
AUGUST 2018

CURRICULUM

BACHELOR'S DEGREE PROGRAMME IN DESIGN AND BUSINESS

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1. CURRICULUM FRAMEWORK

The purpose of the professional bachelor's degree programme in design and business is to qualify the graduate, based on theory and methodology, to independently organise, manage and carry out complex tasks involving both design and business, including analytical and market-oriented work across organisations in the fashion and lifestyle industry.

The national provisions of the curriculum have been drawn up by the educational network for the programme, i.e. all the institutions authorised to offer this programme. The programme is placed on level 6 of the Danish qualifications framework for lifelong learning and is a full-time programme organised as an independent top-up programme in the Academy Profession Degree Programme in textiles, clothing, design and business (AP graduate in Design technology). The programme is equivalent to 90 ECTS points. 60 ECTS is equivalent to one year of full-time studying.

The programme gives the graduate the right to use the title Bachelor of Design and Business. The English title is Bachelor of Design and Business. The programme's English title is Bachelor's Degree Programme in Jewellery, Technology and Business.

The following acts and ministerial orders apply to the programme:

- Ministerial Order no. 1143 of 7 December 2009 on the Professional Bachelor Programme in Design and Business <https://www.retsinformation.dk/forms/R0710.aspx?id=128658>.
- Danish (Consolidated) Act on Academies of Professional Higher Education
- Danish (Consolidated) Act on Academy Profession Programmes and Professional Bachelor Programmes
- Danish (Consolidated) Act 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

1.1. EFFECTIVE DATE

This curriculum is valid from August 2018.

1.2. TRANSITIONAL ARRANGEMENTS

Students who started before 15 August 2018, will follow their original curriculum. A student who started studying before 15 August 2018 and who returns after a leave of absence will complete the programme in accordance with the present curriculum.

For students who started studying in August 2019 or later, the elective programme elements are described in section 3.5 and offered as an aggregated programme element of 10 ECTS points.

2. ADMISSION

Admission to the programme is in accordance with the rules of the admission order.

2.1. ACADEMIC CRITERIA FOR THE SELECTION OF CANDIDATES FOR THE TOP-UP DEGREE PROGRAMMES

All students who meet the conditions of admission must pass an admission test specifically related to the line of study in question. The test consists of various assignments and must show the applicant's ability to work from a given inspirational material within design, technology and business. When the applicant submits the test to the educational institution, they must also choose which specialisation(s) to apply for admission to.

3. PROGRAMME ELEMENTS AND MODULES

The Professional bachelor's degree programme in design and business includes the following programme elements:

- Design & Business (15 ECTS)

- Specialisation (30 ECTS)
- Electives (10 ECTS)
- Internship (15 ECTS)
- Bachelor project (20 ECTS)

Design & Business is a compulsory programme element for all students admitted to the programme. Design & Business includes 3 modules.

In connection with admission, the student chooses one of the prescribed specialisations offered by KEA. The specialisation includes 5 specialisation modules.

Electives are associated with the prescribed specialisations, and the student must choose 2 modules from the electives offered by KEA.

3.1. SEQUENCING OF PROGRAMME ELEMENTS, INTERNSHIP AND EXAMS

FIFTH SEMESTER	SIXTH SEMESTER	SEVENTH SEMESTER
DESIGN & BUSINESS 1 - USER, NEEDS AND CULTURE 5 ECTS	SPECIALISATION MODULE 3 5 ECTS	INTERNSHIP (CONTINUED) 10 ECTS INTERNSHIP EXAM Individual written exam. Assessed according to the 7-point grading scale and with internal examiner.
SPECIALISATION MODULE 1 5 ECTS	ELECTIVE SUBJECT MODULE 2 5 ECTS EXAM Individual written and oral exam.	
DESIGN & BUSINESS 2 - FROM IDEA TO CONCEPT 5 ECTS EXAM Individual written exam. Assessed according to the 7-point grading scale and with and with an internal examiner.	SPECIALISATION MODULE 4 5 ECTS	BACHELOR REPORT 20 ECTS Bachelor kick-off Develop and write bachelor report. Guidance
SPECIALISATION MODULE 2 5 ECTS	SPECIALISATION MODULE 5 10 ECTS	
DESIGN & BUSINESS 3 - ENTREPRENEURSHIP 5 ECTS EXAM Individual oral exam. Assessed according to the 7-point grading scale and with an internal examiner.	SPECIALISATION EXAM Individual written and oral exam. Assessed according to the 7-point grading scale as an overall assessment of the written and oral performance.	
ELECTIVE SUBJECT MODULE 1 5 ECTS EXAM Individual written and oral exam.	INTERNSHIP 5 ECTS 10-week internship.	BACHELOR EXAM Individual written and oral exam. Assessed according to the 7-point grading scale as an overall assessment of the written and oral performance.

3.2. CORE AREAS

DESIGN & BUSINESS (15 ECTS)

The 15 ECTS points are distributed on the following core areas:

Core areas	ECTS points
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Design	5
Business	5
Sociology	2½
Method and theory of science	2½
Total ECTS	15

The four core areas are included in the three mandatory modules: Design & Business 1 – User, needs and culture, Design & Business 2 – From idea to concept, Design & Business 3 – Entrepreneurship, as described in section 3.3 Compulsory programme elements.

Learning objectives

Knowledge

The student must have gained knowledge of:

- design,
- trends,
- finances,
- innovation,
- cultural and intercultural aspects,
- the value chain, and
- relevant theories and methods and is able to reflect on and argue in favour of them.

Skills

The student must be able to:

- assess and apply methods of design to problem solving,
- apply design to market development,
- apply innovation to a business context
- communicate disciplinary issues in various cultural and intercultural contexts,
- assess theoretical and practical issues and justify and select appropriate solutions within the value chain, and
- apply scientific methods and theories to research, analysis and in-debt study.

Competencies

The student must be able to:

- engage in academic and interdisciplinary collaboration in all steps of the value chain
- manage complex and development-oriented issues within the profession, and
- manage communication and innovation of ideas in business contexts.

MARKETING - SPECIALISATION: BRAND DESIGN (30 ECTS)

The 30 ECTS points are distributed on the following core areas:

Core areas	ECTS points
Strategy and Management	10
Concept development	10
Communication	10
Total ECTS	30

Strategy and Management (10 ECTS)

The purpose is to qualify the student to plan, manage and structure business-oriented strategic processes based on a branding and marketing approach. The student must be able to familiarise themselves with international market conditions in order to make sustainable and profitable decisions.

Learning objectives

Knowledge

The student must have gained knowledge of:

- strategic planning
- project management
- strategic marketing
- brand management
- business understanding.

Skills

The student must be able to:

- use analytical tools to identify relations between brand and customer
- identify market trends in relation to supply and demand
- plan and execute projects.

Competencies

The student must be able to:

- develop, plan, implement and evaluate trends and initiatives in marketing - nationally and internationally
- manage the development and implementation of a company identity based on strategic and creative methods
- manage the development and maintenance of company brand and concepts
- manage and develop projects at a strategic level
- work with complex issues and solutions in a business-oriented manner.

Concept development (10 ECTS)

The purpose is to qualify the student to work analytically, creatively, conceptually and commercially with a company's brand across various communication platforms. The student must acquire innovative and specific methods and tools to plan, develop and implement concepts.

Learning objectives

Knowledge

The student must have gained knowledge of:

- strategic planning
- project management
- strategic marketing
- brand management
- business understanding
- trendspotting
- identity.

Skills

The student must be able to:

- plan and execute projects
- identify market trends in relation to supply and demand and use methods facilitating conceptual and commercial work.

Competencies

The student must be able to:

- develop, plan, implement and evaluate trends and initiatives in marketing - nationally and internationally
- manage the development and implementation of a company identity based on strategic and creative methods
- manage the development and maintenance of company brand and concepts
- manage and develop projects at a strategic level
- develop and optimise the company's communication platform
- work with complex issues and solutions in a business-oriented manner.

Communication (10 ECTS)

The purpose is to qualify the student to convey the company's brand and concept through campaigns. The student must be able to express and adapt messages on the company's communication platform based on a thorough understanding of the demands and behaviour of the different target groups.

Learning objectives

Knowledge

The student must have gained knowledge of:

- graphic design
- identity
- brand management.

Skills

The student must be able to:

- communicate branding strategies internally and externally
- apply communication tools for the dissemination of the company's brand.

Competencies

The student must be able to:

- develop, plan, implement and evaluate trends and initiatives in marketing - nationally and internationally
- manage the development and implementation of a company identity based on strategic and creative methods
- manage the development and maintenance of company brand and concepts
- develop and optimise the company's communication platform
- work with complex issues and solutions in a business-oriented manner.

COMMUNICATION AND TREND - SPECIALISATION: COMMUNICATION DESIGN & MEDIA (30 ECTS)

The 30 ECTS points are distributed on the following core areas:

Core areas	ECTS points
Communication	15
Sociology	5
Trends	5
Innovation	5
Total ECTS	30

Communication (15 ECTS)

The purpose is to qualify the student to inform the company's various stakeholders of its communication strategy and visual concept based on the strategic planning as well as its business concept and identity. The student must be able to express and adapt messages in accordance with the demands of the various target groups and their media consumption.

Learning objectives

Knowledge

The student must have gained knowledge of:

- design theory/methods and semiotics
- argumentation strategy
- technology
- communication and rhetoric
- visual communication.

Skills

The student must be able to:

- draw up design briefs based on research and data processing, including communicating, processing and transforming knowledge about trends - in writing, orally and visually
- engage in well-argued and well-documented interpersonal and cross-cultural communication of complex technical issues

Competencie

The student must be able to:

- handle development-oriented assignments within design and generation of the company's communication strategy
- develop and optimise the company's communication strategy based on its identity and brand
- prepare written and oral future analytical presentations based on ideological, cultural and theoretical analyses.

Sociology and Trend (5 ECTS)

The purpose is to qualify the student to identify and communicate trends in communication and media development based on historical, sociological and cultural analyses. The student must be able to pair messages with relevant audiences and media and work determinately with sociological theory in a development perspective.

Learning objectives

Knowledge

The student must have gained knowledge of:

- trend theory
- anthropological method
- cultures and the history of ideas and sciences

Skill

The student must be able to:

- draw up design briefs based on research and data processing, including communicating, processing and transforming knowledge about trends in writing, orally and visually
- apply an anthropological approach to the collection of relevant data
- apply innovative approaches to problem solving.

Competencies

The student must be able to:

- prepare written and oral future analytical presentations based on ideological and cultural and theoretical analyses.

Innovation (5 ECTS)

The purpose is to qualify the student to plan, manage and structure communication processes and media strategy based on an innovative approach. The student must acquire specific methods and tools to plan, develop and implement communication initiatives in accordance with the company's business concept as well as identity and incorporate new trends in an innovative manner.

Learning objectives

Knowledge

The student must have gained knowledge of:

- innovation processes
- future analysis.

Skills

The student must be able to:

- apply innovative approaches to problem solving
- identify the potential of new media platforms and solutions based on an assessment of the trend and the development of society
- identify and assess trends and phenomena in relation to trend and social theory and in a historical context.

Competencies

The student must be able to:

- work strategically and innovatively, individually as well as in cooperation with others

- handle development-oriented assignments in design and ideation
- handle development-oriented tasks related to the company's communication strategy.

3.3. COMPULSORY PROGRAMME ELEMENTS

DESIGN & BUSINESS (15 ECTS)

The national programme element Design & Business is taught in Danish and English (INT).

DESIGN & BUSINESS 1: USERS, NEEDS AND CULTURE (5 ECTS)

See the module description online at <https://katalog.keo.dk/course/9944101>

Subject area(s)

Design, business, sociology, method and theory of science.

Content

The purpose of this module is to give the student a basic understanding of the programme's work with the tension field between design, business, sociology and method. Through active student involvement and experimentation, a good foundation will be created for the following modules in Design and Business as well as the various specialisations. The student will get an introduction to the mapping of users, their values as well as their cultural and social patterns of behaviour in a specific context. Social relations and structures will be illustrated with recourse to a variety of perspectives, concepts and methods, which will subsequently be drawn upon in workshops and in the students' own studies and analyses of qualitative data.

Learning objectives

Knowledge

The student must have gained knowledge of:

- design,
- trends,
- cultural and intercultural aspects,
- relevant theories and methods and is able to reflect on and argue in favour of them.

Skills

The student must be able to:

- assess and apply methods of design to problem solving,
- communicate disciplinary issues in various cultural and intercultural contexts,
- apply scientific methods and theories to research, analysis and in-debt study.

Teaching and learning methods

Teaching is a mix of lectures, video presentations, workshops, exercises, field work and group work. The first part of the day focuses on instruction and academic input in class, whereas the second half of the day involves workshops and field work. Students work individually and in groups throughout the entire module. Students will receive oral feedback during the course of the module and at the final presentation.

Academic prerequisites to participating in the subject

None.

Equipment and materials required to participate in the subject

A valid print card, sketch/notebook, camera (possibly a mobile phone).

Prerequisites to taking the exam

The module includes the following mandatory activities:

- Annotated bibliography
- Research sudoku

- Communication of the method in writing
- Exhibition and final presentation

Exam

This module is tested in Design & Business Part-exam I.

DESIGN & BUSINESS 2: FROM IDEA TO CONCEPT (5 ECTS)

See the module description online at <https://katalog.ke.a.dk/course/9944102>

Subject area(s)

Design, business, method and theory of science.

Content

The purpose of this module is to give the student a thorough understanding of how to work strategically with design to create commercial value in one or more stages of the value chain for the purpose of enhancing a business or an organisation. Sustainability, which is a recurring theme, will be approached from a financial, social and environmental angle. The students gain knowledge, skills and competencies to identify and analyse the commercial challenges a given business or organisation is faced with. The students will be introduced to how to develop a business or organisation's internal resources and products to ensure that they add value to the business or organisation, its customers or users with due consideration of the external environment. In groups, the students must then develop a strategic and user-oriented design concept.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Design
- Cultural and intercultural aspects
- Value chain and relevant theories and methods
- Reflection and argumentation.

Skills

The student must be able to:

- Assess and apply design methods to problem solving.
- Apply design to market development.
- Assess the theoretical and practical issues and argue in favour of and select appropriate solutions within the value chain.
- Apply scientific methods and theories to research, analysis and in-debt study.

Competencies

The student must be able to:

- Engage in academic and interdisciplinary collaborations in all stages of the value chain
- Manage complex and development-oriented issues within the profession.
- Manage communication and innovation of ideas in business contexts.

Teaching and learning methods

Teaching is a mix of lectures, guest lectures, video presentations/podcasts, workshops, exercises and guidance. The students work in groups of 5-6.

Academic prerequisites to participating in the subject

None.

Equipment and materials required to participate in the subject

The students must bring their computer, drawing utensils and paper/notebook.

Exam

This module is tested in Design & Business Part-exam I.

DESIGN & BUSINESS 3: ENTREPRENEURSHIP (5 ETCS)

See the module description online at <https://katalog.kea.dk/course/9944103>

Subject area(s)

Business, design, sociology, method and theory of science.

Content

This module focuses on how to create and design innovation opportunities and the likelihood of turning them into viable startup-concepts. New theoretical approaches to innovation, entrepreneurship and business economics are coupled with application-oriented methods and tools for the early stages of entrepreneurship. Based on Design & Business Modules 1-3, the student must design and render probable a self-created entrepreneurial project with a meaningful and priced product, service or experience in reply to the documented needs of a target group in an environment that has been subjected to analysis.

The aim is to give the student an opportunity to develop their competencies in implementing complex and development-oriented projects independently. Therefore, this module focuses on the student's own commitment, initiative and independent work with the design of their own activities for the purpose of needs identification, target group selection, data generation, design strategy, ideation, prototype development, pricing and market validation in relation to the entrepreneurial project. The entrepreneurial project can be prepared individually or in groups of max. 4 students within the specialisation.

Learning objectives

Knowledge

The student must have gained knowledge of:

- finances
- innovation.

Skills

The student must be able to:

- apply innovation for business purposes
- assess the theoretical and practical issues and argue in favour of and select appropriate solutions within the value chain.

Competencies

The student must be able to:

- engage in academic and interdisciplinary collaboration in all stages of the value chain.
- manage complex and development-oriented issues within the profession
- manage communication and innovation of ideas in business contexts.

Teaching and learning methods

The teaching of this module is a mix of independent project work, lectures, guidance, as well as guest lectures by experienced entrepreneurs and experts, which will give the student insight in the various opportunities and challenges inherent in the practical work of an entrepreneur.

Academic prerequisites to participating in the subject

To gain the most from the module, it is an advantage if the student has completed the two previous modules of Design & Business.

Equipment and materials required to participate in the subject

None.

Exam

This module is tested in Design & Business Part-exam II.

MARKETING - SPECIALISATION: BRAND DESIGN (30 ECTS)

This line of study is offered in Danish and English (INT).

SPECIALISATION MODULE 1: BRAND MANAGEMENT (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944141>

Subject areas

Strategy, management, communication.

Content

The purpose of this module is to provide the student with a thorough introduction to Brand Management, including brand, market, and target group analyses, which form the basis for the preparation of a long-term brand strategy. The student familiarises themselves with the terminology of branding and is introduced to various perspectives on the area. The student will work with verbal and visual analyses with the aim of developing a long-term brand strategy, which will form the basis for the development of brand identity in Module 2. In addition, the student will be introduced to traditional and agile project management, which is expected to be used throughout all modules. Throughout the module, the student will also work with a recurring case, which will continue in Module 2.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Strategic planning
- Project management
- Strategic marketing
- Brand management.

Skills

The student must be able to:

- Use analytical tools to identify relations between brand and customer
- Identify trends within the market in relation to supply and demand
- Use conceptual and commercial methods
- Communicate branding strategies internally and externally.

Competencies

The student must be able to:

- Handle development, planning, implementation and evaluation of trends and initiatives in marketing, nationally and internationally
- Manage the development and implementation of company identity based on strategic and creative methods
- Manage the development and maintenance of company brands and concepts
- Handle the management and development of projects at the strategic level
- Handle business-oriented solution to complex issues
- Manage project planning and execution.

Teaching and learning methods

The teaching of the module is a mix of lectures, exercises, video material and group work. The module ends with a group presentation, which is a mandatory activity and a prerequisite for taking part in Module 2

Academic prerequisites to participating in the subject

The student is expected to have business understanding at Business Academy level as a minimum.

Equipment and materials required to participate in the subject

Participation in the module requires that the student brings their own computer with the MS-Office package installed.

Prerequisites to taking the exam

The module ends with a mandatory activity in the form of a hand-in/presentation.

Exam

This module is tested in a Specialisation exam.

SPECIALISATION MODULE 2: BRAND IDENTITY (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944142>

Subject area(s)

Communication, Management, Concept development.

Content

The purpose of this module is to enable the student to develop a verbal and visual brand identity based on relevant theories, models and tools. The student will engage in practical work with the development of the verbal and visual identity - in the form of a brand guide that communicates the DNA of the brand. Work with the brand guide includes the development of logos, symbols, brand manifestos and 'tone of voice'. The student will also be introduced to design concepts and perspectives in the field of graphic design.

The module is a direct continuation of Module 1, Brand Management, and therefore includes work with the case introduced in Module 1.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Project management
- Strategic marketing
- Brand management
- Graphic design
- Identity.

Skills

The student must be able to:

- Use analytical tools to identify relations between brand and customer
- Use conceptual and commercial methods
- Communicate branding strategies internally and externally
- Apply communication tools for the communication of the company's brand.

Competencies

The student must be able to:

- Manage the development and implementation of company identity based on strategic and creative methods
- Manage the development and maintenance of company brands and concepts
- Handle the management and development of projects at the strategic level
- Handle business-oriented solution to complex issues
- Manage project planning and execution.

Teaching and learning methods

The teaching of this module is a mix of lectures, videos, exercises, workshops and group work. The module ends with an oral group presentation, which is a mandatory activity and a prerequisite for completing the study programme.

Academic prerequisites to participating in the subject

The module is a continuation of the Brand Design Module 1, and it is therefore a requirement that the student has completed the mandatory activities of Module 1.

Equipment and materials required to participate in the subject

Participation in the module requires that the student brings their own computer with MS-Office and the Adobe package installed as well as drawing and writing tools.

Prerequisites to taking the exam

The module ends with a mandatory activity in the form of a hand-in/presentation.

Exam

This module is tested in a Specialisation exam.

SPECIALISATION MODULE 3: TOUCH POINT STRATEGY (5 ECTS)

See the module description online at <https://katalog.ke.a.dk/course/9944243>

Subject area(s)

Strategy, communication, management, concept development.

Content

The purpose of this module is to qualify the student to work with the company's brand across various physical and digital points of contact in an analytical, strategic, creative and executable manner. The student will gain knowledge of the decision-making process of consumers, the role of the different contact points, how the contact points interact, and how the communication and campaign may be optimised during the process. The student is also introduced to companies' work with trends in marketing in order to optimise the contact point strategy. Having gained this knowledge, the student will be able to design contact point strategies as the ultimate way to encourage consumer purchases.

The student will work with a case throughout the entire module, which is why the module finishes with group presentations.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Strategic planning
- Project management
- Strategic marketing
- Brand Management
- Trendspotting
- Graphic design
- Identity
- Business understanding.

Skills

The student must be able to:

- Use analytical tools to identify relations between brand and customer
- Use conceptual and commercial methods
- Communicate branding strategies internally and externally
- Apply communication tools for the communication of the company's brand.

Competencies

The student must be able to:

- Handle development, planning, implementation and evaluation of trends and initiatives in marketing, nationally and internationally
- Manage the development and implementation of company identity based on strategic and creative methods
- Manage the development and maintenance of company brands and concepts
- Handle the management and development of projects at the strategic level
- Handle business-oriented solution to complex issues
- Manage project planning and execution.

Teaching and learning methods

The teaching of the module is a mix of lectures, guest lectures, exercises, video material and group work. The module ends with a group presentation, which is a mandatory activity and a prerequisite for taking part in Module 4

Academic prerequisites to participating in the subject

The student is expected to have business understanding at Business Academy level as a minimum as well as a basic understanding and knowledge of branding.

Equipment and materials required to participate in the subject

Participation in the module requires that the students bring their own computer with the MS-Office package and the Adobe package installed.

Prerequisites to taking the exam

The module ends with a mandatory activity in the form of a hand-in/presentation.

Exam

This module is tested in a Specialisation exam.

SPECIALISATION MODULE 4: PLANNING (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944244>

Subject area(s)

Strategy, communication, management.

Content

The purpose of this module is to provide the student with tools and methods to work practically and theoretically with brand activation based on a company's overall brand strategy and brand identity.

Based on the work with methods and analyses, the student will at the end of the module be able to carry out theoretical planning of a campaign for a given brand in a company, which must result in a creative brief. In addition to this, the student will develop a contact point analysis based on Module 3.

Throughout the module, the student will work with a case company, and the module ends with the handing in of a creative brief which the student will continue working on in Module 5, Creative Concept.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Strategic planning
- Project management
- Strategic marketing
- Brand management
- Trendspotting
- Graphic design

- Identity
- Business understanding.

Skills

The student must be able to:

- Use analytical tools to identify relations between brand and customer
- Identify trends within the market in relation to supply and demand
- Use conceptual and commercial methods.

Competencies

The student must be able to:

- Handle development, planning, implementation and evaluation of trends and initiatives in marketing, nationally and internationally
- Manage the development and implementation of company identity based on strategic and creative methods
- Manage the development and maintenance of company brands and concepts
- Handle the management and development of projects at the strategic level
- Manage the development and optimisation of an organisation's communication strategy
- Handle business-oriented solution to complex issues
- Manage project planning and execution.

Teaching and learning methods

The teaching of this module is a mix of lectures, exercises, fieldwork, workshops and group work. Module 4 ends with an oral presentation, which is a mandatory activity and a prerequisite for taking part in Module 5, Creative Concept.

Academic prerequisites to participating in the subject

It is assumed that the student has business understanding equivalent to Business Academy level as a minimum as well as a general understanding of branding.

Equipment and materials required to participate in the subject

Participation in the module requires that the student brings their own computer with the MS-Office package installed.

Prerequisites to taking the exam

The module ends with a mandatory activity in the form of a hand-in/presentation.

Exam

This module is tested in a Specialisation exam.

SPECIALISATION MODULE 5: CREATIVE CONCEPT (10 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944245>

Subject area(s)

Communication, management, concept development.

Content

The purpose of this module is to introduce the student to concept development methods as well as creative theories and methods, with the aim of preparing a campaign. The student will work strategically, tactically and operationally with concept development, from creative idea to the development and validation of a finished campaign. The module is a direct continuation of Module 4, Brand Management, and therefore includes work with the case and the creative brief introduced in Module 4. In addition, the theory and method of Module 3 will be included in the final case solution. The student has previously worked with the concept development method SPRINT.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Project management
- Brand management
- Trendspotting
- Graphic design
- Identity
- Business understanding.

Skills

The student must be able to:

- Use conceptual and commercial methods.
- Communicate branding strategies internally and externally.
- Apply communication tools for the communication of the company's brand.

Competencies

The student must be able to:

- Handle development, planning, implementation and evaluation of trends and initiatives in marketing, nationally and internationally
- Manage the development and implementation of company identity based on strategic and creative methods
- Manage the development and maintenance of company brands and concepts
- Handle the management and development of projects at the strategic level
- Manage the development and optimisation of an organisation's communication strategy
- Handle business-oriented solution to complex issues
- Manage project planning and execution.

Teaching and learning methods

The teaching of this module is a mix of lectures, videos, exercises, workshops and group work.

The module ends with an oral group presentation, which is a mandatory activity and a prerequisite for completing the study programme.

Academic prerequisites to participating in the subject

This module is a continuation of Brand Design Module 4.

Equipment and materials required to participate in the subject

Participation in the module requires that the student brings their own computer with the Adobe package installed as well as drawing and writing tools.

Prerequisites to taking the exam

The module ends with a mandatory activity in the form of a hand-in/presentation.

Exam

This module is tested in a Specialisation exam.

COMMUNICATION AND TRENDS - SPECIALISATION: COMMUNICATION DESIGN & MEDIA (30 ECTS)

This line of study is offered in Danish and English (INT).

SPECIALISATION MODULE 1: STORYLAB (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944104>

Subject areas

Communication, sociology, trends, innovation.

Content

The purpose of this module is to provide students with a basic understanding of what it is that contributes to an engaging narrative, in writing and visually. The student is introduced to journalistic methods and rhetorical tools, story-building, linguistic nuances and how to angle a story and narrow it down to its core message.

The module also looks into visual storytelling - storytelling without the use of words. The student will work with portrayal closely linked with visual communication from a theoretical and practical perspective.

Throughout the module, the student will develop an awareness of how different media and forms of communication can be used to create a story. The student will also learn about some of the digital currents that characterise our time and age and point to the future.

Learning objectives

Knowledge

The student must have gained knowledge of:

- technology
- communication and rhetoric
- visual communication
- cultures and the history of ideas and sciences.

Skills

The student must be able to:

- well-argued and well-documented interpersonal and cross-cultural communication of complex technical issues
- apply innovative approaches to problem solving
- identify the potential of new media platforms and solutions based on an assessment of trends and the development of society
- identify and assess trends and phenomena in relation to trend and social theory and in a historical context.

Competencies

The student must be able to:

- prepare written and oral future analytical presentations based on ideological, cultural and theoretical analyses.
- handle development-oriented tasks in design and ideation.

Teaching and learning methods

Teaching is a mix of lectures and workshops. Students work in groups.

Equipment and materials required to participate in the subject

A computer with the Adobe package installed, a camera or mobile phone with a built-in camera.

Prerequisites to taking the exam

The student is required to hand in a finished written portrait with associated visualisations. This assignment is assessed as pass/fail. The student is required to participate in the oral assessment with teachers and fellow students.

In case of non-compliance with the formal requirement, the provisions for mandatory activities will apply, cf. the Curriculum for the Bachelor's degree programme in Design & Business.

Exam

This module is tested in a Specialisation exam.

SPECIALISATION MODULE 2: CAMPAIGN COMMUNICATION (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944105>

Subject areas

Communication, innovation.

Content

This module deals with the development and planning of a communication campaign for a specific organisation with a focus on transmedia and user involvement. Together with the organisation, students find key issues and subject areas. The students must then narrow it down to a core message to be implemented in an overall strategy involving a number of traditional and untraditional media.

Focus is on the interaction between different types of media and the organisation, its target group and its potential involvement. The students work with both qualitative and quantitative methods and focus on testing and measuring the campaign and its success criteria. In addition, the students develop visual campaign products and present their communication campaign to the organisation. Teaching will involve core concepts from transmedia theory, such as spreadability, continuity and immersion.

Learning objectives

Knowledge

The student must have gained knowledge of:

- argumentation strategy
- technology
- communication and rhetoric
- visual communication
- innovation processes.

Skills

The student must be able to:

- apply scientific methods and theories to research, analysis and in-depth study
- handle, transform and communicate knowledge visually
- apply innovative approaches to problem solving
- identify the potential of new media platforms and solutions based on an assessment of trends and the development of society.

Competencies

The student must be able to:

- handle development-oriented assignments within design and generation of the company's communication strategy
- develop and optimise the company's communication strategy based on its identity and brand
- work strategically and innovatively, individually as well as in cooperation with others
- handle development-oriented tasks related to the company's communication strategy.

Teaching and learning methods

Teaching is a mix of lectures and workshops. Students work in groups.

Equipment and materials required to participate in the subject

A computer with the Adobe package installed.

Prerequisites to taking the exam

The student is required to present the finished campaign strategy to the customer. Students who do not participate in the final oral presentation must instead hand in a written substitute assignment in order to meet the formal requirement.

Exam

This module is tested in a Specialisation exam.

SPECIALISATION MODULE 3: DESIGN FOR INCLUSION (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944206>

Subject areas

Communication, sociology, innovation.

Content

This module was inspired by various approaches to design that try to develop products for people of limited means or underrepresented groups. Throughout the module, the student is introduced to theories and methods focusing on prejudice, empathy, diversity and the concept of normality.

The purpose of the module is to give the student the skills required to work with visionary design and develop communication for, about and with vulnerable groups. Through a structured and user-oriented process, the student will learn to challenge cultural and social barriers to inclusion. In close cooperation with relevant organisations, students will address specific issues affecting minority groups, who all have very special needs.

Learning objectives

Knowledge

The student must have gained knowledge of:

- design theory/methods and semiotics
- argumentation strategy
- communication and rhetoric
- visual communication
- cultures and the history of ideas and sciences.

Skill

The student must be able to:

- engage in well-argued and well-documented interpersonal and cross-cultural communication of complex technical issues
- handle, transform and communicate knowledge visually
- apply innovative approaches to problem solving
- apply an anthropological approach to the collection of relevant data.

Competencies

The student must be able to:

- work strategically and innovatively, individually as well as in cooperation with others
- handle development-oriented assignments in design and ideation
- handle development-oriented tasks related to the company's communication strategy.

Teaching and learning methods

Teaching is a mix of lectures and workshops. Students work in groups.

Equipment and materials required to participate in the subject

A computer with the Adobe package installed.

Prerequisites to taking the exam

The student is required to present a complete solution at the end of the module. Students who do not participate in the final oral presentation must instead hand in a written substitute assignment in order to meet the formal requirement.

Exam

This module is tested in a Specialisation exam.

SPECIALISATION MODULE 4: DIGITAL CULTURES (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944207>

Subject areas

Communication, innovation, trends and sociology.

Content

This module is about identification and decoding of a company's identity and concepts in the digital world and how to challenge, disturb and redesign these in practice. It is about decoding the cultural trends and connotations in society which the company follows and gives expression to. In addition, it is about looking into social trends and future scenarios that challenge the company in the long term and force the company to be in a state of transition and to think in terms of new solution scenarios.

The module looks into the role that digital technologies and media play in our everyday lives and in society, as well as issues associated with a lack of transparency and credibility at an individual, corporate and societal level.

Learning objectives

Knowledge

The student must have gained knowledge of:

- design theory/methods and semiotics
- argumentation strategy
- technology
- communication and rhetoric
- visual communication
- trend theory
- innovation processes
- future analysis.

Skills

The student must be able to:

- draw up design briefs based on research and data processing, including communicating, processing and transforming knowledge about trends - in writing, orally and visually
- apply innovative approaches to problem solving
- identify the potential of new media platforms and solutions based on an assessment of trends and the development of society
- identify and assess trends and phenomena in relation to trend and social theory and in a historical context.

Competencies

The student must be able to:

- handle development-oriented assignments within design and generation of the company's communication strategy
- develop and optimise the company's communication strategy based on its identity and brand
- prepare written and oral future analytical presentations based on ideological and cultural and theoretical analyses
- work strategically and innovatively, individually as well as in cooperation with others
- handle development-oriented tasks related to the company's communication strategy.

Teaching and learning methods

Teaching is a mix of lectures and workshops. Students work in groups.

Equipment and materials required to participate in the subject

A computer with the Adobe package installed.

Prerequisites to taking the exam

The student is required to present the finished communication strategy to the customer. Students who do not participate in the final oral presentation must instead hand in a written substitute assignment in order to meet the formal requirement.

Exam

This module is tested in a Specialisation exam.

SPECIALISATION MODULE 5: COMMUNICATION DESIGN FOR SOCIAL CHANGE (10 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944208>

Subject area(s)

Communication, sociology and trends, innovation.

Content

This module focuses on communication design as a catalyst for social change. The module is based on the UN's Sustainable Development Goals. The students must develop communication solutions which make use of photography, graphic design, podcasts or other visual and rhetorical means to address the development goals so that they become relevant and appealing to a selected target group. In addition, the module involves curation of the communication products created by the students.

The module draws on the theories, methods and concepts from the entire academic year for problem identification, research, design, product development and curation.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Design theory/methodology and semiotics
- Argumentation strategy
- Technology
- Communication and rhetoric
- Visual communication
- Anthropological method
- Cultures and the history of ideas and sciences
- Future analysis.

Skills

The student must be able to:

- Draw up design briefs based on research and data processing, including communicating, processing and transforming knowledge about trends in writing, orally as well as visually
- Engage in well-argued and well-documented interpersonal and cross-cultural communication of complex technical issues
- Apply an anthropological approach to the collection of relevant data
- Apply innovative approaches to problem solving
- Identify the potential of new media platforms and solutions based on an assessment of the trend and the development of society

Competencies

The student must be able to:

- Prepare written and oral future analytical presentations based on ideological and cultural and theoretical analyses
- Handle development-oriented assignments within design and ideas generation
- Work strategically and innovatively, individually as well as in cooperation with others.

Teaching and learning methods

Teaching is a mix of lectures and workshops, group work and individual assignments.

Equipment and materials required to participate in the subject

A computer with Adobe suite installed, a camera, a sound recorder such as a mobile phone.

Prerequisites to taking the exam

1. The student is required to upload their podcast. Students who fail to do so must instead hand in a written substitute assignment in order to meet the formal requirement.
2. The student is required to participate in the final oral presentation. Students who do not participate in the final oral presentation must instead hand in a written substitute assignment in order to meet the formal requirement.

Exam

This module is tested in a Specialisation exam.

3.4. ELECTIVE PROGRAMME ELEMENTS

The total number of elective programme elements is 10 ECTS, and the student must therefore choose two electives of 5 ECTS each, which must be distributed on Elective Subject Module 1 and Elective Subject Module 2, respectively. As the electives are associated with the specific knowledge of the individual specialisations, it appears from the section 'Academic requirements for participation' which specialisation the student must be enrolled on in order to choose the module. All elective subject modules marked (INT) are international electives taught in English and based on English teaching materials – for the same reason, the content of the module description is also in English. The process and deadline for the choice of electives will appear on Fronter.

Note: For students who started studying in August 2019 or later, the elective programme elements are described in section 3.5.

ELECTIVE SUBJECT MODULE 1. DESIGNING FOR A BETTER SHOPPING EXPERIENCE (INT) (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944191>

Subject area(s)

Concept development, Design, Trends.

Content

The purpose of this module is to give the student knowledge and skills to research and analyse all the different parts that make up the holistic shopping experience. It can be a physical shopping experience, in a store or a restaurant, for instance, or it can be a virtual shopping experience. The student will be introduced to how companies use and apply design elements on a strategic level and to how the consumers decode these design elements and use them in the decision-making process.

The student will gain knowledge of theories and methods to observe and analyse shopping experiences and obtain skills in identifying and analysing different elements such as colours, scents, sounds and materials that all make up the shopping experience. Lastly the student will learn to communicate an idea through sketching. The student will participate in field studies to various places such as stores, cafés, restaurants and other places where designed shopping experiences affect the shopping experience. The student will be introduced to various cases and will have to design or redesign a shopping experience.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Design process
- Concept development
- Visual communication
- Design theory and semiotics
- Trendspotting.

Skills

The student must be able to:

- Complete a design process and approach work in an experimental and commercial manner
- Assess and argue for the choice of material and design
- Use visual communication that supports product and concept
- Develop innovative and competitive design concepts
- Assess and argue for the use of alternative materials
- Use innovative methods in problem solving
- Use conceptual and commercial methods.

Competencies

The student must be able to:

- Work strategically and innovative, independently and in cooperation with others
- Handle development-oriented assignments within design and innovation of the company's communications strategy
- Handle development and maintenance of the company's brand and concepts
- Lead and develop projects at the strategic level.

Teaching and learning methods

This module is a mix of lectures, workshops and case-work.

Academic prerequisites to participating in the subject

To sign up for this elective module, the student must have been admitted to one of the following specialisations of the Bachelor's Degree Programme in Design and Business:

- Brand Design (INT)
- Communication Design & Media (INT)
- Brand Design (DA)
- Communication Design & Media (DA)
- Sustainable Fashion (DA)
- Fashion Management (DA)

Equipment and materials required to participate in the subject

None.

Exam

This module is tested in Elective Subject Module Exam 1.

Re-exam

The re-exam consists of a written assignment of 12 standard pages + /- 10%, and a portfolio with a number of practical tests and one product as defined by the elective. The re-exam is assessed by an internal examiner according to the 7-point grading scale and must be passed with a minimum grade of 02.

ELECTIVE SUBJECT MODULE 1. E-COMMERCE (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944143>

Subject area(s)

Commerce, strategy, management, concept development.

Content

The purpose of this module is to introduce the basic "building blocks" for the development of an E-commerce approach and conceptual connection to the company's already existing commercial sales (Cross Channel). The student will work with project management of E-commerce concepts, as well META set-up through SEO (Search Engine Optimiser), Addwords and analysis and evaluation of concept for the suggestion of a NEW solution.

In this module, the student will gain knowledge of cross-channel impact and requirements, relevant technologies and platforms (i.e. Magento, WordPress, etc.), user-friendliness and functionality and the design of e-commerce concepts.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Commerce
- Logistics and supply chain management
- Future analysis
- Technology
- Project management
- Business understanding.

Skills

The student must be able to:

- Assess market conditions and organise companies' commercial strategies and concepts accordingly
- Assess the scope of relevant computer-based tools and management systems
- Identify the potential for new markets and solutions based on an assessment of trends and developments in the market
- Use analytical tools to identify relations between brand and customer,
- Identify trends within the market in relation to supply and demand
- Use conceptual and commercial methods
- Apply communication tools for the communication of the company's brand.

Competencies

The student must be able to:

- Manage complex and development-oriented issues related to the study and the profession
- Independently and in cooperation with others work strategically and innovatively
- Handle development-oriented assignments within design and ideation
- Communicate in accordance with a given company's identity and brand
- Handle the management and development of projects at the strategic level
- Handle business-oriented solution to complex issues
- Manage project planning and execution.

Teaching and learning methods

The teaching of the module will include a mix of lectures, class discussions, casework, etc.

Academic prerequisites to participating in the subject

To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

- Fashion Management
- Brand Design (DA)
- Communication Design & Media (DA)

Equipment and materials required to participate in the subject

None.

Exam

The module is tested in Elective exam 1.

Re-exam

The re-exam is an individual, written exam with one internal examiner. The scope of the written paper is 12 standard pages +/-10%. In addition to this, the paper must include documentation of product and processes as defined by the elective.

ELECTIVE SUBJECT MODULE 1. CLOTHES EXPERIMENTING WITH SHAPE – PROCESS, DETAILS AND FINISH (5 ECTS)

See the module description at <https://katalog.ke.a.dk/course/9944144>

Subject area(s)

Design, product development, material understanding.

Content

The student is introduced to the creative work of developing shape and finish through 2D and 3D experiments. The focus of this elective is to provide the student with insights into the possibilities of draping and fabric manipulation, as well as the importance of technical solutions and finish in relation to a design's expression. Throughout the module, the student will learn how to use draping as a 3D sketching tool, how to experiment with shape, details and finish, and how to disseminate the product in the form of work drawing and collection summaries - process management of the entire process from start to finish.

The student will gain knowledge and skills in how to analyse and reflect on shape and product with a focus on balance and proportions, how to assess and argue for the choice of finish and materials for a product/design in respect of hang, expression and functionality, and how to argue for method, opt-ins and opt-out in the design and sewing process. Through practical exercises and experiments with shape, volume, scaling and material, the student will develop a catalogue of detail, finish and sewing samples as well as a collection, and subsequently finalise and present a ready-made prototype.

Learning objectives

Knowledge

The student must have gained knowledge of:

- the design process
- ethics and the environment
- concept development
- shape, functionality, and materials
- the practice of the profession in relation to product development.

Skills

The student must be able to:

- implement a design process in an experimental and commercial context,
- assess the impact on the fit and silhouette of the choice of sewing pattern design method
- assess and justify the choice of material and design and the impact the choice of materials has on a product
- use visual communication that supports product and concept
- develop innovative, competitive design concepts
- assess and product develop a design outline.

Competencies

The student must be able to:

- independently manage a design and product development process
- handle development-oriented assignments in design and ideation
- identify problem areas and provide specific suggestions for how to achieve a better fit
- identify their own learning requirements and develop their own knowledge, skills and competencies.

Teaching and learning methods

Teaching is a mix of presentations, exercises/assignments, hands-on project work, individually and in groups.

Academic prerequisites to participating in the subject

Basic skills in sewing, pattern design and draping. To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

- Sustainable Fashion
- Pattern Design

Equipment and materials required to participate in the subject

The student is expected to bring a laptop with the Adobe Illustrator program installed, appropriate drawing and sketching materials, a sketchbook, min. A4 format, and design tools. Any costs of acquiring the necessary materials for shape experiments, sewing-up and the final prototypes will be borne by the students. A comprehensive list can be found on Fronter before module start-up.

Exam

The module is tested in Elective exam 1.

Re-exam

The re-exam is an individual, written exam with one internal examiner. The re-exam consists of a written assignment of 8 standard pages +/- 10% and a number of practically documented experiments and one product which serve as process documentation.

ELECTIVE SUBJECT MODULE 1. GRAPHIC DESIGN – ADVANCED (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944145>

Subject area(s)

Communication, concept development, innovation, trends.

Content

Graphic design is for the student who wants a thorough introduction to the profession - be it about design for analogue media or digital media. The elective is based on five basic pillars: Composition, colour, typography, images and grids. Each of these will be introduced by inspiring examples and technical tools alike, in combination with the theory and subsequent practical assignments. During this elective, the student will develop a portfolio with the assignments of the elective.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Graphic design
- Design theory and semiotics
- Innovation processes.

Skills

The student must be able to:

- Handle, transform and communicate knowledge visually
- Apply innovative approaches to problem solving
- Use conceptual and commercial methods.

Competencies

The student must be able to:

- Handle development-oriented tasks in design and ideation.

Teaching and learning methods

The teaching of the elective is a mix of lectures, digital assignments/exercises, individual guidance.

Academic prerequisites to participating in the subject

Hands-on experience with Adobe InDesign, Illustrator, and Photoshop is required.

To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

Equipment and materials required to participate in the subject

- Drawing tools, sketchpad, etc.
- Computer
- Adobe InDesign, Illustrator, and Photoshop
- Fonts (or the option to install them)

Exam

The module is tested in Elective exam 1.

Re-exam

The re-exam is an individual, written exam with one internal examiner. The re-exam consists of a written assignment of 8 standard pages +/- 10% and a number of practically documented experiments and one product which serve as process documentation.

ELECTIVE SUBJECT MODULE 1. HUMAN CENTRED RESEARCH AND DESIGN METHODS (5 ECTS)

See the module description online at <https://katalog.ke.a.dk/course/9944146>

Subject area(s)

Sociology, innovation, concept development, design.

Content

The success of any company, brand, organisation or product depends on whether or not ordinary people find them attractive and relevant. That is why it is crucial to know the people you want to be something for - to understand their needs, behaviours and aspirations and to have a strong focus on translating this knowledge into new concepts and innovations. Companies such as Carlsberg, Adidas and TV2 know this all too well, and today they all work with human-oriented development. The student learns to carry out human-oriented research that leads to concrete concepts. The teaching is based on a customised Design Thinking process:

1. **FRAMING:** Creating the right starting point for a successful project, asking the right questions and preparing a focused project plan.
2. **IMMERSION:** Setting performances and attitudes aside, and seeing the world from the point of view of others. The student learns to develop an exploratory research design and conduct fieldwork with interviews, observation, acting-out, etc.
3. **EMPATHY:** The ability to put yourself in somebody's shoes, and transplant this ability to the end-users. The student learns about pattern recognition and how to identify unmet needs and potential friction and how to develop an empathic communication of findings.
4. **OPPORTUNITY:** The student must develop new innovative solutions by identifying potential and developing a strategic scope for concept development.
5. **ACTION:** The new solutions must now be realised in the real world. The student learns to develop prototypes and obtain feedback on these.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Innovation processes
- Trends and sociology
- The design process
- Concept development
- Project management.

Skills

The student must be able to:

- apply innovative approaches to problem solving
- apply an anthropological approach to the collection of relevant data
- use trend and market analysis for design and product development
- draw up design briefs on the basis of research and data processing
- process, transform and communicate knowledge visually.

Competencies

The student must be able to:

- Identify consumer needs and translate these into innovative solutions
- Handle development-oriented tasks in design and ideation
- Independently and in cooperation with others work strategically and innovatively
- Manage project planning and execution
- Manage the development and maintenance of company brands and concepts.

Teaching and learning methods

The teaching of this elective is a mix of classroom teaching, group work and discussion in the groups. The students complete a user-focused development process in groups and will spend their time in class, in the field and in the group room.

Academic prerequisites to participating in the subject

To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

- Sustainable Fashion
- Pattern Design
- Fashion Management
- Brand Design (DA)
- Communication Design & Media (DA)

Equipment and materials required to participate in the subject

None.

Exam

The module is tested in Elective exam 1.

Re-exam

The re-exam is an individual, written exam with one internal examiner. The scope of the written paper is 12 standard pages +/- 10%. In addition to this, the paper must include documentation of product and processes as defined by the elective.

ELECTIVE SUBJECT MODULE 1. PHOTOGRAPHY AND FIELDWORK (INT) (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944190>

Subject area(s)

Design, Communication, Concept development, Sociology, Trends.

Content

The purpose of this elective module is to develop the student's visual literacy and build skills within photography, fieldwork and design anthropology. Through hands-on assignments, the students will build a photographic skill set. Whether the student uses their phones, a professional digital single lens reflex camera, or participant generated material, figuring out which of the photographs are most distinctive is often the extremely expertise to learn. The fundamentals of editing, sequencing, and making sense of the images will be discussed. This elective will provide

innovative, experimental exercises and discussions to help the student improve seeing skills and inspire them to think differently about image making, personal vision and photographic practice.

A field engagement project (conducted as a group experience) is part of this elective. Through photographic experiments and participant involvement, the student will explore and present a field/case study. The student will furthermore reflect on what new knowledge is generated through these visual processes and visual representations, and how this designedly approach to field engagement might be used in other contexts e.g. future thesis building. The class is designed to be a learning journey for those new to photography and fieldwork - and a creative kick-start for those with more experience. All images will be uploaded for class viewing and discussion.

Learning objectives

Knowledge

The student must have gained knowledge of:

- trends and sociology
- ethics and environment
- concept development
- visual communication
- identity.

Skills

The student must be able to:

- evaluate and argument for the choice of material and design
- apply visual communication that supports product and concept
- apply anthropological methods for the collection of relevant data, and to process, transform and communicate knowledge visually.

Competencies

The student must be able to:

- handle development oriented tasks within design and ideation.

Teaching and learning methods

The teaching of this elective is a mix of lectures, presentations, group work and fieldwork.

Academic prerequisites to participating in the subject

An interest in photography, image-making and socially engaged visual practice.

To sign up for this elective module, the student must have been admitted to one of the following specialisations of the Bachelor's Degree Programme in Design and Business:

- Sustainable Fashion (DA)
- Pattern Design (DK)
- Brand Design (INT)
- Communication Design & Media (INT)

Equipment and materials required to participate in the subject

Your own digital camera – anything from a reliable iPhone to a quality digital single-lens reflex camera will do.

Exam

This module is tested in Elective Subject Module Exam 1.

Re-exam

The re-exam consists of an individual written assignment of 8 standard pages +/- 10%, and a portfolio with a number of practical tests and one product as defined by the elective. The re-exam is assessed by an internal examiner according to the 7-point grading scale and must be passed with a minimum grade of 02.

ELECTIVE SUBJECT MODULE 1. STEP-UP PRESENTATION AND PERSONAL LEADERSHIP (INT) (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944192>

Subject area

Communication, Management.

Content

Getting a message across to other people in a way that moves and inspires them, requires thorough preparation and communication skills. It also requires personal presence and a passion for sharing ideas and stories. This module offers the student communication tools and personal skills to develop their presentations and become more professional, clear and effective when presenting. Emphasis is on structure, body language and facilitation skills and encourages the student to step up to a greater degree of personal leadership in their presentations and professional life. There will also be a focus on skills required to work as a group. All parts of the module, as well as the final evaluation of the student, are based on active participation in class.

By the end of this module, the student will know how to prepare well, how to facilitate and involve an audience and how to use stories when presenting. The student will have worked with body language and have acquired skills to cope with nerves, pressure and insecurity and have a sense of their personal leadership and how to develop it further.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Communication
- Expression and Rhetoric
- Argumentation Strategy.

Skills

The student must be able to:

- Engage in well-argued and well-documented interpersonal and cross-cultural communication of complex technical issues
- Present practical issues and solutions to partners and users
- Use communication tools to disseminate the company's brand.

Competencies

The student must be able to:

- Identify own learning needs and develop own knowledge, skills and competencies
- Identify own development and learning needs in relation to the profession and develop own knowledge and skills
- Handle and develop projects at the strategic level.

Teaching and learning methods

The teaching of this elective is a mix of student presentations, group work, lectures, class discussions, assignments at KEA, homework assignments, individual coaching, group coaching.

Academic prerequisites to participating in the subject

There are no prerequisites for attending this module. Note that this elective is based on active participation in class, and it is an advantage for the student to attend all classes.

To sign up for this elective module, the student must have been admitted to one of the following specialisations of the Bachelor's Degree Programme in Design and Business:

- Brand Design (INT)
- Communication Design & Media (INT)
- Brand Design (DA)
- Communication Design & Media (DA)
- Sustainable Fashion (DA)
- Fashion Management (DA)

Equipment and materials required to participate in the subject

The student must bring a computer, pen and paper to every class.

Exam

This module is tested in Elective Subject Module Exam 1.

Re-exam

The re-exam consists of an individual written assignment of 8 standard pages +/- 10% and a portfolio with a number of practical tests and one product as defined by the elective. The re-exam is assessed by an internal examiner according to the 7-point grading scale and must be passed with a minimum grade of 02.

ELECTIVE SUBJECT MODULE 1. VIDEO PRODUCTION (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944147>

Subject area(s)

Communication, concept development.

Content

The purpose of this module is to provide the student with tools to produce a video as a means of communication to reaching a specific target group. This module focuses on the student acquiring skills and competencies in video production, including both narrative tools and techniques as well as technical programs and techniques. The student will also gain knowledge of video as a tool and technique for various digital media, content marketing, various visual expressions and effects, and creative ideation.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Technology
- Communication and rhetoric
- Design theory and semiotics
- Graphic design.

Skills

The student must be able to:

- handle, transform and communicate knowledge visually
- apply innovative approaches to problem solving
- use conceptual and commercial methods
- apply communication tools for the dissemination of the company's brand.

Competencies

The student must be able to:

- independently and in cooperation with others work strategically and innovatively
- handle development-oriented assignments within design and ideation
- communicate in accordance with a given company's identity and brand
- manage the development and implementation of a company identity based on strategic and creative methods
- manage the development and optimisation of an organisation's communication strategy.

Teaching and learning methods

The teaching of this elective is a mix of lectures, practical exercises and feedback on the student's own productions.

Academic prerequisites to participating in the subject

To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

- Brand Design (DA)
- Communication Design & Media (DA)

Equipment and materials required to participate in the subject

The student must bring along a computer with enough capacity to run a simple editing program which will then be installed.

Exam

The module is tested in Elective exam 1.

Re-exam

The re-exam is an individual, written exam with one internal examiner. The re-exam consists of a written assignment of 8 standard pages +/- 10% and a number of practically documented experiments and one product which serve as process documentation.

ELECTIVE SUBJECT MODULE 2: CRASH COURSE IN THE FUTURE OF MATERIALS AND DESIGN (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944247>

Subject area(s)

Material understanding, design, product development, sociology.

Content

The purpose of this module is for the student to acquire knowledge and skills to navigate the materials of the future and the associated new approaches to designing the physical world across different disciplines and technologies. By way of experimenting, the student is introduced to and explores approaches to the development and implementation of new sustainable materials for products that consider issues of resource shortages and the circular economy and processes that challenge conventional design processes.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Shape, functionality, and materials
- Ethics and the environment
- Design process
- Concept development
- Preparation of documentation
- The practice of the profession in relation to product development
- Trends and sociology.

Skills

The student must be able to:

- Assess and argue in favour of the choice of material and design
- Assess and argue for the use of alternative materials
- Assess the impact that the choice of materials has on a product
- Assess the scope of relevant computer-based tools and management systems
- Develop innovative, competitive design concepts
- Implement a design process in an experimental and commercial context,

Competencies

The student must be able to:

- Independently manage a design and product development process
- Handle development-oriented tasks in design and ideation

- Independently manage and engage in interdisciplinary collaboration across the value chain in accordance with the ethics of the profession
- Identify their own development and learning requirements in relation to the profession and further develop their own knowledge and skills.

Teaching and learning methods

The teaching of this elective is a mix of presentations, hands-on tests and experiments, project/group work.

Academic prerequisites to participating in the subject

To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

- Sustainable Fashion
- Pattern Design
- Fashion Management

Equipment and materials required to participate in the subject

None.

Exam

This module includes Elective exam 2.

Re-exam

The re-exam is an individual, written exam with one internal examiner. The re-exam consists of a written assignment of 8 standard pages +/- 10% and a number of practically documented experiments and one product which serve as process documentation.

ELECTIVE SUBJECT MODULE 2: ENTREPRENEURSHIP (5 ETCS)

See the module description online at <https://katalog.kea.dk/course/9944248>

Subject area(s)

Business understanding, innovation, concept development.

Content

This elective offers the student a basic understanding of entrepreneurship and entrepreneurial processes based on new theoretical approaches that weight unpredictability, prototyping and experimentation as the defining features. Such approaches are sceptical about ready-made recipes for entrepreneurship, whose successful development is in deed characterised by a great deal of uncertainty. This is why, this elective involves prototyping as the essential practice of entrepreneurship.

Various approaches to prototyping, business development, project management and commercialisation will be introduced, while at the same time the student must develop an attractive solution and render a potential entrepreneurial business probable, which is able to execute and deliver the solution to a market.

The student should expect to get busy and join a community of people who help and motivate each other through the many issues that people who want to make a difference involuntarily encounter on the way. This elective is aimed at students who already have a business and students who do not yet have a business idea. The most important thing is that the student has the courage to work systematically as well as to improvise – without a fixed recipe at their side.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Innovation processes
- Concept development

- Project management
- Business understanding.

Skills

The student must be able to:

- implement a design process in an experimental and commercial context
- develop innovative, competitive design concepts
- use visual communication that supports product and concept.

Competencies

The student must be able to:

- identify consumer needs and translate these into innovative solutions
- handle development-oriented assignments in design and ideation
- independently manage a design and product development process
- handle business-oriented solution to complex issues.

Teaching and learning methods

The teaching of this elective is a mix of project work, lectures, exercises and fieldwork. The project work can be carried out in groups formed by the students themselves, or individually.

Academic prerequisites to participating in the subject

The student is expected to have completed the introductory course to Makerlab.

To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

- Sustainable Fashion
- Fashion Management
- Brand Design (DA)
- Communication Design & Media (DA)

Equipment and materials required to participate in the subject

None.

Exam

This module includes Elective exam 2.

Re-exam

The re-exam is an individual, written exam with one internal examiner. The re-exam consists of a written assignment of 8 standard pages +/- 10% and a number of practically documented experiments and one product which serve as process documentation.

ELECTIVE SUBJECT MODULE 2: MAGAZINE LAYOUT (INT) (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944193>

Subject area(s)

Concept development, Communication, Trends, Innovation.

Content

This module is aimed at students with a great interest in magazine design. The student is introduced to the creative process of magazine design and will learn about the main aspects of creating a magazine concept. Everything from planning the layout, understanding the reader, ranging from deciding on a title to working with all visual content as graphics, illustrations, grids, type and images.

The student will get a thorough understanding of the magazine industry and the whole concept of magazine design from idea to execution.

Learning objectives

Knowledge

The student must have gained knowledge of:

- design theory and semiotics
- project management
- trend theory
- graphic design
- identity
- innovation processes.

Skills

The student must be able to:

- identify and evaluate tendencies and phenomena in relation to trend theory and social theory in a historical context
- prepare a design brief based on research and data
- use, transform and communicate knowledge visually
- apply innovative methods for problem solving
- apply conceptual and commercial methods.

Competencies

The student must be able to:

- work strategically and innovatively both independently and in cooperation with others
- handle development-oriented assignments within design and ideation.

Teaching and learning methods

This practice-based module is a mix of lectures and research alongside practical workshops to encourage the student to experiment with content, format and page layouts, thus guiding them through the process of designing their own magazine project step by step. The student will be responsible for all visual content. Therefore, all visual content must be made by the student, anything from illustrations and photos to graphics. During this module, the student will collaborate with the editorial teams from the elective element Writing for Design and Business. The Writing students will be responsible for the written content, while the Layout students will be responsible for visual content.

Academic prerequisites to participating in the subject

To sign up for this elective module, the student must have been admitted to one of the following specialisations of the Bachelor's Degree Programme in Design and Business:

- Brand Design (INT)
- Communication Design & Media (INT)
- Brand Design (DA)
- Communication Design & Media (DA)

Equipment and materials required to participate in the subject

The student must have skills in the Adobe Package and since this module is very hands-on, they must make sure to bring pen, pencils, paint, paper, glue, camera etc.

Exam

This module is tested in Elective Module Exam 2.

Re-exam

The re-exam consists of an individual written assignment of 8 standard pages +/- 10% and a portfolio with a number of practical tests and one product as defined by the elective. The re-exam is assessed by an internal examiner according to the 7-point grading scale and must be passed with a minimum grade of 02.

ELECTIVE SUBJECT MODULE 2: PR AND COMMUNICATION IN THE SUSTAINABLE FASHION COMPANY (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944149>

Subject area(s)

Communication, strategy, sociology, innovation, business understanding.

Content

This elective will be based on an understanding of the scope and opportunity of the fashion companies as well as the dilemmas in working with sustainability throughout the entire value chain. Through company visits and best cases, students will analyse what works best in relation to sustainable communication and PR and what is less appropriate when it comes to credibility.

The students will work with a communication and PR strategy based on which they will develop a press kit and relevant communication material to strengthen the company's visibility and credibility as a responsible and sustainable player in the fashion industry. Together with a specific fashion company, the student will work on its core message and storytelling and subsequent implementation in an overall communication and PR strategy. The focus will be on traditional and non-traditional media.

The student will also examine the target group's values and attitudes to sustainability, as well as its media habits, both online and in the field. Communication and PR material will be developed in accordance with these insights. Finally, the strategy and relevant communication material will be presented to the company in question.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Ethics and sustainability
- Strategic planning
- Strategic marketing
- Communication and rhetoric
- Business understanding.

Skills

The student must be able to:

- engage in well-argued and well-documented interpersonal and cross-cultural communication of complex technical issues within design, lifestyle and innovation.
- apply an anthropological approach to the collection of relevant data
- communicate trends, fashion and lifestyle, in writing and orally
- identify and assess trends and phenomena in relation to trend and social theory and in a historical context
- use analytical tools to identify relations between brand and customer.

Competencies

The student must be able to:

- independently and in cooperation with others work strategically and innovatively.
- manage the development and optimisation of an organisation's communication strategy
- communicate in accordance with a given company's identity and brand
- handle business-oriented solution to complex issues.

Teaching and learning methods

The teaching of this elective is a mix of lectures, workshops and company visits. Students work in groups and individually.

Academic prerequisites to participating in the subject

To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

- Sustainable Fashion
- Fashion Management
- Brand Design (DA)

- Communication Design & Media (DA)

Equipment and materials required to participate in the subject

None.

Exam

This module includes Elective exam 2.

Re-exam

The re-exam is an individual, written assignment with one internal examiner. The re-exam consists of a written assignment of 8 standard pages +/- 10% and a number of practically documented experiments and one product which serve as process documentation.

ELECTIVE SUBJECT MODULE 2: SOCIAL MEDIA – STRATEGY AND TACTICS (INT) (5 ECTS)

See the module description online at <https://katalog.ke.a.dk/course/9944194>

Subject area(s)

Communication, Strategy, Management, Trends

Content

The purpose of the module is to give the student a strategic and tactical understanding of Social Media from a business perspective. The student will learn about Social Media in relation to the broader media landscape and will work with both the development of a Social Media strategy, project management of the process, data-based targeting and creative execution of content on different social medias.

The module will be case-based and relevant guest speakers within the field will give short presentations during the module.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Argumentation Strategy
- Strategic Planning
- Project Management
- Strategic Marketing
- Graphic Design
- Business Understanding.

Skill

The student must be able to:

- Identify and assess tendencies and phenomena in relation to trends, social studies and in a historical context
- Develop design briefs based on research and data
- Process, transform and communicate knowledge visually
- Use innovative methods in problem solving
- Use conceptual and commercial methods
- Use communication tools to communicate the brand.

Competencies

The student must be able to:

- Work strategically and innovatively, independently and in cooperation with others
- Handle development-oriented assignments within design and innovation of the company's communication strategy
- Handle the development and optimisation of the company's communication strategy
- Communicate according to a given company's identity and brand

- Develop, plan, implement and evaluate trends and initiatives in marketing, nationally as well as internationally
- Handle the development and implementation of the company's identity based on strategic and creative methods
- Handle development and maintenance of the company's brand and concepts
- Develop and optimise the company's communications platform
- Lead and develop projects at the strategic level.

Teaching and learning methods

This module is a mix of lectures, workshops and case-work.

Academic prerequisites to participating in the subject

To sign up for this elective module, the student must have been admitted to one of the following specialisations of the Bachelor's Degree Programme in Design and Business:

- Brand Design (INT)
- Communication Design & Media (INT)
- Brand Design (DK)
- Communication Design & Media (DK)

Equipment and materials required to participate in the subject

None.

Exam

This module is tested in Elective Module Exam 2.

Re-exam

The re-exam assignment consists of an individual written assignment of 12 standard pages +/- 10%, and a portfolio with a number of practical tests and one product as defined by the elective. The re-exam assignment is assessed by an internal examiner according to the 7-point grading scale and must be passed with a minimum grade of 02.

ELECTIVE SUBJECT MODULE 2: SUSTAINABLE FASHION COMPANY – SRI LANKA (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944236>

Subject area(s)

Design, sociology, communication, business understanding, product development, material understanding, trends, innovation, concept development.

Content

This elective starts with an online/digital workshop at KEA Campus along with students from the Academy of Design (AOD) in Sri Lanka, followed by a research and study trip to a destination in Asia. This elective will be centred around a cross-cultural project focusing on research, cooperation, social entrepreneurship, sustainable product development and communication.

The focus of the module is to work with business models, design solutions, storytelling and communication, with value creation and good relations throughout the value chain as the main driver for the creative process, product development and communication. The students at KEA will work together in an international, cross-cultural and interdisciplinary project across different specialties and students from AOD on the development of a sustainable concept/business model in the area of design and business. In groups the student will work with the development and production of a collection, products and communication to a selected target group based on research and available craft in Sri Lanka. In addition, students work with storytelling for the purpose of informing the end-user of the concept.

Learning objectives

Knowledge

The student must have gained knowledge of:

- the design process
- trends and sociology
- ethics and the environment

- concept development
- communication and product knowledge
- anthropological method
- project management
- identity and business understanding.

Skills

The student must be able to:

- develop innovative, competitive design concepts
- assess the impact that the choice of materials has on a product
- assess and product develop a design outline.
- use visual communication that supports product and concept
- communicate globally on product-related subjects
- identify and assess possible partnerships in the value chain
- communicate practice-oriented issues and solutions to partners and users
- apply an anthropological approach to the collection of relevant data
- draw up design briefs on the basis of research and data processing
- apply innovative approaches to problem solving
- apply communication tools for the dissemination of the company's brand.

Competencie

The student must be able to:

- independently manage a design and product development process
- identify consumer needs and translate these into innovative solutions
- identify their own learning requirements and develop their own knowledge, skills and competencies
- independently manage and engage in interdisciplinary collaboration across the value chain in accordance with the ethics of the profession
- communicate in accordance with a given company's identity and brand
- manage project planning and execution.

Teaching and learning methods

The teaching of this module is a mix of project collaboration, presentations and research and a study trip to a destination in Asia including fieldwork, visits to companies and organisations.

Academic prerequisites to participating in the subject

It is important to have an open mind to be able to engage in a different cultural context and to have an awareness of differences in living standards.

To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

- Sustainable Fashion
- Pattern Design
- Fashion Management
- Brand Design (DA)
- Communication Design & Media (DA)

Equipment and materials required to participate in the subject

The student must expect travelling expenses as well as hotel and accommodation at the destination. The duration of the trip will be about 10-14 days. In addition, the student will have to pay for vaccination and visas. The estimated amount for flights, hotel, transport, vaccines and visas is DKK 10,000.

Exam

This module is tested in Elective exam 2.

Re-exam

The re-exam is an individual, written assignment with one internal examiner. The re-exam consists of a written assignment of 8 standard pages +/- 10% and a number of practically documented experiments and one product which serve as process documentation.

ELECTIVE SUBJECT MODULE 2: WRITING FOR DESIGN & BUSINESS - MAGAZINE FOCUS (INT) (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944195>

Subject area(s)

Communication, Concept Development, Trends, Innovation.

Content

This elective is designed to improve the writing skills of Design & Business students by focusing on developing written content for specific media formats. Specifically, students will spend the greater part of the module producing content for magazines, the themes/genres of which they will come up with in teams. The content will span analog and digital formats, as students delve into writing articles, columns, profiles, and content for social media, among others.

Students are introduced to the creative process of writing through lectures, in-class exercises, and peer workshops. Mastering basic and more advanced principles of composition will empower students to develop strategies for idea generation, revision, as well as effective editing and proofreading. In addition to hands-on writing exercises and assignments, students will also learn to identify and analyse different communication trends of cultural and social significance. This is done to emphasise the point that all communication is dynamic and must take into consideration the process of dissemination. Finally, the module will help students develop an individual professional tone of voice in writing as an overarching goal.

Learning objectives

Knowledge

The student must have gained knowledge of:

- Written Communication
- Rhetorical Strategies
- Cultural Understanding
- Strategic Planning.

Skills

The student must be able to:

- Write about trends, fashion, and lifestyle
- Employ anthropological methods to collect relevant data
- Identify the potential for new markets and solutions by evaluating trends and market developments.

Competencies

The student must be able to:

- Employ strategic and innovative writing processes individually and in collaboration
- Develop written presentations based on cultural analysis and a theoretical understanding of the material
- Communicate in relation to a specific magazine identity
- Use analytical tools to identify reference points between the sender and the receiver of written communication.

Teaching and learning methods

This module places great emphasis on practical application of writing strategies and tools. A typical class meeting will consist of brief lectures leading to specific workshop tasks that will become part of each student's writing "toolbox." Please note that, on this module, students will collaborate with the layout teams from the elective element, MAGAZINE LAYOUT. Writing students will be responsible for the written content of the magazines, while the Layout students will be responsible for visual content.

Academic prerequisites to participating in the subject

Please note: All teaching will be in English. Furthermore, all exam assignments must be in English.

To sign up for this elective module, the student must have been admitted to one of the following specialisations of the Bachelor's Degree Programme in Design and Business:

- Brand Design (INT)
- Communication Design & Media (INT)
- Brand Design (DA)
- Communication Design & Media (DA)
- Fashion Management (DA)

Equipment and materials required to participate in the subject

Students must bring physical writing tools to class meetings and a laptop with Microsoft Word installed. InDesign is recommended but not required.

Exam

This module is tested in Elective Module Exam 2.

Re-exam

The re-exam consists of an individual written assignment of 12 standard pages +/- 10%, and a portfolio with a number of practical tests and one product as defined by the elective. The re-exam assignment is assessed by an internal examiner according to the 7-point grading scale and must be passed with a minimum grade of 02.

ELECTIVE SUBJECT MODULE 2: AESTHETIC SUSTAINABILITY (5 ECTS)

See the module description online at <https://katalog.kea.dk/course/9944246>

Subject area(s)

Design, sociology, communication, product development, sewing patterns, material understanding.

Content

The focus of this elective is to design and produce sustainable garments based on aesthetic sustainability. It is about creating good, well-designed products that last a long time. The work on aesthetic sustainability implies a user-oriented approach, from a mindset of persuading consumers to go ahead and buy to a focus on consumers' ability to make ethical and aesthetic choices in order to minimise consumption. In short, it is about reducing, rethinking and reforming consumption. In addition to working with aesthetic sustainability, the design of long-life clothing entails that the student learns how to repair, upgrade and/or reuse the clothes and how to create products that have an expression or appearance that appeals to the user.

This elective subject in aesthetic sustainable is about developing a design strategy based on a design analysis so as to be able to develop a sustainable design with an aesthetic value. Topics such as emotional design, aesthetics, identification of consumer demands, sustainability and various design approaches such as Wabi-sabi and Boro will be used alongside work on idea and concept development, mood boards, sketching, 2D and 3D experimentation, building a collection, materials, prototyping, exhibition and presentation.

Learning objectives

Knowledge

The student must have gained knowledge of:

- the design process
- ethics and the environment
- trends and sociology
- concept development
- shape, functionality, and materials
- visual communication
- shape, functionality, and materials.

Skills

The student must be able to:

- implement a design process in an experimental and commercial context
- assess and argue in favour of the choice of material and design
- use visual communication that supports product and concept
- develop innovative, competitive design concepts
- assess and product develop a design outline.
- develop innovative, competitive design concepts
- assess the impact that the choice of materials has on a product
- assess and develop a design outline.

Competencies

The student must be able to:

- independently manage a design and product development process
- handle development-oriented assignments in design and ideation
- identify consumer needs and translate these into innovative solutions
- identify problem areas and provide specific suggestions for how to achieve a better fit and
- identify their own learning requirements and develop their own knowledge, skills and competencies.

Teaching and learning methods

Teaching is a mix of presentations, exercises/assignments, hands-on project work, individually and in groups.

Academic prerequisites to participating in the subject

Basic skills in sewing, sketching and pattern design.

To sign up for this elective subject module, the student must be enrolled on one of the following specialisations in the professional bachelor's degree programme in design and business:

- Sustainable Fashion
- Pattern Design

Equipment and materials required to participate in the subject

Sketching and sewing tools. A list will be uploaded on Fronter.

Exam

This module is tested in Elective exam 2.

Re-exam

The re-exam is an individual, written assignment with one internal examiner. The re-exam consists of a written assignment of 8 standard pages +/- 10% and a number of practically documented experiments and one product which serve as process documentation.

3.5. Elective programme elements for students who started studying in August 2019 or later

For students who started studying in August 2019 or later, the elective programme elements will be offered as one programme element worth 10 ECTS points. The elective programme element elements (electives) are described in the electives catalogue, which will be available at the start of the semester.

3.6. INTERNSHIP

A compulsory internship is included in the programme the entire period of which makes up a programme element worth 15 ECTS points. KEA offers five types of internship:

- On-the-job experience
- International internship
- Project-oriented internship
- Virtual internship
- Entrepreneurial internship

Based on a professional assessment, the individual programme may, however, decide that a type of internship is not suitable for the programme and, therefore, not an option. Although a type of internship is available in a programme, it is always the professional supervisor who assesses, in the specific case, whether the proposed internship meets the conditions of the specific type of internship and whether the course is professionally relevant to the programme. All types of internship are unpaid, equivalent to full-time (37 hours/week) and have a duration of 10 weeks.

On-the-job experience

This type of internship requires the student to be physically present in the company. The student will take part in day-to-day work and/or work with agreed projects. There are several benefits of being physically present in the company:

- the intern has easy access to professional feedback
- the intern is an integral part of the company
- the intern gains insight into what their colleagues are working with
- the intern has a better chance of establishing a network they may later rely on when they start looking for a job upon graduation.

Project-oriented internship

Project-oriented internships are based on a project, whose problem has been clearly defined by the student and a company.

Although the resolution of the problem is worked out in close cooperation with the company, the student will not be physically present at the workplace every day. The following must be agreed with the company beforehand:

- The overall goal of the project
- Milestones
- A time schedule
- A plan for when to hold follow-up meetings.

Since the student is not part of the day-to-day running of the company, this type of internship requires that they are good at motivating themselves and structuring their time. KEA recommends that the student should be present in the company as often as possible.

International internship

This type of internship involves staying with a company located outside Denmark. It may be harder to find an internship abroad, as the student must provide for their own travel, accommodation, insurance, etc. Therefore, it is important that the student starts the internship search in good time and that they are aware of special conditions that apply to internships abroad.

If a student does not have the opportunity to visit the company before the internship starts, it is a very good idea to Skype with the company contact about the internship and the work content. There are several benefits of taking internships abroad:

- the intern learns to be part of another work culture
- the intern is trained in collaboration with people from other cultures
- the intern's CV will have an international dimension.

Virtual internship

Virtual internships are based on a project clearly defined by the student and a company.

The following must be agreed with the company beforehand:

- The overall goal of the project
- Milestones
- A time schedule
- A plan for when to hold follow-up meetings.

The communication with the internship takes place via digital media, as the student will not be physically present in the company.

The student learns how to communicate virtually in a professional and reflective manner. This type of internship requires that the student has a very firm agreement with the company about when and how the communication should take place. It is also a requirement that the student is good at motivating themselves and at structuring their own time, because they will not be part of the day-to-day running of the company. Since only a few programmes offer virtual internships, students are advised to ask their supervisor if this is an option.

Entrepreneurial internship

This type of internship is the most demanding because the student will have to do all the planning and perform all tasks without having anyone they can use as a sounding board on a daily basis. This type of internship is based on the student having a business or being in the process of setting up a business. To meet the learning objectives for the curriculum, the student will work with a product or a concept within the subject area of the programme. It is a condition that the student finds at least one relevant external person who may act as their mentor. In addition to the mentor, it is also important that the student has a plan for how to qualify their project in dialogue with relevant players such as:

- Potential customers
- Possible manufacturers
- Potential buyers
- Potential business partners
- Relevant professional networks.

Since the student is not physically present in a company, it may be a good idea to explore the possibility of joining an entrepreneurial network. As specific guidelines may apply to entrepreneurial internships, a student who is interested in this type of internship should contact their supervisor. See also the special rules for the Entrepreneurial traineeship exam in section 5.4 Exam organisation

3.7. RULES FOR THE COMPLETION OF THE INTERNSHIP

Please note that an internship contract must have been written up and approved and that there is a deadline for the submission of the contract. Read more about the contract and the other rules for internships on Fronter under *Student info > Arkiv > Praktik*.

3.8. TEACHING AND LEARNING METHODS

The teaching is organised so as to allow the student to become acquainted with various types of teaching and working methods which will help develop their autonomy, their collaborative skills as well as their ability to innovate. KEA Design stresses the importance of students being active during their study and taking responsibility for progressive learning.

The programme is organised in semester courses, with each semester being divided into modular teaching sessions with learning objectives that ensure progression of learning. The teaching is organised as a mix of theory and practice, and part of the teaching may be organised as company visits to the extent that students support participation in such visits. The teaching is a mix of lectures, professional and interdisciplinary projects, classroom teaching and problem-oriented tasks, with students working individually and in groups. This way of teaching allows for in-depth studying, reflection and autonomous work, while improving the student's collaborative skills and their ability to see things in a bigger context. The applied teaching methods will appear from the individual module description under 3.3 Compulsory programme elements and 3.4 Elective programme elements and in KEA's subject and module catalogue at <https://katalog.kea.dk>.

Practical work and workshops

The aim is to associate all teaching courses with a workshop, e.g. Maker Lab, Material Design Lab, Wearables Lab, Sewing Lab, Tech Lounge or use another practice-oriented approach. Workshops may take place at other educational institutions, organisations or companies provided that KEA has entered a formal cooperation or other type of cooperation with the institution in question. You can read more about KEA's workshops at <https://kea.dk/forskning-på-kea/værksteder>.

Prerequisites for participation in teaching

If special academic requirements must be met in order to participate in the teaching, this will appear from the respective module descriptions under section 3.3 Compulsory programme elements and 3.4 Elective programme elements, as well as in KEA's subject and module catalogue at <https://katalog.kea.dk>.

Prerequisites for participation in the teaching

New students are assumed to have a laptop when they begin their studies at KEA, and the teaching is planned and organised on this assumption. See Equipment and materials required in the respective module descriptions under 3.3 Compulsory programme elements and 3.4 Elective programme elements and in KEA's subject and module catalogue at <https://katalog.kea.dk>.

ACTIVE ENROLMENT MODEL

The Bachelor's Degree in Design and Business is a full-time programme, and the student must expect to spend a weekly average of about 43 hours of studying. This time is divided into various activities, such as teaching and preparation. A good period of study and good results at the exam require the student to be active and contribute to the class working well together. It is also important that students receive the help and assistance they need. Therefore, it may be a good idea to contact the teacher or a supervisor. Being an active student means, among other things, that the student takes active part in the teaching, that they hand in their assignments on time, and that they take the exam. If a student does not participate actively in the study, it may be difficult to keep up or find fellow students to be in a group with.

Teaching

Timetables lessons in the presence of one or more teachers in the classroom. KEA offers two types of teaching:

- Theory-based teaching: This type of teaching emphasis the theoretical aspect. There will always be one or more teachers present. Theory-based teaching may consist of internal and external lectures, classroom teaching, etc.
- Practice-based teaching: Practice-based teaching translates the theory into practice, and the knowledge gained in the theory-based teaching will be translated into projects and/or products. There will always be one or more teachers present. Practice-based teaching may be exercises in labs or workshops, casework, company visits, digital exercises, guidance in connection with projects or group work, project presentations, etc.

Preparation

Preparation is the time the individual student or study group spend preparing for the subject/programme. This could be time spent reading notes from the classroom, watching video recorded lessons, reading the syllabus, doing group work, doing project work, working in one of KEA's workshops, searching for information, gathering empirical data, portfolio work, assignment work, exercises, attending conferences or exhibitions, etc.

Internship

The internship is an important part of the programme at KEA, and depending on the type of programme, the student must complete an internship of either 10 or 20 weeks' duration. The time of the internship includes a number of hours earmarked for guidance by an internship supervisor.

Depending on the type of internship, the activities during the internship may vary. It is the responsibility of the student to structure the time spent doing actual work at the internship company, time spent writing the internship report, or time spent preparing for the internship exam, etc. In connection with the internship, the student must expect to spend time on the following activities:

- Preparation and approval of a internship contract
- Writing applications to potential internship company
- Performing tasks agreed with the internship company
- Keeping a log
- Discussion with and feedback from the contact person at the internship company
- Evaluation of the internship
- Internship report writing
- Exam
- Etc.

Final project

The final project is the time when the student, alone or together with fellow students, starts researching and writing the final project. During the course of the final project work, the student will also receive guidance from their supervisor. It is the responsibility of the student to structure the time they spend on the project, for instance time spent:

- Collecting empirical data
- Reading theory
- Cooperating with a company

- Writing the report
- Preparing for the final project
- Etc.

3.9. DIFFERENTIATED TEACHING

Whether or not to include differentiated teaching is a didactic and educational decision which is left to the teachers. Where this is necessary for the implementation of the teaching and if possible, teachers may make use of differentiated teaching.

3.10. READING TEXTS IN FOREIGN LANGUAGES

Danish is the primary language of the programmes and specialisations taught in Danish. However, in the case of international guest lectures, company projects, cooperation with international companies, institutions and students, lectures, teaching and project work may, if required, be conducted in English. Texts and other teaching materials may be in languages other than Danish, however, mainly in English.

4. INTERNATIONALISATION

4.1. STUDYING ABROAD

It is possible for the student to complete semester 6 abroad. KEA must pre-approve the educational institution and the academic content of the programme in question before the student can be granted a credit transfer. To apply for a stay abroad, the student must document that they can speak, read and write in the language in question. Contact KEA's International coordinator at global@kea.dk and see more at <https://global.kea.dk>.

4.2. AGREEMENTS WITH FOREIGN EDUCATIONAL INSTITUTIONS ON PARALLEL COURSES

There are currently no joint degree or double degree agreements for this programme. Such agreements will appear from KEA's website. Alternatively, the student may contact KEA Global via <https://global.kea.dk>.

5. EXAMS IN THE PROGRAMME

Commencement of a semester is automatic registration for its exams. It is not possible to withdraw registration from programme exams. An exam must show the extent to which the student meets the respective learning objectives. The formal requirements appear from the rules for the individual programme exam, cf. section 5 and subsections. In addition, the formal requirements for the exams can be found in the online module descriptions at <https://katalog.kea.dk>.

5.1. PROGRAMME EXAMS

Overview of the programme exams:

Semester	Exam	ECTS	Exam form	Co-examiner	Materials and aids	Assessment
Fifth semester	Design & Business	15	Part-exam I: Individual written exam Part-exam II: Individual oral exam	Internal	Part-exam I: All Part-exam II: Scribbling paper	7-point grading scale with the following weighting: Part-exam I: 70% Part-exam II: 30%
	Elective exam 1	5	Individual written and oral exam Two part-exams.	Internal	All	7-point grading scale with the following weighting: Part-exam I: 70% Part-exam II: 30%
Sixth semester	Elective exam 2	5	Depending on the choice of elective. Two part-exams.	Internal	All	7-point grading scale with the following weighting: Part-exam I: 70% Part-exam II: 30%

	Specialisation exam	30	Individual, written assignment and product solution with oral examination	External	All	The 7-point grading scale
Seventh semester	Internship exam or Entrepreneurial internship exam	15	Individual, written assignment and oral examination	Internal	All	The 7-point grading scale
	Bachelor exam	20	Individual or in groups of 2, written assignment and oral examination	External	All	The 7-point grading scale

5.2. EXAM FORMS

See 5.1.3 Exam organisation for details of the individual exam requirements. For Elective exam 1 and Elective exam 2, the exam requirements will appear from assignment briefs which will be handed out at the beginning.

In order to pass the entire programme, the student must have obtained the grade of 02 in all exams as a minimum.

Special circumstances: Entrepreneurial internship exam

The student is required to have completed an approved entrepreneurial internship in order to sit an entrepreneurial internship exam instead of an ordinary internship exam.

Special circumstances: Part-exams

Part-exams are assessed according to the 7-point grading scale and to pass the exam, the student must obtain a grade of 02 as a minimum. The grade of 02 cannot be obtained by rounding up. The part-exams may be weighted differently, and the weighting of each part-exam is expressed as a percentage under section 5.1.3. Exam organisation. If, overall, a student passes the exam, part-exams that have not been passed cannot be re-taken. If, overall, a student fails the exam, they will have the opportunity to re-take the part-exam(s) that they failed, however only until the exam has, overall, been passed. The first time a student takes the part-exams, they will have used one exam attempt. Subsequently, the student will use one exam attempt per part-exam that must be taken again. The student has 3 attempts to pass the exam. The student's results in the individual part-exams will be published, but they will only receive one aggregate grade.

5.3. MANDATORY ACTIVITIES (PREREQUISITES TO TAKING THE EXAM)

The individual programme modules may include a number of compulsory assignments with compulsory handing-in as a prerequisite for exam registration. An example may be a written report which must be handed in within a specified time limit. Likewise, there may also be a number of compulsory assignments with mandatory activity as a prerequisite for exam registration. An example may be an oral presentation of a group project in which the student's participation and presence will be a prerequisite for exam registration.

If the student does not meet all the requirements at the time of the exam, the student will not be able to take the exam. It follows from the above that the student will have used 1 exam attempt and must sit a re-exam. Before the re-exam, the student must have met all the formal requirements. If the assignment is a mandatory activity, this will appear from the relevant module description. A hand-in that does not meet the formal requirements will be rejected.

5.4. EXAM ORGANISATION

DESIGN & BUSINESS PART-EXAM I

10 ECTS points

Prerequisites to taking the exam

The student must have completed all the mandatory activities for Design and Business 1.

The exam tests the following modules

Design & Business 1 and Design & Business 2.

Exam form

Individual written homework assignment.

Type of assignment

The student is required to prepare an individual written homework assignment, bringing into play the knowledge, skills and competencies within the core areas of design, business, sociology, methodology and theory of science acquired from Design & Business 1 and 2. A case-based assignment description will be released at the end of Design & Business 2, upon which the student will have five days to prepare the written homework assignment.

Formal requirements

The scope of the written homework assignment is 5 standard pages (+/- 10%). The student's name, class, date and number of characters must appear from the front page of the written homework assignment.

Individual or group exam

The exam is an individual exam.

Duration

The student will have five study days to prepare the written homework assignment.

Allowed materials and aids

All materials and aids are permitted.

Available materials and aids

No restrictions.

Assessment

The exam paper is assessed according to the 7-point grading scale. The exam paper accounts for 70% of the overall mark in the Design & Business exam.

Examiner(s)

The exam is assessed by 1 internal examiner.

Criteria for the assessment of the exam

The student must demonstrate their ability to select, apply and reflect on relevant methods and theories in relation to the given problem. Specific learning objectives:

Learning objectives*Knowledge*

The student must have gained knowledge of:

- design
- trends
- cultural and intercultural aspects
- the value chain and
- relevant theories and methods and is able to reflect on and argue in favour of them.

Skills

The student must be able to:

- assess and apply methods of design to problem solving,
- communicate disciplinary issues in various cultural and intercultural contexts,
- apply design to market development,
- assess theoretical and practical issues and justify and select appropriate solutions within the value chain

- apply scientific methods and theories to research, analysis and in-debt study.

Competencies

The student must be able to:

- engage in academic and interdisciplinary collaboration in all stages of the value chain.
- manage complex and development-oriented issues within the profession
- manage communication and innovation of ideas in business contexts.

Deadline for handing in

The exam takes place at the end of Design & Business 2. Time and place, and deadline for the submission of the written paper can be found on Fronter.

DESIGN & BUSINESS PART-EXAM II

5 ECTS points.

The exam tests the following modules

Design & Business 3.

Exam form

Individual oral exam.

Type of assignment

Before the oral exam, the student must have developed and render probable an entrepreneurial project, which will form the basis for the oral exam. At the oral exam, the student presents their entrepreneurial project. The student then pulls an exam question which they must elaborate on and discuss with the examiner. The exam questions will be published at the beginning of Design & Business 3.

Formal requirements

The student's oral presentation of the entrepreneurial project, which is to take no more than max. 5 minutes, must include the project's target group, its needs, product, service or experience as well as price fixing.

Individual or group exam

The exam is an individual exam.

Duration

The oral exam lasts 25 min. incl. a discussion of the student's performance. No preparation time. The oral exam starts with an oral presentation of the entrepreneurial project by the student. The presentation can take no more than 5 minutes. Then the student pulls an exam question which they will have max. 10 minutes to elaborate on a discuss with the examiner. The last 10 minutes are set aside for the discussion of the student's performance and grading.

Allowed materials and aids

In addition to the 5-minute presentation, the student is allowed to bring their own notes for the oral exam. The notes cannot make up more than 1 standard page and may not take the form of a manuscript. If the student plans on using notes, a copy must be given to the examiner at the beginning of the exam. No other materials and aids allowed.

Available materials and aids

None.

Assessment

The exam is assessed according to the 7-point grading scale. The exam accounts for 30% of the overall mark in the Design & Business module.

Examiner(s)

The exam is assessed by 1 internal examiner.

Criteria for the assessment of the exam

The student must demonstrate their ability to present, explain and engage in a professional discussion of their entrepreneurial project within the scope of the learning objectives (knowledge, skills and competencies) for Design & Business 3.

Learning objectives

Knowledge

The student must have gained knowledge of:

- finances
- innovation.

Skills

The student must be able to:

- use innovation for business purposes.

Competencies

The student must be able to:

- engage in academic and interdisciplinary collaboration in all stages of the value chain.
- manage complex and development-oriented issues within the profession
- manage communication and innovation of ideas in business contexts.

Deadline for handing in

The exam takes place at the end of Design & Business 3. Detailed information on time and place will be available on Fronter.

ELECTIVE EXAM 1

5 ECTS points.

Prerequisites to taking the exam

Special exam requirements, if any, will appear from the module descriptions of the electives under 3.4 Elective programme elements.

The exam tests the following modules

Elective subject module 1.

Exam form

Combined written and oral exam. The exam is an individual exam.

Type of assignment

The exam is based on a specific assignment within the field of study of the elective. The student must demonstrate an understanding of practice and key applied theories and methods in relation to the elective. The exam tests the learning objectives for each elective's specific elements as described in the module description of the electives in 3.4 Elective programme elements.

The written exam consists of written documentation of the process. The student will draw this documentation up on an ongoing basis and hand it in before the oral exam.

The oral exam is based on one or more theoretical, methodological and practical module elements along with the student's written documentation of the process.

Formal requirements

The written documentation of the process may be in the form of pictures, products, written presentations or similar. The specific formal requirements for each elective will be defined and made available on Fronter together with the scope of the assignment at the start of the module.

The oral exam has a duration of 20 minutes. 5 minutes are set aside for the presentation by the student. Another 5 minutes are set aside for a professional dialogue; and finally, the last 10 minutes are set aside for a discussion of the student's performance, and grading. The specific formal requirements for the oral exam will be available at the start of the module.

Individual or group exam

The exam is an individual exam.

Assessment

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

Examiner(s)

The exam is assessed by 1 internal examiner.

Criteria for the assessment of the exam

The assessment criteria appear from the course descriptions of each elective under 3.4 Elective programme elements.

Deadline for handing in

The written exam is to be handed in at the end of the module. The oral exam takes place on the last day(s) of the elective. Detailed information on time and place of the written and oral exam will be available on Fronter or WiseFlow.

Re-exam

The specific formal requirements for sick exam/re-exam appear from the course descriptions of each elective under 3.4 Elective programme elements.

ELECTIVE EXAM 2

5 ECTS points.

Prerequisites to taking the exam

Special exam requirements, if any, will appear from the module descriptions of the electives under 3.4 Elective programme elements.

The exam tests the following modules

Elective subject module 2.

Exam form

Combined written and oral exam. The exam is an individual exam.

Type of assignment

The exam is based on a specific assignment within the field of study of the elective. The student must demonstrate an understanding of practice and key applied theories and methods in relation to the elective. The exam tests the learning objectives for each elective's specific elements as described in the module description of the electives in 3.4 Elective programme elements.

The written exam consists of written documentation of the process. The student will draw this documentation up on an ongoing basis and hand it in before the oral exam.

The oral exam is based on one or more theoretical, methodological and practical module elements along with the student's written documentation of the process.

Formal requirements

The written documentation of the process may be in the form of pictures, products, written presentations or similar. The specific formal requirements for each elective will be defined and made available on Fronter together with the scope of the assignment at the start of the module.

The oral exam has a duration of 20 minutes. 5 minutes are set aside for the presentation by the student. Another 5 minutes are set aside for a professional dialogue; and finally, the last 10 minutes are set aside for a discussion of the student's performance, and grading. The specific formal requirements for the oral exam will be available at the start of the module.

Individual or group exam

The exam is an individual exam.

Assessment

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

Examiner(s)

The exam is assessed by 1 internal examiner.

Criteria for the assessment of the exam

The assessment criteria appear from the course descriptions of each elective under 3.4 Elective programme elements.

Deadline for handing in

The written exam paper is to be handed in at the end of the module. The oral exam takes place on the last day(s) of the elective. Detailed information on time and place of the written and oral exam will be available on Fronter or WiseFlow.

Re-exam

The specific formal requirements for sick exam/re-exam appear from the course descriptions of each elective under 3.4 Elective programme elements.

SPECIALISATION EXAM

30 ECTS points

Prerequisites to taking the exam

The student must have handed in all mandatory activities in relation to the individual specialisation modules.

The exam tests the following modules

The specialisation modules in the 5th and 6th semester.

Exam form

Combined written assignment and oral exam.

Type of assignment

The assignment takes as its starting point a specialisation-specific keyword, which will be disclosed at the start of the exam period. The student uses the key word to formulate a problem, which they will define in a free written paper which must include methods, processes and analyses. During the exam period, the student must carry out empirical work, the analysis of which must form part of the written paper and be further elaborated on at the oral exam.

During the exam period, the student develops a solution and prepares a presentation both of which they will bring along to the oral exam. The solution may be material and/or immaterial. However, it is important that the solution is oriented towards the specialisation and the profession. The quality of the solution should be such as is to be expected of a professional bachelor in Design and Business. There must always be consistency in the correlation between the type of solution, its quality and the professional standard and learning objectives of the line of specialisation.

Formal requirements

The scope of the written paper is 5 standard pages +/- 10%. The written paper must, as a minimum, include:

- Table of contents
- Introduction
- Problem formulation
- Method
- Process
- Analysis
- Conclusion
- List of references

Individual or group exam

The exam is an individual exam.

Duration

The oral exam has a duration of 30 minutes. 10 minutes are set aside for the presentation by the student. Another 10 minutes are set aside for a professional dialogue, and finally, the last 10 minutes are set aside for a discussion of the student's performance, and grading.

Allowed materials and aids

The student may bring their own notes provided that a copy is handed to the examiner and the co-examiner at the oral exam.

Available materials and aids

None.

Assessment

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

Examiner (s)

Internal examiner and external co-examiner.

Criteria for the assessment of the exam

The assessment of the exam performance is based on the below specialisation-specific learning objectives.

Learning objectives for Sustainable Fashion

Knowledge

The student must have gained knowledge of:

- the design process,
- trends and sociology,
- ethics and the environment,
- concept development,
- visual communication and
- industry and businesses.

Skills

The student must be able to:

- implement a design process in an experimental and commercial context,
- assess and argue in favour of the choice of material and design,
- use visual communication that supports product and concept,
- assess and translate trends, and target designs to the company's identity,
- use trend and market analysis for design and product development,
- communicate product and concept-related topics on a global basis and
- develop innovative, competitive design concepts.

Competencies

The student must be able to:

- independently manage a design and product development process,
- handle development-oriented assignments in design and ideation,
- identify consumer needs and translate these into innovative solutions and
- identify their own learning requirements and develop their own knowledge, skills and competencies.

Learning objectives for Pattern Design

Knowledge

The student must have gained knowledge of:

- relevant theories and methods in the design of sewing patterns and pattern grading and the ability to reflect on and argue in favour of them,
- the practice of the profession in relation to product development,
- shape, functionality, and materials,
- fashion's development in recent time and
- preparation of documentation.

Skills

The student must be able to:

- evaluate the impact that the choice of sewing pattern design and pattern grading methods has on the fit and silhouette,
- assess the importance of the choice of materials,
- assess and product develop a design outline,
- develop solutions to complex tasks in the design of sewing patterns and pattern grading,
- use manual and computer-based tools for the design of sewing patterns and pattern grading and for the documentation and
- communicate globally on product-related subjects.

Competencies

The student must be able to:

- independently handle sewing patterns and pattern grading,
- handle development-oriented assignments in sewing pattern design and pattern grading
- identify problem areas and provide specific suggestions for how to achieve a better fit and
- identify their own learning requirements and develop their own knowledge, skills and competencies.

Fashion Management

Knowledge

The student must have gained knowledge of:

- commerce,
- micro and macro economics,
- logistics and Supply Chain Management,
- communication and
- product knowledge.

Skills

The student must be able to:

- evaluate market conditions and organise companies' commercial strategies and concepts accordingly,
- identify and assess possible partnerships in the value chain,
- assess and argue for the use of alternative materials,
- assess the economic development in key markets and customise the parameter efforts accordingly,
- assess the scope of relevant computer-based tools and management systems,
- communicate practice-oriented issues and solutions to partners and users and
- evaluate, argue for and apply different negotiation techniques.

Competencies

The student must be able to:

- manage complex and development-oriented issues within the study and the profession,
- independently manage and engage in interdisciplinary collaboration across the value chain in accordance with the ethics of the profession and
- identify their own development and learning requirements in relation to the profession and further develop their own knowledge and skills.

Learning objectives for Communication Design & Media

Knowledge

The student must have gained knowledge of:

- trend theory,
- anthropological method,
- cultures and the history of ideas and sciences,
- design theory and semiotics,
- argumentation strategy,
- future analysis,
- innovation processes,
- technology and
- communication and rhetoric.

Skills

The student must be able to:

- identify and assess trends and phenomena in relation to trend and social theory and in a historical context,
- apply an anthropological approach to the collection of relevant data,
- draw up design briefs on the basis of research and data processing,
- communicate trends, fashion and lifestyle, in writing and orally,
- handle, transform and communicate knowledge visually,
- apply innovative approaches to problem solving,
- identify the potential for new markets and solutions based on an assessment of the trend and the development of the market and
- engage in well-argued and well-documented interpersonal and cross-cultural communication of complex technical issues within the line of design, lifestyle and innovation.

Competencies

The student must be able to:

- independently and in cooperation with others work strategically and innovatively,
- handle development-oriented assignments in design and ideation,
- manage the development and optimisation of an organisation's communication strategy,
- communicate in accordance with a given company's identity and brand and
- prepare written and oral future analytical presentations based on ideological, cultural and theoretical analyses.

Learning objectives for Brand Design

Knowledge

The student must have gained knowledge of:

- strategic planning,
- project management,
- strategic marketing,
- brand management,
- trendspotting,
- graphic design,
- identity and
- business understanding.
- methods and tools for business start-ups,
- user-driven innovation and

- anthropology and sociology.

Skills

The student must be able to:

- use analytical tools to identify relations between brand and customer,
- identify trends within the market in relation to supply and demand,
- use conceptual and commercial methods,
- communicate branding strategies internally and externally and
- apply communication tools for the dissemination of the company's brand.

Competencies

The student must be able to:

- handle development, planning, implementation and evaluation of trends and initiatives in marketing, nationally and internationally,
- manage the development and implementation of company identity based on strategic and creative methods,
- manage the development and maintenance of company brands and concepts,
- handle the management and development of projects at the strategic level,
- manage the development and optimisation of an organisation's communication strategy,
- handle business-oriented solution to complex issues and
- manage project planning and execution.

Deadline for handing in

The exam takes place at the end of the 6th semester. Time and place for the oral exam and the deadline for handing in the written paper can be found on Fronter.

INTERNSHIP EXAM

15 ECTS points.

Prerequisites to taking the exam

To sit the exam, the student must have completed an approved internship. The internship must have a duration in hours equivalent to 10 weeks of full-time employment overall or distributed over the internship period. Before commencing the internship, the students and internship company will conclude a written agreement on the professional working content of the internship. The internship agreement must be approved by a supervisor or a person authorised by the institution. The approved internship agreement will be appended to the written homework assignment. The exam tests the internship.

Exam form

Individual written homework assignment (internship report) of 10 standard pages (+/- 10%).

Type of assignment

The written homework assignment consists of a coherent account, analysis and reflection on a internship-related issue and its solution, with a special focus on the student's role in and professional contribution to the solution.

Formal requirements

The homework assignment consists of:

- Table of contents
- Introduction
- Problem field
- Problem formulation
- Theory and method
- Limitation of scope
- Analysis and reflection
- Conclusion

- Perspective
- List of references
- Appendices

On the composition of the home assignment

The introduction should briefly introduce the internship and the student's work function(s), whereas the problem field serves to define and state the reason for a problem formulation based on professional and academic considerations.

Then follows a description of the relevant professional problem formulation, which the student will analyse and resolve through the internship report. The problem formulation must relate to one or more solutions that the student has had experience with in the course of the internship. The student must also present the theory or theories and methods they want to use to analyse, understand and solve the problem of the report. When limiting the scope, the student must state what aspects have deliberately been excluded despite their relevance, and why.

Then the student describes, analyses and reflects on the problem formulation. The student must also describe, analyse and reflect on the professional relevance of the solution.

The assignment ends with an overall conclusion on analysis and key arguments in relation to the problem formulation, as well as a perspective on how the student's professional competencies have unfolded in practice.

Individual or group exam

The exam is an individual exam.

Assessment

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

Examiner(s)

Internal exam with 1 examiner.

Criteria for the assessment of the exam

The internship exam must demonstrate the student's ability to analyse and reflect on the internship within the following learning objectives for knowledge, skills and competences:

Learning objectives

Knowledge

The student must have gained knowledge of:

- the practice and applied theories and methods of the field
- the prescribed line of study/specialisation in relation to the identity and practices of the internship.

Skills

The student must be able to:

- research and identify relevant knowledge for the solution of a problem related to the internship company
- demonstrate their analytical ability in problem solving
- choose between and argue for different solution alternatives related to practice.

Competencies

The student must be able to:

- work innovatively
- engage in interdisciplinary collaboration, both nationally and internationally
- manage complex and development oriented tasks related to a specific issue
- identify their own learning requirements in relation to a specific issue.

Deadline for handing in

The exam takes place at the end of the internship. Details of deadlines, submission procedure and other rules for handing in exams will be available on Fronter.

ENTREPRENEURIAL INTERNSHIP EXAM

15 ECTS points.

Prerequisites to taking the exam

To sit the exam, the student must have completed an approved entrepreneurial internship. The entrepreneurial internship must have a duration in hours equivalent to 10 weeks of full-time employment overall or distributed over the internship period. Before commencing the entrepreneurial internship, the student and KEA must conclude a written internship agreement on the professional work content of the entrepreneurial internship. The internship agreement must be approved by a supervisor or a person authorised by the institution. The approved entrepreneurial internship agreement must be appended to the written homework assignment. The exam tests the internship.

Exam form

Individual written homework assignment (internship report) of 10 standard pages (+/- 10%).

Type of assignment

The written homework assignment consists of a coherent account, analysis and reflection on an internship-related issue and its solution, with a special focus on the student's role as an entrepreneur and professional contribution to the solution.

Formal requirements

The homework assignment consists of:

- Table of contents
- Introduction
- Problem field
- Problem formulation
- Theory and method
- Limitation of scope
- Analysis and reflection
- Conclusion
- Perspective
- List of references
- Appendices

On the composition of the home assignment

In the introduction, the student accounts for their business or business idea and its context (industry, market, environment). In the problem field, the student defines and state the reason for a problem formulation based on professional and academic considerations. Then follows a description of the relevant professional problem formulation, which the student will analyse and resolve through the internship report. The problem formulation must relate to one or more solutions that the student has had experience with in the course of the internship. The student must also present the theory or theories and methods they want to use to analyse, understand and solve the problem of the report. When limiting the scope, the student must state what aspects have deliberately been excluded despite their relevance, and why. Then the student describes, analyses and reflects on the problem formulation. The student must also describe, analyse and reflect on the professional relevance of the solution.

The assignment ends with an overall conclusion on analysis and key arguments in relation to the problem formulation, as well as a perspective on how the student's professional competencies have unfolded in practice.

Details on the log

During the entrepreneurship internship, the student will keep a log to document the process and the knowledge that they are gaining. The log must be attached to the internship report as an appendix. The log must be well-structured and legible.

Individual or group exam

The exam is an individual exam.

Assessment

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

Examiner(s)

Internal exam with 1 examiner.

Criteria for the assessment of the exam

The entrepreneurial internship exam must demonstrate the student's ability to analyse and reflect on the internship within the following learning objectives for knowledge, skills and competences:

Learning objectives*Knowledge*

The student must have gained knowledge of:

- the practice and applied theories and methods of the field
- the prescribed line of study/specialisation in relation to the identity and practice of the internship company.

Skills

The student must be able to:

- research and identify relevant knowledge for the solution of a problem related to the internship company
- demonstrate their analytical ability in problem solving
- choose between and argue for different solution alternatives related to practice.

Competencies

The student must be able to:

- work innovatively
- engage in interdisciplinary collaboration, both nationally and internationally
- manage complex and development oriented tasks related to a specific issue
- identify their own learning requirements in relation to a specific issue.

Deadline for handing in

The exam takes place at the end of the entrepreneurial internship. Details of deadlines, submission procedure and other rules for handing in exams will be available on Fronter.

5.5. EXAMS WITH AN EXTERNAL EXAMINER

The specialisation exam (6th semester) and the bachelor's degree exam (7th semester,) which are equivalent to 50 ECTS of a total of 90 ECTS are both with an external co-examiner.

5.6. PLACEMENT OF EXAMS

See 5.1.

5.7. FIRST-YEAR EXAM

Not relevant for this programme.

5.8. REQUIREMENTS FOR WRITTEN ASSIGNMENTS AND PROJECTS**Definition of a standard page**

A standard page is equivalent to 2,400 characters, including spaces. With the exception of footnotes, the front page, declaration of confidentiality/statement of truth, executive summary, table of contents, list of references and appendices are not included in the scope of the paper. Photos, illustrations and figures are not included either.

Applied reference system

List of references, references cited and quotes must be handled in accordance with the Harvard Referencing System.

Appendices

Appendices must be placed after the list of references and should only be included if the student refers to them in the paper. An appendix is materials the student makes available to the reader, the full text of which does not belong in the paper. Appendices may take the form of interview transcripts, questionnaires, statistical summaries, documents that are not readily available, etc. Any appendix must carry an appendix number, headline, explanatory text and references, if any. In case of more appendices, the student is required to make an appendix overview. Each appendix must have its own page.

Spelling and writing skills

Spelling and writing skills will be assessed in the written assignments. The assessment is an overall assessment of the academic content, including spelling and writing skills. However, the academic content carries the most weight. Students who can demonstrate a relevant specific impairment, may apply for exemption from the requirement that spelling and writing should be included in the assessment. The application must be sent to the head of the programme at the relevant school no later than four weeks before the exam takes place.

See also 5.1.3 Exam organisation for details of the individual exam requirements.

5.9. REQUIREMENTS FOR THE FINAL BACHELOR PROJECT

BACHELOR PROJECT

20 ECTS points.

Prerequisites to taking the exam

The professional bachelor's degree exam cannot be completed until the student has passed all other exams in the professional bachelor's degree programme in Design & Business and handed in any mandatory activities. Upon completion of the above-mentioned exams and activities, the student is automatically registered for the professional bachelor's degree exam.

Exam form

The bachelor project consists of a written report and an oral exam based on the report. The written work may be drawn up individually or in groups of max. 2 students in which case the 2 students will be assessed individually. Detailed information on the deadline for handing in the report as well as time and place for the oral exam will be available on Fronter.

The individual written exam

The written report can make up no more than 25 standard pages (+/-10%). A standard page is equivalent to 2,400 characters, including spaces. With the exception of footnotes, the front page, declaration of confidentiality/statement of truth, executive summary, table of contents, list of references and appendices are not included in the scope of the paper. Photos, illustrations and figures are not included either.

The written group exam

The written report can make up no more than 45 standard pages (+/- 10%). A standard page is equivalent to 2,400 characters, including spaces. With the exception of footnotes, the front page, declaration of confidentiality/statement of truth, executive summary, table of contents, list of references and appendices are not included in the scope of the paper. Photos, illustrations and figures are not included either.

Each group member's contribution must appear clearly and form an integrated whole that can be assessed on its own. The group members' shared contribution cannot exceed 30%

Groups may be formed across specialisations, and even across the Danish and international specialisations. However, the bachelor's report must be submitted in the same language. In connection with group reports, each group member will give their own presentation at the oral exam. Each group member is assessed individually and given an individual mark.

Guidance:

Initially, the student hands in a preliminary problem formulation for the bachelor project. The purpose of the problem formulation is to create a good basis for the subsequent guidance and project work. Then the students will be assigned a principal supervisor, who is usually the bachelor project examiner. In addition, the student may choose different assistant supervisors.

For the individual exams, supervision consists of three 45-minute sessions with the main supervisor and two 30-minute sessions with an assistant supervisor.

For group exams, each group member has two 45-minute sessions with the main supervisor and two 30-minute sessions with an assistant supervisor. Both group members can participate in the supervision together. Detailed information on the booking of supervision will be available on the Fronter.

No further supervision available. If a student fails to book available supervision, the session in question will be deducted from the total number of supervision sessions. If the student does not show up for a session, the session will likewise be deducted from the total number of supervision sessions. No supervision by mail, and the supervisor will not read long stretches of text before a supervision session.

Type of assignment

The bachelor project is intended to demonstrate the student's ability to formulate, analyse and solve complex and development-oriented issues independently and professionally through reflective application of the programme's theories, methods and practices. The bachelor project must be based on a practice-oriented issue and must be drawn up in cooperation with or in relation to a public or private company, NGO or private entrepreneurial project.

Formal requirements

The written bachelor report:

The report must contain:

- Front page including: Title, name of the student, date of birth and year (dd/mm/yy), line of specialisation, number of characters, name of the main supervisor, statement of truth, as well as consent to making the project available at the library (requires a mark of 7), and possibly a declaration of confidentiality. The front page can be found in Wiseflow and must be filled in when the bachelor report is uploaded.
- An executive summary in English of 1,200-2,400 characters.
- Table of contents
- Introduction and problem field
- Problem formulation
- Theory and method
- Limitation of scope
- Analysis and solution
- Conclusion
- Perspective
- List of references
- Appendices

List of references, references cited and quotes must be handled in accordance with the Harvard Referencing System.

Appendices must be placed after the list of references and should only be included if the student refers to them in the paper. An appendix is any material that the student makes available to the reader, the full text of which does not belong in the paper. Appendices may take the form of interview transcripts, questionnaires, statistical summaries, documents that are not readily available, etc. Any appendix must carry an appendix number, headline, explanatory text and references, if any. In case of more appendices, the student is required to make an appendix overview. Each appendix must have its own page.

The oral exam:

Upon submission of the bachelor report, the student can start preparing the oral presentation. The student is not allowed to introduce new material at the oral exam. This means that everything the students prepares from the time of submission of the written report and until the oral exam, must be described in the bachelor report.

At the oral exam, the student is examined in the bachelor's report, the oral presentation and other relevant syllabus and academic subjects. The student's oral presentation must use the bachelor report and the overall problem formulation as point of departure and elaborate on the bachelor report's solution and perspective. The oral exam is an individual exam.

Number of group members

Max. 2 students.

Duration

The oral exam has a duration of 50 minutes. 20 minutes are set aside for the presentation by the students. Another 15 minutes are set aside for a professional dialogue, and finally, the last 15 minutes are set aside for discussion of the students' performance, and grading.

Allowed materials and aids

For the written part of the bachelor project, there is no restriction on the use of materials and aids. For the oral exam, the student is allowed to bring their presentation. The student must bring their own computer and adapter to show their presentation.

Available materials and aids

A projector for the presentation at the oral exam. The student must bring their own computer and adapter to show their presentation.

Assessment

Based on an overall assessment, the student is given one aggregate degree for the bachelor project according to the 7-point grading scale. The exam is with an external co-examiner. The written bachelor report and the student's performance at the oral exam will be included in the assessment.

Examiner(s)

Internal examiner and external co-examiner.

Criteria for the assessment of the exam

The bachelor project is intended to demonstrate the student's ability to:

- identify, argue for and define a relevant professional problem formulation
- select, explain and apply relevant academic literature, theories and methods
- provide, analyse and consider empirical material in accordance with relevant theories, techniques and methods
- perform and justify analyses with the inclusion of relevant professional concepts and empirical methods
- select, define and justify a solution in relation to the chosen problem formulation
- reflect on and justify the practical realisation of the chosen solution
- communicate professional issues and solutions in a logical, structured and well-organised way in written and oral presentations.

In addition, the student must also demonstrate their ability to satisfy the learning objectives (knowledge, skills and competences) for Design and Business, as well as for their specific line of specialisation.

Learning objectives for Design and Business

Knowledge

The graduate bachelor in design and business must have gained knowledge of:

- design,
- trends,
- finances,

- innovation,
- cultural and intercultural aspects,
- the value chain and
- relevant theories and methods and is able to reflect on and argue in favour of them.

Skills

The graduate bachelor in design and business must be able to:

- assess and apply methods of design to problem solving,
- apply design to market development,
- apply innovation to a business context,
- communicate disciplinary issues in various cultural and intercultural contexts,
- assess theoretical and practical issues and justify and select appropriate solutions within the value chain, and
- apply scientific methods and theories to research, analysis and in-debt study.

Competencies

The graduate bachelor in design and business must be able to:

- engage in academic and interdisciplinary collaboration in all stages of the value chain,
- manage complex and development-oriented issues within the profession, and
- manage communication and innovation of ideas in business contexts.

Learning objectives for Communication Design & Media

Knowledge

The graduate in Communication Design & Media must also have gained knowledge of:

- trend theory,
- anthropological method,
- cultures and the history of ideas and sciences,
- design theory and semiotics,
- argumentation strategy,
- future analysis,
- innovation processes,
- technology and
- communication and rhetoric.

Skills

The graduate of Communication Design & Media must also be able to:

- identify and assess trends and phenomena in relation to trend and social theory and in a historical context,
- apply an anthropological approach to the collection of relevant data,
- draw up design briefs on the basis of research and data processing,
- communicate trends, fashion and lifestyle, in writing and orally,
- handle, transform and communicate knowledge visually,
- apply innovative approaches to problem solving,
- identify the potential for new markets and solutions based on an assessment of trends and developments in the market and
- engage in well-argued and well-documented interpersonal and cross-cultural communication of complex technical issues within the line of design, lifestyle and innovation.

Competencies

The graduate of Communication Design & Media must also be able to:

- independently and in cooperation with others work strategically and innovatively,
- handle development-oriented assignments in design and ideation,
- manage the development and optimisation of an organisation's communication strategy,
- communicate in accordance with a given company's identity and brand and

- prepare written and oral future analytical presentations based on ideological, cultural and theoretical analyses.

Learning objectives for Brand Design

Knowledge

The graduate in Brand Design must also have gained knowledge of:

- strategic planning,
- project management,
- strategic marketing,
- Brand Management,
- trendspotting,
- graphic design,
- identity and
- business understanding,
- methods and tools for business start-ups,
- user-driven innovation and
- anthropology and sociology.

Skills

The graduate of Brand Design must also be able to:

- use analytical tools to identify relations between brand and customer,
- identify trends within the market in relation to supply and demand,
- use conceptual and commercial methods,
- communicate branding strategies internally and externally and
- apply communication tools for the dissemination of the company's brand.

Competencies

The graduate in Brand Design must also be able to:

- handle development, planning, implementation and evaluation of trends and initiatives in marketing, nationally and internationally,
- manage the development and implementation of a company identity based on strategic and creative methods,
- manage the development and maintenance of company brands and concepts,
- handle the management and development of projects at the strategic level,
- manage the development and optimisation of an organisation's communication strategy,
- handle business-oriented solution to complex issues and
- manage project planning and execution.

Deadline for handing in

The exam takes place at the end of the 7th semester. Detailed information on the deadline for handing in the report as well as time and place for the oral exam will be available on Fronter.

5.10. SPELLING AND WRITING SKILLS

Students' spelling and writing skills will be assessed in the final exam project. The assessment is an overall assessment of the academic content, including spelling and writing skills. However, the academic content carries the most weight. Students who can demonstrate a relevant specific impairment, may apply for exemption from the requirement that spelling and writing should be included in the assessment. The application must be sent to the programme no later than 4 weeks before the exam takes place via electronic form at <https://sdbf.dk/kea>.

5.11. USE OF MATERIALS AND AIDS

As a starting point, there is no restriction of the use of materials and aids. Any restriction on the use of aids will appear from the description of the individual exams under 5.1.3 Exam organisation.

5.12. SPECIAL EXAM CONDITIONS

Students may, where this is justified by physical or mental disabilities, apply for special exam conditions. The deadline for handing in the application may be waived in cases of sudden health problems. The application must be accompanied by a medical certificate; statements from e.g. speech, hearing, dyslexic or blind institutions or other evidence of a medical condition or relevant specific disability. The application must be sent to the programme no later than 4 weeks before the exam takes place via electronic form at <https://sdbf.dk/kea>.

Students with a non-English mother tongue may apply for permission to bring dictionaries for exams where materials and aids are otherwise not permitted. The application must be sent to the programme no later than 4 weeks before the exam takes place via an electronic form at <https://sdbf.dk/kea>.

5.13. MAKE-UP AND RE-EXAMS

A student who has been prevented from taking an examination due to a documented illness or another unforeseen circumstance will be given the opportunity to take the exam again as soon as possible. If the exam is scheduled in the programme's last examination period, the student will be given the opportunity to retake the exam in the same examination period or in continuation of this period. The make-up exam may be the same as the next regular exam. The student is responsible for finding out when the make-up takes place. Information on the time and place of make-up exams are available on Fronter, and the student will be informed via kea-mail. The illness must be documented by a medical certificate. The Academy must receive the medical certificate no later than three working days after the exam. Students who become acutely ill during an exam must prove that they have been ill on that day. The student will bear the cost of the medical certificate. If the illness is not documented according to the above rules, the student will have used an examination attempt. As far as group exams are concerned, any instance of illness will be considered by the supervisor and programme management.

With a failed exam, or failure to appear for an exam, the student is automatically registered for a re-exam, provided that the student has an exam attempt left. The re-exam may be the same as the next regular exam. The student is responsible for finding out when the re-exam takes place. Information on the time and place of re-exams can be found on Fronter and the student will be informed via kea-mail. The programme may grant an exemption from the automatic registration provided this is justified by exceptional circumstances, including documented disabilities.

On the re-exam in electives

Note the special guidelines for re-exams in electives 1 and 2 described under each elective i 3.4 Elective programme elements.

5.14. EXAMINATION LANGUAGE

For students enrolled in the international programme, the exam language is English.

For students enrolled in the Danish programme, the exam language is Danish, Norwegian or Swedish, unless otherwise specified in the module description under 3.4 Elective programme elements. If and when appropriate, exams may be conducted in English. An application must then be sent to the programme no later than four weeks before the exam via electronic form at <https://sdbf.dk/kea>.

5.15. COMMENCEMENT OF STUDIES EXAM

Not relevant for this programme.

5.16. USE OF OWN AND OTHERS' WRITTEN WORK (PLAGIARISM)

Projects and other material in connection with exams must be drawn up by the students themselves. If students unlawfully use other people's work as their own (plagiarism) or use their own previously assessed work without references, they 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 <http://www.stopplagiat.nu>.

5.17. EXAM 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. If cheating occurs under aggravating circumstances, the student may be expelled from the programme for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to permanent expulsion from the programme. Cheating includes:

- Obtaining unlawful help during the exam
- Providing unlawful help to other students during the exam
- Using other people's work as one's own (plagiarism – see www.stopplagiat.nu), see also section 5.11
- Using own previously assessed work without references, see also section 5.11
- 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. If students exhibit disruptive behaviour during an exam, the educational institution may expel them from the exam.

In less serious cases, the institution will give the student a warning.

6. OTHER RULES GOVERNING THE PROGRAMME

6.1. RULES ON COMPULSORY ATTENDANCE

Attendance is not compulsory, but the student is expected to participate in all scheduled activities. All communication relating to the study takes place via Fronter and KEA's email, which the student is given access to at the start of the study. The student is required to keep up to date via their personal KEA mail and information on Fronter.

6.2. CREDIT TRANSFER

The professional bachelor's degree programme in design and business grants full credit transfer of modules passed in the same programme at another educational institution. If a student wants to be granted a credit transfer for a subject and associated exams completed at another institution, they must first apply for a pre-approved credit transfer at KEA. In the application, the student must enclose the curriculum in which the teaching and the associated exams are described, as well as the description of the programme element, its number of ETCS points, etc. The final credit transfer is granted when the student submits documentation of the passed exam, upon which the exam can then be registered. If the student would like to switch over to a new programme at the same or another educational institution, this will be in accordance with the rules of the programme or institution in question.

6.3. CREDIT TRANSFER OF SUBJECTS COVERED BY THE NATIONAL PART OF THE CURRICULUM

See section 6.2 Credit transfer.

6.4. CREDIT TRANSFER OF SUBJECTS COVERED BY THE INSTITUTION-SPECIFIC PART OF THE CURRICULUM

See section 6.2 Credit transfer.

6.5. CRITERIA FOR THE ASSESSMENT OF ACTIVE ENROLMENT

Students are expected to actively participate in their study. This means active participation in the teaching and submission of assignments on time. KEA Design assesses the active enrolment of each student according to the following criteria:

Non-submission of mandatory activities

In the case of non-submission of mandatory activities, as specified in the individual module descriptions, the teacher and student will agree on a new deadline for submission, or the student will be given a substitute assignment to do. See section 5.1.2 Mandatory activities, which describes the consequence of continued non-submission.

Failure to meet important deadlines

Active enrolment is also assessed on the basis of the student's observing important deadlines, such as the submission of a internship contract.

Not taking part in written and oral exams

Active enrolment is also assessed in the case of non-submission of exam assignments and failure to appear for an oral exam.

In all of the above cases, the student may be contacted on their KEA email by the study administration in order to clarify their status as an active student. Students are therefore expected to stay up to date via their personal KEA email and, in

the absence of feedback after repeated attempts to get in contact with the student, the student may be disenrolled from the study.

6.6. DISENROLMENT DUE TO INSUFFICIENT STUDY ACTIVITY

Enrolment on the programme 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 the rules in this curriculum laid down solely by KEA or together with the educational institutions offering the programme.

6.8. COMPLAINTS

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

- *When should a complaint be submitted?* Complaints relating to examinations and grading must be submitted within two weeks of the assessment (grade) being announced.
- *How should a complaint be submitted?* Complaints must be submitted individually and in writing to KEA at kvalitet@kea.dk stating the reasons for the complaint. Complaints submitted jointly by several students may be rejected.
- *What may the complaint concern?* A complaint may concern the basis for examination, the examination process or the assessment (grade).
- *What may the complaint result in?* If a student complaint is successful, they will be offered a new assessment (for written exams) or a re-exam (for oral exam). A grade cannot be changed administratively. A grade will only be changed if the new examiners award a different grade according to their professional assessment. The new grade may be higher or lower than the original grade.
- *Who handles the complaint?* Complaints are normally handled by KEA Quality Assessment. This does not, however, apply to complaints concerning the basis for examination if the exam is organised by the Danish Agency for Higher Education. In such cases, the complaint is forwarded to the Danish Agency for Higher Education together with KEA's opinion.