a written application, which must be submitted during the exam project period.

Dissolution of group

If the members of a group decide to dissolve the group in the middle of the process, all members of the group will be entitled to use the material which has been produced by the group up until the time of dissolution. A group is not considered dissolved until the group's supervisor has been informed.

Exclusion of group member

If a group member is excluded from a group, the excluded group member must be allowed to use the material which the excluded member has produced. A group member is not considered excluded until the group's supervisor has been informed.

5.1.2. Mandatory activity – compulsory attendance and submission

5.1.3. Exam procedure

First-semester exam – Multimedia Production 1

No. of ECTS

30 ECTS

First-semester exam requirements

The objective is to test the students' understanding of the theory, method and tools acquired through participation in the compulsory programme element: Multimedia Production 1

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At this exam, students must present one or more product examples submitted in the first semester. During the first semester, the students work on a digital portfolio, with product examples from the classes. The portfolio forms the basis of the first-semester exam.

Internal exam

Individual oral exam based on one or more product examples submitted in the first semester. The exam is held after the first semester.

Learning objectives

The learning objectives for the first-semester exam are identical to the learning objectives for the first semester. See the learning objectives in section 3.3 of this curriculum.

Exam

The exam covers the core areas of the first-semester compulsory programme element with focus on a digital portfolio.

The exam consists of three elements:

1. Presentation
2. Examination
3. Grading

The specific requirements regarding the duration of the exam are published on the learning platform for the Multimedia Design and Communication programme.

Assessment

The exam is assessed by one or more examiners according to the 7-point grading scale. An individual grade is awarded based on an overall assessment of the digital portfolio, the presentation and the individual exam. The assessment is based on the extent to which the goals and learning objectives of the first semester have been fulfilled as described in the curriculum.

Re-exam

Students who fail the first exam attempt are offered two more attempts. Re-exams take place as soon as possible. Students are entitled to a re-exam based on the same project, a revised project or a new project. KEA provides advice on the advantages and disadvantages of the three methods in relation to the individual student's work. The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other documented acceptable reasons are held immediately before or at the beginning of the following semester.

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If KEA estimates that the student has been almost fully active in the project work, a make-up exam will be held based on the project work.

If KEA estimates that the student has not been almost fully active in the project work, the make-up exam will take the form of a new project exam.

Second-semester exam – Multimedia Production 2

No. of ECTS

30 ECTS

Second-semester exam requirements

The objective is to test the students' understanding of the theory, method and tools acquired through participation in the compulsory programme element: Multimedia Production 2

The exam is to demonstrate that the student is able to

- communicate visually to a target group
- develop an interactive digital product, taking into account the stakeholders
- carry out a project in a team.

External exam

Oral individual or group exam based on project work carried out in groups. The exam is held after the second semester.

Project work, product and report

Project work must be interdisciplinary and problem-oriented, resulting in a functioning digital prototype and a report documenting the development work and the product.

A detailed description of the project requirements can be found on the learning platform for the Multimedia Design and Communication programme and is intended to ensure that essential areas in the second semester are broadly combined. The project description sets out the requirements regarding group size, product scope and process documentation. It is made available to the students, examiner and co-examiner at the beginning of the project period.

Submission

Students must submit a functioning digital prototype and a project report. The report may not exceed 10 standard pages, plus 8 standard pages per group member. Front page, table of contents, bibliography and appendices are not included in the maximum number of pages.

A standard page is 2,400 characters with spaces and footnotes.

In connection with group reports, the individual student's contribution must be clearly stated.

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Learning objectives

The learning objectives for the second-semester exam are identical to the learning objectives for the first year of study. See the learning objectives in section 3.3 of this curriculum.

Exam

The exam covers the core areas of the second-semester compulsory programme element and is based on product, report and process.

The exam consists of three elements:

1. Presentation
2. Examination
3. Grading.

The specific requirements as regards the duration of the exam are published on the learning platform for the Multimedia Design and Communication programme, and are forwarded to the co-examiner.

Assessment

The exam is assessed by the examiner and an external co-examiner according to the 7-point grading scale. An individual grade is awarded based on an overall assessment of the report, digital prototype, presentation and the individual exam. The assessment is based on the extent to which the goals and learning objectives of the second semester have been fulfilled as described in the curriculum.

Re-exam

Students who fail the first exam attempt are offered two more attempts. Re-exams take place as soon as possible. Students are entitled to a re-exam based on the same project, a revised project or a new project. KEA provides advice on the advantages and disadvantages of the three methods in relation to the individual student's work. The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other documented acceptable reasons are held immediately before or at the beginning of the following semester.

If KEA estimates that the student has been almost fully active in the project work, a make-up exam will be held based on the project work.

If KEA estimates that the student has not been almost fully active in the project work, the make-up exam will take the form of a new project exam.

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Third-semester exam – compulsory element: Multimedia Production 3

No. of ECTS

20 ECTS

Third-semester exam requirements

The objective is to test the students' understanding of the theory, method and tools acquired through the compulsory programme element: Multimedia Production Advanced, and the students' ability to develop a professional profile in relation to the current requirements in the area.

An exam assignment constitutes the basis of the exam:

The specific requirements regarding the exam assignment are published on the learning platform for the Multimedia Design and Communication programme.

Learning objectives

The learning objectives for the third-semester exam are identical to the learning objectives for the third-semester compulsory programme element. See the learning objectives in section 3.3 of this curriculum.

Exam

The exam consists of

- Presentation
- Examination
- Grading.

Internal exam

Individual oral exam based on one or more product examples submitted in the third semester. The exam is held in the course of or after the third semester.

The specific requirements regarding the duration of the exam are published on the learning platform for the Multimedia Design and Communication programme.

Assessment

The exam is assessed by one or more examiners according to the 7-point grading scale.

Students are awarded one grade for their overall performance, covering production, profile, presentation and exam. The assessment is based on the extent to which the students have understood the third-semester goals and learning objectives, as described in the curriculum, and how they are presented.

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Re-exam

Students who fail the first exam attempt are offered two more attempts.

The re-exam is held immediately before the beginning of the following semester.

Students are entitled to a re-exam based on the same project, a revised project or a new project.

KEA provides advice on the advantages and disadvantages of the three methods in relation to the individual student's work. The purpose and learning objectives of the re-exam are the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other acceptable documented reasons are held before the beginning of the following semester.

If KEA estimates that the student has been almost fully active in the compulsory programme elements, a make-up exam will be held based on the production and profile.

If KEA estimates that the student has not been almost fully active in the compulsory programme elements, the make-up exam will be based on a substitution assignment.

Third-semester exam – elective subject

ECTS points

10 ECTS

Requirements for elective subject exam

The elective subject is concluded with a presentation and a discussion, either individually or in groups, of one or more products which the students have developed in connection with the elective subject. The requirements for the presentation and product(s) are made available on the learning platform for the Multimedia Design and Communication programme.

Exam

The exam form may vary depending on the objective of the elective subject in question. The exam is described under each elective subject on the learning platform for the Multimedia Design and Communication programme.

Learning objectives

The learning objectives for the elective subject exam are identical to the learning objectives for the elective subject. The learning objectives can be found in the electives catalogue published on the learning platform for the Multimedia Design and Communication programme.

Assessment

The exam is assessed by one or more examiners according to the 7-point grading scale.

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Students are awarded one grade for their overall performance, covering product(s), presentation and discussion. The assessment is based on the extent to which the students have understood the elective subject goals and learning objectives, as described in the electives catalogue, and how they are presented.

Re-exam

Students who fail the first exam attempt are offered two more attempts.

The re-exam is held immediately before or at the beginning of the following semester.

Students are entitled to a re-exam based on the same project, a revised project or a new project.

KEA provides advice on the advantages and disadvantages of the three methods in relation to the individual student's work. The purpose of the re-exam is the same as for the ordinary exam.

The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other acceptable documented reasons are held before the beginning of the following semester.

If KEA estimates that the student has been almost fully active in the elective programme elements, the re-exam will be based on the products developed by the student in the course of the elective subject.

If KEA estimates that the student has not been almost fully active in the elective programme elements, a make-up exam will be held based on a substitution assignment.

Fourth-semester exam – internship

ECTS points

15 ECTS

Internship exam requirements

The internship is concluded with an internship report, a presentation and a discussion of one or more products developed by the student during the internship, as well as of the professional experience gained by the student. The requirements for the report and presentation are described under the guidelines for forth-semester internships.

Learning objectives

The learning objectives for the internship exam are identical to the learning objectives for the internship. See the learning objectives in section 3.5 of this curriculum.

Exam

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The exam is internal and intended to assess the students' individual learning based on the learning objectives for the internship.

The exam consists of

- Presentation
- Examination
- Grading.

Assessment

The exam is assessed internally according to the 7-point grading scale.

Students are awarded one grade for their overall performance, covering their report, presentation and a discussion. The assessment is based on the extent to which the students have understood the internship goals and learning objectives, as described in the curriculum, and how they are presented.

Re-exam

Students who fail the first exam attempt are offered two more attempts.

The re-exam is held immediately after the first attempt.

Students are entitled to a re-exam based on the same project, a revised project or a new project. KEA provides advice on the advantages and disadvantages of the three methods in relation to the individual student's work. The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other acceptable reasons are held before the final exam in the fourth semester.

If KEA estimates that the student has been almost fully active during the internship, the re-exam will be based on the report and the products produced by the student in the course of the internship.

If KEA estimates that the student has not been almost fully active during the internship, the student must complete another internship.

5.1.4. Exams with external assessment

See overview in section 5.1.

5.2. Scheduling of exams during the programme

See overview in section 5.1.

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5.3. Passing the first-year exam

The first-year exam consists of the first-semester exam and the second-semester exam. Students must pass both exams before the end of the first year of study to be able to continue on the programme.

5.4. Requirements for written assignments and projects

See under the individual exams.

5.5. Requirements for the final project

No. of ECTS

15 ECTS

The objective of the final exam project is to document whether the student has acquired the qualifications needed to combine theoretical, methodological and practical elements and to communicate these.

The problem statement must be central to the multimedia profession and be prepared by the student in cooperation with a public or private company. Alternatively, the final exam project can be based on the student starting up his or her own business. KEA must approve the problem statement. The project concludes with a report and a product. The product must be a digital multimedia production.

The final exam project must not exceed 30 standard pages for one student + 10 standard pages for each additional group member. Front page, table of contents, bibliography and appendices are not included in the maximum number of pages. Appendices will not be assessed. A standard page is 2,400 characters with spaces and footnotes.

The requirements for the report, presentation and product(s) are described in the fourth-semester guide for final projects, which is available on the learning platform for the Multimedia Design and Communication programme. The project description defines group size, the scope of the product(s) and process documentation as well as submission deadlines and requirements. The project description is made available to students, lecturers and co-examiners.

Students who are able to document a relevant, specific impairment may apply for exemption from the requirement that spelling and writing skills are included in the assessment. The application must be submitted to the head of education no later than four weeks prior to the exam.

Learning objectives

The final exam project is intended to demonstrate that the level of achievement expected at the end of the programme has been reached, see Annex 1 of Ministerial Order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication:

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The intended learning outcome includes the knowledge, skills and competencies that an AP Graduate in Multimedia Design and Communication is to acquire during the programme.

See the learning objectives for the programme in section 1.2 of the curriculum – Programme objective.

Assessment

The exam is external and assessed according to the 7-point grading scale.

The exam consists of a project and an oral part. One aggregate grade is awarded. To sit the exam, students must have passed their internship exam and all other exams on the programme.

Exam

The exam is external and covers the core areas of knowledge, qualifications and competencies which a multimedia designer is to acquire during the programme.

The exam consists of

- Presentation
- Examination
- Grading.

The specific requirements as regards the duration of the exam are published on the learning platform for the Multimedia Design and Communication programme, and are forwarded to the co-examiner.

Re-exam

Students who fail the first exam attempt are offered two more attempts.

Re-exams are held within two months of the first attempt.

Students are entitled to a re-exam based on the same project, a revised project or a new project. KEA provides advice on the advantages and disadvantages of the three methods in relation to the individual student's work. The purpose of the re-exam is the same as for the ordinary exam. The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other acceptable documented reasons are held within two months of the ordinary exam.

If KEA estimates that the student has been almost fully active during the exam project period, the re-exam will be based on the initial problem statement.

If KEA estimates that the student has not been almost fully active during the exam project period, the re-exam will be based on a new problem statement.

5.5.1. How important are writing and spelling skills in the assessment?

Spelling and writing skills are taken into account in the assessment of the final exam project. The assessment should be regarded as an overall evaluation of the academic content and the student's spelling and writing skills; however, with the greatest emphasis being placed on the academic content. If the project contains a large number of major spelling and writing mistakes, the grade awarded may be lowered by one increment, for example from 7 to 4.

5.6. Use of materials and aids

All materials and aids are permitted unless otherwise expressly stated for the individual exam.

5.7. Special exam conditions

Subject to application, special exam conditions are offered for students with physical or mental impairment and for students with similar difficulties, if deemed necessary by KEA to provide the students concerned with equal opportunities in the exam situation. Special exam conditions must, however, not change the standard of the exam. Applications must be submitted no later than four weeks before the exam.

5.8. Make-up exams and re-exams

Stated under the individual exams.

5.9. Exam language

Exams are held in English.

5.10. Commencement of studies exam

KEA holds a commencement of studies exam for the Multimedia Design and Communication programme. KEA informs students about this shortly after the start of the programme. Students on the Multimedia Design and Communication programme must participate in and pass the commencement of studies exam to continue on the programme.

The commencement of studies exam is intended to establish whether students have actually commenced their studies. The exam consists of a number of tasks related to fundamental elements from the first 7-8 weeks of the programme. The commencement of studies exam must be held no later than two months after the start of the programme, and the result must be announced to the students within two weeks of the exam.

The commencement of studies exam is assessed internally as 'Pass' or 'Fail'. Students who fail the exam have the opportunity to participate in a re-exam (only one), which is held no later than three months after the start of the programme. Students are entitled to two attempts to pass the commencement of studies exam. The commencement of studies exam is not covered by the rules on exam appeals set out in the Examination Order.

5.11. Use of own works and the works of others (plagiarism)

Projects and other material in connection with exams must be prepared by the students independently.

Students who unlawfully present other people's work as being their own (plagiarism) or who use their own previously assessed work without stating the source will be expelled from the exam.

Students may also be expelled after the exam.

Expulsion from an exam due to cheating means that any grade already awarded will be withdrawn, and the student will have used one exam attempt.

For information about plagiarism, see www.stopplagiat.nu.

5.12. Cheating and disruptive behaviour during exams

Cheating at exams will be handled in accordance with the rules set out in the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (the Examination Order).

Students who cheat at an exam will be expelled from the exam.

In case of aggravating circumstances, students may be suspended from KEA for a long or short period of time. In such event, students must be issued with a written warning stating that repeated cheating may result in permanent expulsion.

Cheating includes:

- obtaining unlawful help during an exam
- providing unlawful help to other students during an exam
- presenting other people's work as one's own (plagiarism – see www.stopplagiat.nu), see also section 5.15
- using own previously assessed work without stating the source, see also section 5.15
- using materials and aids not permitted for the exam in question.

Expulsion from an exam due to cheating means that the awarded grade will be withdrawn, and the student will have used one exam attempt.

Students who exhibit **disruptive behaviour** during an exam may be ordered to leave the exam. In less serious cases, KEA will first warn the students.

6. Other rules governing the programme

6.1. Rules on mandatory attendance

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There are no rules on mandatory attendance, but active enrolment rules and criteria apply – section 6.5.

6.2. Credit transfer

Successfully completed programme elements are equivalent to the corresponding programme elements at other educational institutions offering the programme.

Students are obliged to provide information on completed programme elements from other Danish or foreign higher education programmes and on any employment for which credit transfer may be granted. On a case-by-case basis, KEA approves credit transfers based on completed programme elements and employment comparable to subjects, programme elements and internships. The decision is based on an academic evaluation.

6.2.1. Pre-approved credit transfer

Students may apply for pre-approved credit transfer. In case of pre-approval of a period of study in Denmark or abroad, the student is obliged, after completing the period of study, to document the programme elements completed during the approved period of study. Upon obtaining the pre-approval, the student must consent to the institution requesting the necessary information after the student has completed the period of study.

In connection with pre-approved credit transfer, programme elements are deemed to have been completed if passed in accordance with the rules applicable to the programme.

6.3. Credit transfer agreements on subjects covered by the common part of the curriculum

Not specified

6.4. Credit transfer agreements on subjects covered by the institution-specific part of the curriculum

Not specified

6.5. Criteria for assessment of active enrolment

Students must actively participate in study activities, compulsory projects and assignments, tests and exams in accordance with the conditions described in this curriculum and in applicable acts and ministerial orders. KEA regularly evaluates student activity.

To be considered active, students must participate in

- project start-up meetings
- compulsory meetings with their supervisor/lecturer
- project work, including submission of assignments on the learning platform for the Multimedia Design and Communication programme
- project presentations and evaluations
- tests and exams as described in this curriculum

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- a number of compulsory assignments each semester. These assignments must be approved for students to be able to register for exams in the semester in question.

Students who are unable to participate in study activities due to documented illness or for other acceptable reasons must contact the administration for the Multimedia Design and Communication programme immediately. The administration will inform the student about the necessary procedures, including the need to obtain a medical certificate. Students must pay for any medical certificates themselves.

6.6. Disenrolment due to insufficient study activity

Enrolment can be terminated for students who have not passed at least one exam within a consecutive period of at least one year.

6.7. Exemption rules

KEA may, due to exceptional circumstances, grant exemptions from those rules in this curriculum that are laid down solely by KEA or in cooperation with the other educational institutions offering the programme.

6.8. Appeals

Appeals against exams will be handled in accordance with the rules set out in Part 10 of the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (the Examination Order).

When should an appeal be submitted? Appeals relating to exams and grading must be submitted within two weeks of the assessment (grade) being announced or published.

How should an appeal be submitted? Appeals must be submitted to kvalitet@kea.dk individually and in writing, stating the reasons for the appeal. Appeals submitted jointly by two or more students may be rejected.

What may appeals concern? You can submit an appeal concerning the basis of the examination, the exam process or the assessment (grade).

Who handles the appeal? Appeals are normally handled by KEA Quality Assurance. This does not, however, apply to appeals concerning the basis of the examination if the exam is organised by the Danish Agency for Higher Education. In such cases, the appeal is forwarded to the agency together with KEA's opinion.