

Curriculum for the Design, Technology and Business

AP Degree Programme
in textile, fashion, design and business



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1.0 Curriculum framework

The purpose of the Academy Profession Degree Programme in Design, Technology and Business is to qualify graduates to independently plan, organise and carry out tasks in the textile industry, clothing, design and business industries in relation to design, production, business, marketing and retail.

This Curriculum was prepared according to the guidelines in Ministerial Order no. 710 of 6 July 2009 on the Academy Profession Degree Programme in Design, Technology and Business.

The joint regulations in this Curriculum were prepared by the educational network for the Study Programme, i.e. all the educational institutions approved to provide the Programme.

The Programme, which is a full-time study, has an official length of study of 2 student full-time equivalents (FTEs) One student full-time equivalent is the workload of a full-time student during one year of study. One student full-time equivalent is equivalent to 60 credits under the European Credit Transfer System (ECTS). This means that the Study Programme is worth a total of 120 ECTS credits.

The Study Programme is at level 5 of the Danish Qualifications Framework for Lifelong Learning.

The following acts and ministerial orders in their current versions govern the study programme:

- Act no. 1147 of 23 October 2014 on academy profession degree Programmes and professional bachelor's degree programmes (Lov nr. 1147 af 23. oktober 2014 om erhvervsakademiuddannelser og professionsbacheloruddannelser).
- Ministerial Order no. 1521 of 16 December 2013 on academy profession programmes and professional bachelor programmes (Bekendtgørelse nr. 1521 af 16. december 2013 om erhvervsakademiuddannelser og professionsbacheloruddannelser). Find an English version [here](#).
- Ministerial Order no. 710 of 6 July 2009 on the academy profession degree programme in design, technology and business (Bekendtgørelse nr. 710 af 6. juli 2009 om erhvervsakademiuddannelse inden for tekstil, beklædning, design og business). Referred to as "the Programme Order" ("Uddannelsesbekendtgørelsen").
- Ministerial Order no. 852 of 3 juli 2015 on accreditation of higher education institutions and approval of new higher education programmes (Bekendtgørelse nr. 852 af 3. juli 2015 om akkreditering af videregående uddannelsesinstitutioner og godkendelse af nye videregående uddannelser).
- Ministerial Order no. 248 of 13 March 2015 on admission to academy profession programmes and professional bachelor programmes (Bekendtgørelse nr. 248 af 13. marts 2015 om adgang til erhvervsakademiuddannelser og professionsbacheloruddannelser).
- Ministerial Order no. 1519 of 16 December 2013 on examinations in professionally-oriented higher education programmes (Bekendtgørelse nr. 1519 af 16. december 2013 om prøver og eksamen i erhvervsrettede videregående uddannelser). Find an English version [here](#).
- Ministerial Order no. 114 of 3 February 2015 on the grading scale and other forms of assessment at educations under the Ministry of Higher Education and Science (Bekendtgørelse nr. 114 af 3. februar 2015 om karakterskala og anden bedømmelse ved uddannelser på Uddannelses- og Forskningsministeriets område).

The Acts and Ministerial Orders are available (in Danish) on the official website for Danish legislation: www.retsinfo.dk

The English name of the study programme is the Academy Profession Degree Programme in Design, Technology and Business. The Danish name of the study programme is Erhvervsakademiuddannelse inden for tekstil, beklædning, design og business (designteknolog EAK).

Graduates of the Programme will be awarded the title AP Graduate in Design, Technology and Business. The Danish title is Designteknolog EAK.

1.1 Effective date and transition regulations

This Curriculum will come into effect on 15 august 2015 and shall apply to all students who are and who will be registered as students of the programme and to all examinations commenced on said date or thereafter.

1.2 Transitional arrangements (F,I)

The common sections of the academic regulations from September 2013 will be repealed effective 15 August 2015. Nonetheless, students who have begun prior to 1 August 2015 shall complete their education under the academic regulations in place when they were admitted.

Students who started the education in 2014 shall follow these regulations with the following exceptions: the internship exam will follow the old regulations. The Design thesis profile is found under Design; Procurement and Technical Design are under Production; and the Marketing thesis profile is under Marketing. Elective modules under this curriculum will be replaced by the six thesis areas from the 2013 curriculum.

1.3 Reading key

All blue text applies on the institutional level, i.e., subjects that **apply especially to KEA**.

Other (black) text applies on the common level, i.e., all of the institutions providing education

2.0 Admission to the Programme

2.1 Requirements for admission, subject distribution and any qualifying exams(F)

The design profession

Study programme	Requirements specific to the study programme
AP in Design, Technology and Business (Designteknolog (EAK))	<p>Admission with an upper secondary education: Specific admission requirements: English corresponding to Danish B-level, mathematics corresponding to Danish C-level and a passed entrance exam</p> <p>Admission with a vocational or technical education: Dressmaker¹ (knowledge of measuring, creating patterns, sewing and making clothing from designs and sketches). Danish education: Beklædningshåndværker (med specialer). Car upholsterer (knowledge of making, fitting and repairing upholstery and interiors for cars, buses and trains). Danish education: boligmonteringsuddannelsen, autosadelmager. Furniture upholsterer (knowledge of upholstery and refurbishment of furniture). Danish education: boligmonteringsuddannelsen, møbelpolstrer. Retail sales assistant (knowledge of selling, customer service, ordering products, shop economics). Danish education: detailhandelsuddannelse med specialer. Event co-ordinator (knowledge of planning, arranging and hosting events; booking and contracts). Danish education: eventkoordinatoruddannelsen (trin 2). Graphics technician (knowledge of planning and preparing graphic print jobs and material for print, controlling finished print etc.). Danish education: grafisk tekniker. Education in commerce (knowledge of business to business trading, sales, purchases logistics, price comparisons etc.). Danish education: handelsuddannelse med specialer. Media graphics technician (knowledge of traditional print media and digital media). Danish education: medigrafiker (trin 2). Joiner (knowledge of wooden materials, making of doors and window frames etc., operation of machinery, talking to clients, developing design sketches etc.). Danish education: snedker (med specialer). Theatre, exposition and event technician (knowledge and experience in setting lights and creating props for theatre plays and exhibitions). Danish education: teater-, udstillings- og eventtekniker (med specialer). Technical designer (knowledge of computer aided drawing of buildings and industrial plants, materials properties, price calculation etc.). Danish education: teknisk designer. Metalworker, precious metals (knowledge of working with precious metals, filing, polishing, making and repairing jewellery etc.). Danish education: ædelsmed (med specialer). Specific admission requirements: English corresponding to Danish B-level and a passed entrance exam</p> <p>Admission with other relevant vocational or technical educations: Specific admission requirements: English corresponding to Danish B-level, mathematics corresponding to Danish C-level and a passed entrance exam</p> <p>Admission with other kinds of qualification: Passed qualifying course for application to Danish engineering programmes or similar from your home country. Specific admission requirements: English corresponding to Danish B-level and a passed entrance exam</p>

¹ The study programmes mentioned here are existing Danish-language programmes, similar programmes with similar competencies from your country might substitute the Danish ones. Please ask the educational institution you are applying to.

3.0 Programme structure

3.1 Chronological placement in the continuum of programme components, internships and exams

Core areas of study	1st year of study		2nd year of study
	1st sem.	2nd sem.	3rd and 4th sem.
Common mandatory subjects: Design, Business, Technology	30 ECTS		
Specialisation subjects		30 ECTS	15 ECTS
Elective modules			15 ECTS
Internship			15 ECTS
Final degree project			15 ECTS
TOTAL	30 ECTS	30 ECTS	60 ECTS

3.2 Chronological placement in the continuum of programme components, internships and exams at KEA

1st academic year		2nd academic year	
1st semester	2nd semester	3rd semester	4th semester
Common mandatory subjects: Design, Business, Technology (30 ECTS)	Specialisation subjects (30)	Specialisation subjects (15)	Elective modules (15)
		Internship 15	Final project (15)

The numbers in parentheses represent the workload in ECTS credits

3.2.1 Common compulsory educational components

The programme is made up of:

- 1) Mandatory subjects totalling 30 ECTS credits common to all students of the Programme.
- 2) Specialisations subjects each worth a total of 45 ECTS credits. Each student must when applying for admission select one specialisation:
 - a) Design
 - b) Production
 - c) Business
 - d) Marketing
 - e) Retail

They comprise 75 ECTS credits in total

The programme contains the following other components:

1. Elective modules (15 ECTS)
2. Internship (15 ECTS)
3. Final exam project (15 ECTS)

They comprise 45 ECTS credits in total

All required educational components and other required parts end with exams.

3.2.1 Learning outcomes for the common mandatory subjects (30 ECTS), 1st semester:

The compulsory educational components are structured according to the following core areas of study:

- Design, including the design process, value philosophy and aesthetics
- Business, including company, commerce and communication
- Technology, including technology, people and environment

3.2.1.1 Design

The purpose of this educational component is for the graduate to achieve fundamental knowledge and an understanding of the application of the design process, value philosophy and aesthetics.

Knowledge

Upon completion, the graduate should have acquired knowledge of:

1. the design process from idea to finished product
2. value philosophy in terms of value preferences, culture, ideas and trade history
3. aesthetics in terms of understanding connections between aesthetic, functional and technical product qualities.

Skills

Upon completion, the graduate should have acquired the ability to:

1. sketch, design and develop products
2. apply value preferences in descriptions of target group analyses
3. work communicatively and innovatively
4. relate to shape, colour and material, price and target group
5. communicate solution proposals to relevant parties orally and in writing, including using relevant technical terms.

3.2.1.2 Business

The purpose of this educational component is for the graduate to achieve fundamental knowledge and understanding of companies, commerce and communication.

Knowledge

Upon completion, the graduate should have acquired knowledge of:

1. company structure as a value chain
2. company organisation and logistics
3. company marketing and sales
4. communication and presentation techniques.

Skills

Upon completion, the graduate should have acquired the ability to:

1. describe and explain a company's value chain
2. communicate solution proposals to relevant parties orally and in writing, including using relevant technical terms
3. use key figures and calculation principles
4. describe a company's marketing mix.

3.2.1.3 Technology

The purpose of this educational component is for the graduate to achieve fundamental knowledge and understanding of technology, people and environment.

Knowledge

Upon completion, the graduate should have acquired knowledge of:

1. processes, materials and production
2. people and the environment in relation to ethics, design and production processes
3. technical communication
4. relevant IT tools.

Skills

Upon completion, the graduate should have acquired the ability to:

1. use IT when performing tasks
2. select and state the reasons for the choice of materials for a production process
3. write product documentation/specifications

- communicate solution proposals to relevant parties orally and in writing, including using relevant technical terms.

Competencies

Upon completion of the common compulsory components, the graduate should have acquired the following competencies:

Upon completion, the graduate should have acquired the ability to:

- take part in disciplinary and multidisciplinary collaboration efforts within all stages of the value chain on the development of a product or concept
- receive and process tasks from previous stages in the value chain and pass them on to the subsequent stage from his/her own stage in the value chain while showing regard for the company's overall goals.

3.3 Specialisations

3.3.1 Specialisation: Design (45 ECTS credits) / Sustainable Fashion (45 ECTS credit)

AT KEA the specialization is named Sustainable Fashion

The purpose of this specialisation is to qualify the student to independently design, plan and carry out design processes from idea to finished product.

The student should be able to enter multidisciplinary collaboration in a company and combine innovation with creativity and commercial aspects.

The student should be able to communicate ideas and keep focus on the product, trends and the market.

The 45 ECTS credits are distributed over the following core areas of study:

Core area of study	1st year of study	2nd year of study
The design process	20	10
Visual communication	5	5
Trends and sociology	5	
Total ECTS	30	15

The design process	
After the 1st year of study	After the 2nd year of study
<p>Knowledge <i>Upon completion of the course, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> key topics in design processes key topics in design methods materials properties key topics in technology aesthetic means sustainability. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> apply theories and methods for idea generation, design and product development make aesthetic assessments during the design process develop designs focusing on the line of business as well as user needs. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> carry out design solutions from idea to fin- 	<p>Knowledge <i>Upon completion, the graduate should have acquired:</i></p> <ul style="list-style-type: none"> knowledge and understanding of design processes in practice knowledge and understanding of design methods in practice knowledge of use of materials an understanding of technology in practice. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> select and apply theories and methods for idea generation, design and product development apply innovative methods in relation to aesthetic assessments during the design process assess and select materials and technologies according to the given product. <p>Competencies</p>

<p>ished product.</p>	<p><i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • analyse and describe a need with a view to developing a design for a specific target group • take part in progress-oriented design and product development processes.
Visual communication	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • visual communication • key topics in presentation techniques and methods • key topics in communicative devices. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • apply visual communication for design development and product communication and presentation • communicate and argue for solution proposals in relation to a given company and target group • apply communicative devices in writing and orally. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare and communicate communicative solution proposals adapted to a given company and target group. 	<p>Knowledge <i>Upon completion, the graduate should have acquired:</i></p> <ul style="list-style-type: none"> • knowledge and understanding of presentation techniques and methods in practice • knowledge and understanding of communicative devices in practice. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • communicate and argue in terms of theory and methods for the process and solution proposals in relation to a given company and target group <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • independently and reflectively prepare and communicate innovative solution proposals adapted to a given company and target group.
Trends and sociology	
<p>Knowledge <i>Upon completion, the graduate should have acquired:</i></p> <ul style="list-style-type: none"> • key topics in trends • key topics in sociology • key topics in market mechanisms. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • apply theories and methods to identify and evaluate trends • apply sociological research methods when researching the market and target group. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • identify, select and apply trends for design development 	

<ul style="list-style-type: none"> • take a sociological approach to the design process • use trends and sociology as documentation of and inspiration for design development. 	
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3.3.2 Specialisation: Production (45 ECTS credits)

KEA is not providing the Production specialisation in English

The purpose of this specialisation is to qualify the graduate to independently handle the planning, organisation and completion of tasks and assignments under the specialisation of production. The specialisation belongs within the core areas of technology, product development and quality assurance.

The 45 ECTS credits are distributed over the following core areas of study:

Core areas of study	1st year of study	2nd year of study
Technology	15	5
Product development	10	5
Quality assurance	5	5
Total ECTS	30	15

Technology	
After the 1st year of study	After the 2nd year of study
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • relevant production methods for the production of simple product types • the application of relevant IT tools. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • evaluate and carry out product manufacturing processes while showing regard for different production methods for simple products • use tools and equipment for product development and product manufacture for simple product types. <p>Competencies <i>Upon completion, the graduate should have acquired the competencies to:</i></p> <ul style="list-style-type: none"> • prepare and implement solutions for the production of simple product types • manage design processes for simple product types <p>manage the creation of a simple product.</p>	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • relevant production methods for manufacture of complex product types. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • evaluate and carry out product manufacturing processes while showing regard for different production methods for complex product types • use tools and equipment for product development and product manufacture of complex product types. <p>Competencies <i>Upon completion, the graduate should have acquired the competencies to:</i></p> <ul style="list-style-type: none"> • prepare and implement solutions for the production of complex product types • manage design processes for complex product types • manage the creation of a complex product. • use relevant IT tools.
Product development	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • design techniques and methods for simple product types 	<p>Knowledge <i>Upon completion of the course, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • design techniques and methods for complex product types

<ul style="list-style-type: none"> the application and limitations of materials for simple product types the product's proportional, visual effects for simple product types. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> assess and carry out product development processes for simple product types assess and select materials based on the requirements specification of a material for simple product types. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> prepare and implement solutions for product development of a simple product. 	<ul style="list-style-type: none"> the application and limitations of materials for complex product types the product's proportional, visual means for complex product types. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> assess and carry out product development processes for complex product types assess product solutions in relation to a given target group. assess and select materials based on the requirements specification of a material for a complex product type. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> prepare and implement solutions for product development of a complex product.
Quality assurance	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> quality assurance and communication about the development and or production of a simple product tools and equipment for project control. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> prepare and convey production documentation for simple products. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> independently assess, analyse and prepare documentation in English of the production form for simple product types. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> quality assurance and communication about development and or production of a complex product tools and equipment for project control. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> prepare and convey production documentation for complex product types. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> take a professional approach to international, professional collaboration with others.

3.3.3 Specialisation: Business (45 ECTS credits)

KEA is not providing the Production specialisation in English

The purpose of this specialisation is to qualify the graduate to independently handle the planning, organisation and completion of tasks and assignments under the business specialisation, including the core areas of commerce, logistics, communication and product knowledge.

The 45 ECTS credits are distributed over the following core areas of study:

Core areas of study	1st year of study	2nd year of study
Commerce	10	5
Logistics	10	
Communication	5	5

Product knowledge	5	5
Total ECTS	30	15

Commerce	
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After the 1st year of study	After the 2nd year of study
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • theories on commerce, including tools and disciplines • economic theories and conditions. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • assess commercial consequences of a company's purpose and strategy • perform searches for suppliers, supplier assessment and selection of suppliers • use relevant IT tools and operating systems • resolve assignments related to commerce while showing regard for national and international situations. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in professional and multidisciplinary collaboration with others at all stages of the value chain • manage the company's flows of materials and goods while showing regard for the company's organisational framework and economy. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • the company's legal circumstances. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • evaluate the market with a view to entering into and developing partnership agreements • evaluate and state the reasons for the choice of alternative materials. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • deal with international negotiations and negotiations with the company's internal and external partners.

Logistics	
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<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • costs generated by logistics • logistics and supply chain management • legal matters concerning international commerce. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • perform searches for suppliers, supplier assessment and selection of suppliers • evaluate the market with a view to entering into and developing partnership agreements • use relevant IT tools and operating systems • resolve assignments related to commerce while showing regard for national and international statute and regulations. 	
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<p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in professional and multidisciplinary collaboration with others at all stages of the value chain • deal with international negotiations and negotiations with the company's internal and external partners • manage the company's flows of materials and goods while showing regard for the company's organisational framework and economy. 	
Communication	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • communication in the field of commerce. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • use relevant IT tools. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in managing the company's flows of materials and goods while showing regard for the company's organisational framework and economy. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • understanding communication in the field of commerce. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • evaluate the market with a view to entering into and developing partnership agreements • resolve assignments related to commerce while showing regard for national and international situations. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in professional and multidisciplinary collaboration with others at all stages of the value chain • deal with international negotiations and negotiations with the company's internal and external partners • manage the company's flows of materials and goods while showing regard for the company's organisational framework and economy.
Product knowledge	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • product characteristics, including materials and technologies. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • assess the properties and applications of different materials. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • product liability and quality assurance in relation to current standards. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • assess and analyse properties and applications of materials.

<p>Competencies Upon completion, the graduate should have acquired the ability to:</p> <ul style="list-style-type: none"> take part in product development processes. 	<p>Competencies Upon completion, the graduate should have acquired the ability to:</p> <ul style="list-style-type: none"> take part in and contribute to product development processes.
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3.3.4 Specialisation: Marketing (45 ECTS credits) / Marketing & Communication Design

AT KEA the specialisation is named Marketing & Communication Design

The purpose of this study programme is to qualify graduates to independently handle the planning, organisation and completion of tasks and assignments under the marketing specialisation. The specialisation belongs within the core areas of management, concept development and communication.

The 45 ECTS credits are distributed over the following core areas of study:

Core areas of study	1st year of study	2nd year of study
Management	10	
Concept development	10	10
Communication	10	5
Total ECTS	30	15

Management	
After the 1st year of study	After the 2nd year of study
<p>Knowledge Upon completion, the graduate should have acquired knowledge of:</p> <ul style="list-style-type: none"> marketing disciplines and tools organisation and management markets communication. <p>Skills Upon completion, the graduate should have acquired the ability to:</p> <ul style="list-style-type: none"> evaluate and apply relevant theories of the subject area collect and process relevant market data determine the market potential of a product of concept. <p>Competencies Upon completion, the graduate should have acquired the ability to:</p> <ul style="list-style-type: none"> optimise a company's supply according to demand manage market introduction of new products and concepts undertake project management and project coordination tasks plan and implement a marketing plan in practice on a national and international scale. 	
Concept development	
Knowledge	Knowledge

<p><i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • key topics in marketing tools • key topics in the market • key topics in the fields of trends, fashion and lifestyle • key communication topics. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • evaluate and apply relevant theories of the subject area • collect and process relevant market data • evaluate the company's values in relation to the client's needs • determine the market potential of a product of concept. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in optimising a company's supply according to demand • take part in the product development process from initial idea to product launch • handle project management and coordinator tasks. 	<p><i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • international market perspectives • and be able to understand communication in practice. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • collect, process and evaluate relevant market data • work under market conditions based on the company's values and in relation to the client's needs • determine the market potential of a product of concept. • convey marketing processes on a national and international scale. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • contribute to the optimisation of a company's supply according to demand • contribute to the product development process from initial idea to product launch.
Communication	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • marketing tools • organisation and management • trends, fashion and lifestyle. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • evaluate and apply relevant theories of the subject area • evaluate the company's values in relation to the client's needs. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in optimising a company's supply according to demand • take part in the product development process from initial idea to product launch • manage market introduction of new products and concepts • handle project management and coordinator tasks. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • communication and communication tools and devices. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • understand and apply relevant theories of the subject area • work under market conditions based on the company's values and in relation to the client's needs • convey marketing processes on a national and international scale. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • work to optimise a company's supply according to demand • manage the product development process from initial idea to product launch <p>plan and implement a marketing plan in practice on a national and international scale.</p>

3.3.5 Specialisation: Retail (45 ECTS credits)

KEA is not providing the Retail specialisation in English

The purpose of this specialisation is to qualify the graduate to independently handle the planning, organisation and completion of tasks and assignments under the retail specialisation, including the core areas of visual merchandising, retail management and retail marketing.

The 45 ECTS credits are distributed over the following core areas of study:

Core areas of study	1st year of study	2nd year of study
Visual merchandising	10	
Retail management	5	10
Retail Marketing	15	5
Total ECTS	30	15

Visual Merchandising	
After the 1st year of study	After the 2nd year of study
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • commerce • trends, fashion and lifestyle • methods of analysis. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • laying out and arranging goods in retail establishments • prepare guidelines for the operation of retail establishments • communicate and present suggestions for projects and concept ideas. <p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • carry out relevant analyses and subsequently make specific solution proposals • take part in concept development. 	
Retail Management	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • the marketplace • fundamental subject areas in commerce. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare guidelines for the operation of retail establishments • apply practical management and control tools in the context of daily operations of retail establishments. 	<p>Knowledge <i>Upon completion, the graduate should have acquired:</i></p> <ul style="list-style-type: none"> • knowledge and understanding of the marketplace • knowledge and understanding of fundamental commercial subject areas • knowledge of methods of analysis • knowledge of relevant statute and regulations. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p>

<p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • Take part in disciplinary and cross-disciplinary collaboration on the development and maintenance of a retail concept. 	<ul style="list-style-type: none"> • Apply advanced-level practical management and control tools in the context of daily operations of retail establishments • communicate and present suggestions for projects and concept ideas. <p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • carry out relevant analyses and subsequently make specific solution proposals • take part in concept development.
Retail Marketing	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • the marketplace • trends, fashion and lifestyle • fundamental subject areas in commerce • methods of analysis • relevant statute and regulations. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare guidelines for the operation of retail establishments • apply relevant theories and tools in the context of retail marketing • communicate and present suggestions for projects and concept ideas. <p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • Take part in disciplinary and cross-disciplinary collaboration on the development and maintenance of a retail concept. • communicate visually, in writing and orally in the context of retail marketing • carry out relevant analyses and subsequently make specific solution proposals. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • Materials characteristics • knowledge and understanding of analysis methods. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • work with relevant, advanced-level theories and tools in the context of retail marketing • digitally convey suggestions for projects and concept ideas at an advanced level. <p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in concept development.

3.4 Description of elective programme components 15 ECTS

Elective educational components in Design Technology comprise 15 ECTS credits in total
For a more detailed description of the elective components, which are hereafter called elective course modules, please refer to the elective course catalogue.

3.4.1 Elective programme components 15 ECTS

At KEA Design, a varying number of elective courses are offered within the thesis areas Sustainable Fashion, Pattern Design, Fashion Management and Marketing & Communication Design. Elective courses give students the opportunity to qualify their academic and professional competence by specialising in and putting into perspective subjects related to the fashion and lifestyle industry.

The elective course catalogue is published at the start of the 3rd semester, and the choice of elective courses takes place at the start of that semester. If a student has not indicated the choice of elective courses within the registration period, KEA Design reserves the right to place the student in an available elective course. KEA Design reserves the right to cancel elective courses for which there has not been sufficient student registration. The number of places in the individual elective courses will appear in the elective course catalogue. Students shall submit a prioritised list of courses, but KEA Design reserves the right to assign students to other electives from among their priorities in the event of over- or under-registration.

The elective courses are open to both Danish and international students, which means that only some of the offerings is conducted in English. The choice of elective courses is binding.

3.5 Internship

Worth 15 ECTS

The purpose of the internship is for the student to acquire knowledge of the profession and achieve an understanding of the application of theories and methods in different business functions.

The student should be able to relate the theories and methods of the study to the practices of the profession.

The internship should qualify the student to analyse, evaluate, plan and carry out tasks/projects based on practical issues and problems.

The learning outcomes for the internship are:

Knowledge

Upon completion, the graduate should have acquired:

- fundamental knowledge about the business, its work methods and the organisation of the company
- an understanding of the relations between the different stages of the value chain
- an understanding of a company's competitive situation
- an understanding of the company's place in a global context.

Skills

Upon completion, students should have acquired the ability to:

- use acquired tools and theories for the resolution of specific problems and issues
- convey specific, disciplinary problems and solution proposals to relevant partners
- relate theory to business practices.

Competencies

Upon completion, students should have acquired the ability to:

- take part in disciplinary and multidisciplinary collaboration in relation to dealing with specific problems or issues
- establish disciplinary and multidisciplinary networks
- reflect on their own qualifications and competencies and identify their own needs for additional learning.

At the internship examination, the student's achievement of the individual learning outcomes for the internship will be tested.

The internship is finalised by examination. For the examination type and exam procedure etc., please see the institutional section of this Curriculum.

3.5.1 Rules for internship – internship at KEA Design

The internship occurs in the 2nd academic year and stretches over a minimum of 10 consecutive weeks, including assignment writing and exams (15 CTS).

In connection with the internship procedure, students will be assigned to an advisor, who will provide guidance concerning relevant work assignments students may undertake during their internship that conform to the programme's goals and purposes.

It is expected that students themselves will actively seek relevant internship companies.

Initial guidance

Students will be assigned an advisor to help with applications and relevant work assignments, approve the internship-contract and the internship report's statement of intention, and conduct company visits.

Midway evaluation

About one month into the internship, the students will be convened at the school for a midway evaluation, where experiences will be shared and any problems will be discussed.

Exam format

Students must deliver a report based on the criteria described in the internship exam framework. The exam is internal and evaluated on a scale of seven. The internship report will constitute the basis of evaluation. The exam shall document that the student has attained the internship's agreed learning goals.

The internship report is individual and must reflect the student's personal experience and learning during the internship. The student will receive a written grade for the exam.

The exam must show that

The student has carried out the internship and attained the established learning goals, as stated in the internship contract. The report forms the basis of a test of the student's ability to transfer theoretical teaching to practical use and recognise theoretical patterns in the company's processes. The exam shall furthermore evaluate the student's ability to explain the relationship between theoretical learning and practical experience.

Grade requirements

Grades will be given on a scale of seven.

Examiners and co-examiners

The exam shall be administered by faculty from the thesis area and internal co-examiners.

Internships are unpaid, but qualify for State education grants (hereafter SU) under the applicable rules.

3.7 Teaching and working formats

A normally broad array of teaching and working formats will be used, e.g.:

- Traditional classroom teaching
- Group work
- Cases
- Field trips
- Interdisciplinary, project-organised teaching
- Problem-based learning
- Knowledge sharing

Teaching model:

KEA Design assumes that new students will have a laptop computer by the start of studies. Teaching can thus be prepared on the basis of students having their own computer at hand.

Teaching is organised so that students become familiar with various teaching and working formats and thus develop independence and cooperative and innovative skills.

KEA Design attaches great value to individual students participating actively in the programme and taking responsibility for continuous learning.

Teaching is adapted to semester courses, where each semester has an independent general learning objective to ensure continuity in learning. There is a combination of lectures, subject-specific and interdisciplinary projects, classroom teaching and problem-orientated assignments.

Work is done both individually and in groups.

KEA Design nonetheless recommends, in connection with individual learning, that students form study groups to support the individual student in course work and carrying out assignments.

The varied working and teaching formats give students an opportunity for academic development, reflection and working independently while supporting collaborative and comprehensive skills.

The programme is conceived as a combination of theory and practice. Some of the teaching may be organised as company visits, to the extent that students support taking part in the visits.

The aim is that all courses be linked to a workplace, whether at KEA or other locations where KEA has some form of cooperative agreement in place. Workplaces may include materials labs, sewing shops, print shops, technological labs, CAD-CAM, textile printing, etc.

3.8 Differentiated Learning

Differentiated learning can take place due to accrued needs, but as a starting point all students are taught on the same level.

3.9 Foreign-language texts

Not applicable.

4.0 Globalisation

4.1 Programme areas that may be undertaken abroad

It is possible for students to undertake internships and elective course modules abroad in the second year. KEA Design must approve the educational institution and the academic content of the desired programme. KEA Design must approve internships abroad. Please see the internship guide on Fronter for more information.

4.2 Parallel studies agreements with foreign educational institutions

At present there are no agreements on joint or double degrees in the programme, but as these are established they will appear on the KEA GLOBAL website, <http://www.kea.dk/en/contact/kea-global/>.

5.0 Exams of the study programme

5.1 Exams in the program

No.	Semester	Exam	ECTS	Assessment	Internal/external
1	After completion of the 1st semester	First semester exam	30 ECTS	Individual assessment 7-point grading scale	Internal assessment
2	After completion of the 2nd semester	Second semester exam	30 ECTS	Individual assessment 7-point grading scale	External assessment
3	3rd or 4th semester	Specialisation exam	15 ECTS	Individual assessment 7-point grading scale	Internal assessment

4	3rd or 4th semester	Elective Module(s) exam	15 ECTS	Individual assessment 7-point grading scale	Internal assessment
5	3rd or 4th semester	Internship exam	15 ECTS	Individual assessment 7-point grading scale	Internal assessment
6	At the end of the 4th semester	Final project	15 ECTS	Individual assessment 7-point grading scale	External assessment

Attendance requirements – KEA Week:

Students at KEA are required to attend the annual KEA Week, which has an agenda relevant for all students at KEA. Students that do not attend the entire program of KEA Week will be obliged to attend a learning activity followed by a quiz. The results of this quiz do not appear on the diploma, but attendance is mandatory.

The quiz will be administered within 2 weeks after KEA Week.

Students who do not attend KEA Week, and who does not participate in the learning activity and take the quiz, will not be allowed to take the next regular exam at his/her education before the learning activity and quiz are completed.

The rules above do not apply to students who are doing their internship, are writing their final project, are document-ill (requires a note from a doctor), or are on leave due to pregnancy.

5.2 Number of exams for the mandatory educational components / subjects

Compulsory educational components	First semester exam	Second semester exam	Specialisation exam	Total
Core area Design, Technology and Business – 30 ECTS	30 ECTS from the core area of design, technology and business			30 ECTS
Specialisation – 45 ECTS		30 ECTS from the core area of specialisation X	15 ECTS from the core area of specialisation X	45 ECTS
	30 ECTS	30 ECTS	15 ECTS	75 ECTS

All the programme's exams must be passed before a student may register for the final exam project

5.2.1 First-year exam

60 ECTS credits (two 30 ECTS exams)

The first-year exam comprises two individual exams (first and second semester exams) which are graded individually. The First semester exam will be held after the 1st semester, and the second semester exam will be held after the 2nd semester.

The student must pass both exam components and achieve at least the grade of 02 for each component.

Purpose

The purpose of the first-year exam is that:

- students understand the problem-orientated study format and can present and defend the chosen solutions;
- students understand and can explain the company's internal coherence or that between the company and its stakeholders; and
- students can apply significant first-year subject areas on the operational/tactical level.

5.2.1.1 First-year exam at KEA

The following conditions must be met in order to sit the exam:

- Submission of a portfolio consisting of all first-semester module assignments (see the first-semester module description); and
- Submission of thesis-orientated module assignments and any cross-disciplinary project work (see the first-semester module description).

Non-completion of one or more student activities or improper submission of module assignments means that the student is not eligible for the exam and has used one attempt. Reregistration for the exam has the same prerequisites as those for the required courses.

The first-year exam consists of two parts: one after the first semester and one after the second. Together, both of them constitute the first-year exam, with both grades appearing on the exam certificate.

Both parts must be passed with a minimum grade of 2.

Please refer to the institutional section of the academic regulations

5.2.1.2 First semester exam: Portfolio exam

The exam framework will be delivered at the start of the semester.

30 ECTS credits

The first exam takes place at the end of the first semester. It consists of a portfolio and an question derived from the curriculum. The portfolio must contain a presentation of the first-semester module assignments. All of the module assignments must be represented. The student shall choose three assignments that have been carried out in greater detail in relation to the assignment description. The exam question is drawn for the exam, based on the first-semester reading list.

The time limit for the oral exam is 30 minutes per student, including the evaluation.

Evaluation criteria:

Evaluation of the first-semester assignments is based on the submitted portfolio and the student's ability to respond to the selected exam question.

Grades are given according to the following scale:

- Portfolio 75%
- Oral exam 25%

Only the combined grade is revealed.

The evaluation consists of:

- whether all of the module assignments are contained in the portfolio;
- the student's ability to put the three selected portfolio assignments into perspective; and
- the student's ability to respond to the exam question and demonstrate broad knowledge of the entire first-year reading list.

Grade requirements

Grades will be given on a scale of seven. The exam must be passed with a minimum grade of 2 in order for the student to continue in the programme.

Examiners

The exam shall be given by up to two faculty members from the programme. The examiner shall be designated by the exam coordinator in consultation with the administration.

Distribution and submission of written assignments

The exam framework and the portfolio are to be respectively distributed and submitted electronically. Assignments must be submitted within the established deadlines.

Failure to meet deadlines

Assignments may not be submitted after the given deadline. Late submissions shall not be accepted; new assignments must be prepared before the next exam period, and the student will be charged with one exam attempt.

5.2.1.3 Second semester exam: synopsis

30 ECTS credits

The second semester exam takes place at the end of the second semester. The exam consists of a synopsis carried out by a cross-disciplinary group and an individual part with thesis-orientated focus. The synopsis is made on the basis of an assigned topic that broadly covers the second-semester reading list. The synopsis is to be elaborated in an oral exam.

The time limit for the oral exam is 30 minutes per student, including the evaluation.

Practical implementation

The exam framework, which describes the overall requirements, shall be distributed to students at the start of the semester. The exam topic shall be issued on the first day of the second-semester exam period. The deadline for group formation shall be at latest one week before the start of the exam period. Guidance for the second-semester exam is given in the group advising on the joint synopsis section.

The written part

The exam consists of two parts:

1. jointly written synopsis with a cross-disciplinary basis; and
2. individual parts, corresponding to the group members. This part shall be based on the student's thesis orientation and lead up to the oral presentation.

Evaluation criteria

Evaluation of the second-semester exam is mainly based on the general requirements for the second semester and any requirements in the distributed exam guidelines.

Grades are given according to the following scale:

- Synopsis 50%
- Oral thesis-orientated setting into perspective and presentation 50%

Only the combined grade is revealed.

The evaluation consists of

Assessment of the prepared synopsis. A prior assessment is made of the submitted synopsis' joint and individual parts.

Assessment of the student's ability to:

- create coherence between the synopsis and the presentation;
- orally support, provide thesis orientation and perspective for the topics in the synopsis;
- organise the presentation, structure and clarify the material;
- to highlight significant subject areas within the thesis orientation;
- to respond to questions and demonstrate broad knowledge of the second-semester reading list.

Grade requirements

Grades will be given on a scale of seven. An external co-examiner will participate in oral exams. The exam must be passed with a minimum grade of 2 in order for the student to continue in the programme.

Examiners and co-examiners

The exam shall be administered by faculty from the thesis area and external co-examiners. The examiner shall be designated by the exam coordinator in consultation with the administration. The co-examiner shall be designated by the co-examiner secretariat.

Distribution and submission of written assignments

The exam framework and the synopsis are to be respectively distributed and submitted electronically. Assignments must be submitted within the established deadlines.

Failure to meet deadlines

Assignments may not be submitted after the given deadline. Late submissions shall not be accepted; new assignments must be prepared before the next exam period, and the student will have used one exam attempt.

5.2.2 Second-year Specialization exam: Portfolie exam

15 ECTS credits

The exam is conducted as a portfolio exam, where all of the third-semester thesis assignments are included in the assessment, an independent reflection on academic growth under the thesis direction, along with a CV. The student shall choose one of the thesis part's assignments that has oral presentation as its main focus.

The exam must show that:

The student can work in a structured manner, test knowledge obtained on the basis of the previous period's teaching, and test the student's understanding of the teaching and ability to use what was learned.

Exam format:

Individually prepared exam, evaluated by an internal co-examiner from the thesis area according to a scale of seven.

Practical implementation

The exam framework shall be distributed to students at the start of the semester. The framework defines the overall requirements for the portfolio's contents and composition and an independent reflection on the student's own academic progress.

The portfolio shall contain all assignments and an independent 2-3 standard page reflection on the acquired learning objectives. A standard page is 2400 characters, including spaces.

Evaluation criteria:

The exam evaluation is made on the basis of the criteria in the distributed exam framework.

The evaluation covers the student's ability to:

- reflect over his/her own learning;
- visualise and present his/her own portfolio material; and
- remain critical and reflective.

Grade requirements

Grades will be given on a scale of seven.

Failure to meet deadlines

Assignments may not be submitted after the given deadline. Late submissions shall not be accepted; new assignments must be prepared before the next exam period.

5.2.3 Exams in elective courses

15 ECTS credits

Please refer to the elective course catalogue, where the courses are described.

Grade requirements

Grades will be given on a scale of seven.

5.5 The final project

15 ECTS credits

The learning outcomes for the final degree project are described in appendix 1 to Ministerial Order no. 710 of 6 July 2009 on the Academy Profession Degree Programme in Design, Technology and Business.

The final degree project comprises all core areas of study. In the final degree project the student must document an understanding of practice as well as key theories and methods related to a practice-related problem or issue. The problem, which must be central to the profession, must be formulated by the student and focus on a public or private company. The educational institution must approve the problem statement. The project must result in a report and may also include a product.

In conjunction with the other exams of the Programme, the final degree project must demonstrate that the student has achieved the expected level of graduate competence.

For the examination type and exam procedure, please see the institutional section section of this Curriculum.

Assessment

The final degree project exam is externally assessed and will be graded according to the 7-point grading scale.

The exam is made up of a project and an oral examination. The student will receive a single, joint grade for the written project and the oral examination. The final degree project examination cannot take place until the internship exam and the other exams of the study programme have been passed.

5.5.1 Composition and spelling

The abilities to compose and spell are included in the final project. Evaluation is a term for a holistic assessment of the academic content, composition and spelling ability, although the academic content weighs more heavily.

Students who can document a relevant disability may apply for a dispensation from the requirement that spelling and writing skills be included in the assessment. The application shall be sent to the programme, addressed to the Head of study, at least four weeks before the exam is held.

5.5.2 Evaluation criteria

Assessment of the final project exam is mainly based on the general requirements for the final project and any requirements in the distributed exam guidelines.

The assessment consists of:

- Evaluation of the submitted material (60%), made on the basis of:
- coherence between the thesis/working basis and the assignment/product's form;
- the basis for the chosen solutions; and
- the assignment/product's impression of coherence.

Evaluation of the submitted material (40%), made on the basis of:

- the disposition of the presentation;
- the structuring and clarification of the chosen solutions;
- the student's ability to respond to the exam question and demonstrate broad knowledge of the programme's subject areas.

Grade requirements

The exam must be passed with a minimum grade of 02

Examiners

The exam shall be administered by faculty from the thesis area and external co-examiners. The examiner shall be designated by the exam coordinator in consultation with the administration. The co-examiner shall be designated by the co-examiner secretariat.

5.5.5 Format

The final project is an individual assignment. The final project should culminate in a written report with an oral presentation. The assignment shall be written in collaboration with a company. The Department Head may grant dispensation from this, for example in the case of preparation of entrepreneurial projects, business start-ups or the like. The exam can only take place after the internship and other programme exams have been passed.

The final project's purpose is to document the student's ability to: prepare a complex thesis on an analytical and methodological basis in relation to the concrete assignment; and demonstrate the ability to prepare a central thesis within textiles, clothing and design in conjunction with the chosen thesis area.

The student shall be able to convert theories and strategic thinking into tactical and operational solution proposals.

Teaching components from the student's thesis area shall be included in the final project.

Exam format

Exam carried out as an individual project with an oral presentation. Sixty minutes are reserved for the exam, as follows: 20 minutes each for presentation, Q&A and voting and feedback on the oral presentation.

Practical implementation

The thesis statement is to be prepared by the student in consultation with the institution and in collaboration with a company, to the extent possible.

The student him/herself is responsible finding a company to collaborate with. The proposal must be approved by the academic advisor before the start of the project period, and the student's thesis process shall be included.

The total duration of the project is 7–8 weeks, excluding the oral presentation. The exam period comprises project writing, preparation and prototype development.

5.6 Use of materials or devices (I)

In principle, all materials and devices are permitted. Any rules restricting their use shall appear in the individual exam descriptions.

5.7. Extraordinary exam conditions (I)

When justified by physical or mental disabilities, students may apply for special test conditions. The application shall be submitted to the programme at least four weeks before the exam is held. The application deadline may be nullified in the case of suddenly occurring health problems. The application shall be accompanied by a doctor's statement, a statement from a speech, hearing, dyslexia or blindness institution or other documentation of health conditions or specific relevant disability.

Students with a native language other than English may bring dictionaries to exams where no such aids are permitted. An application for permission to bring other assisting materials or devices shall be submitted to the programme at least four weeks before the exam is held.

5.8 Make-up and re-examinations (I)

Make-up exams

A student who has been prevented from taking an exam due to a documented illness may take a make-up exam as soon as possible. If it is an exam given in the last semester of the programme, the student will have the possibility of taking the make-up exam in the same exam period or immediately thereafter.

The make-up exam may be identical to the next ordinary exam. The student him/herself shall find out when the make-up exam will be held.

Information on the time and place for make-up exams may be found on Fronter and the student will be informed via KEA-mail.

The illness must be documented by a medical note. The institution shall have received the medical note within three business days of the exam date. Students who have been acutely ill during the exam period shall document that they were ill on the day in question with a medical note.

If the illness is not documented according to the rules above, the student will be charged with one exam attempt.

The student is responsible for the cost of obtaining the medical note.

Re-examinations

In the event of a failed exam or absence from an exam, the student will be automatically registered for re-examination as long as there are exam attempts remaining. Re-examinations may be identical to the next ordinary exam.

The student him/herself shall find out when the make-up exam will be held.

Information on the time and place for re-examinations may be found on Fronter and the student will be informed via KEA-mail.

The programme may grant dispensation from continued registration if based on extraordinary conditions, including documented disabilities.

5.9 Languages used on exams (I)

All exams are held in English.

5.10 Start of study exams(I)

Start of study exams are held within two months after the start of the education. If the student do not pass the Start of Study exam, he or she will be allowed 1 extra attempt. If the students fails both the 1st and 2nd attempt, the student will be expelled without further notice.

5.11 Use of one's own and others' work (I)

Projects and other material associated with exams must be prepared by the student him/herself.

If a student represents the work of others a his/her own (plagiarism) or uses previously graded work without crediting the source, the student shall be expelled from the exam.

Expulsion may also occur after the exam grade has been given.

Expulsion from an exam due to cheating means that the grade will be void and the student will be charged one exam attempt.

About plagiarism, please see <http://www.stopplagiat.nu>

5.12 Disciplinary measures in the event of cheating or disruptive behaviour during exams (I)

Cheating on exams shall be handled according to the rules in the Regulation on Exams in Vocational Higher Education (the Exam Regulation).

If a student cheats on an exam, he/she shall be expelled from the exam.

In the case of cheating under aggravated circumstances, the student may be expelled from the programme for a short or long period. In the event of cheating under aggravated circumstances, a written warning shall be issued, stating that any repetition may trigger permanent expulsion from the programme.

Cheating is, for example:

- receiving improper help during the exam;
- giving improper help to others during the exam;
- passing off other's work as one's own (plagiarism – see www.stopplagiat.nu), cf., section 5.15;
- using one's own previously evaluated work without reference, cf., section 5.15; and
- using aids that are not permitted at the exam in question.

Expulsion from an exam due to cheating means that the grade will be voided and the student will have used an exam attempt.

If a student displays disruptive behaviour during an exam, the institution may expel the student from the exam. In less serious instances, the institution shall give a warning first.

6.0 Other programme regulations

6.1 Study activity regulations (I)

Students must participate actively in their studies. This means active participation in the teaching and project work, prompt submission of assignments, course work and other written work, cf., the semester schedules.

Any student who has not been active in studies will receive a warning and a follow-up conference. If no change in activity occurs thereafter, the student will be reported inactive to the SU administration.

Such a student will be obliged to keep updated via KEA mail and information on Fronter.

All communication concerning the programme takes place via these platforms.

6.1.2 Dismissal for lack of study activity. (I)

Students may be dismissed if they have not passed at least one exam during a consecutive period of one year.

6.2 Credit transfer

Passed educational components are equivalent to corresponding educational components offered by other educational institutions offering the programme.

The student has a duty to inform the educational institution about educational components that were studied and passed at other Danish or foreign educational institutions and to inform about occupations that can be assumed to earn the student transfer credit. The educational institution will grant transfer credit in each individual case based on completed/passed educational components and occupations that match course units, parts of the study programme or parts of the internship. The decision to award transfer credit is based on an assessment of discipline-specific elements.

6.3 Pre-approved credit transfer

Students can apply for pre-approval of credit transfer. In cases of pre-approved credit transfer of studies in Denmark or abroad, students are under a duty to document completion of the pre-approved educational components, upon completion of the study-abroad period. When applying for pre-approval, students must consent to allow the educational institution to collect any required information upon the students' completion of the study-abroad period. For the final approval of pre-approved credit transfer, the educational component is considered completed if it is passed in accordance with the regulations applying to the study programme.

6.4 Switch between specialisation

If a student wants to switch specialisation, this must be done before the end of the 1st semester. Change can only happen if the student passes the entrance examination of the desired specialisation, with a score equal to or higher than the lowest admitted score. It is only possible to switch if there are vacancies at the specialisation. Students, who wish to change specialisation, must contact KEA Guidance before December 15th.

6.5 Criteria for evaluating student activity

KEA Design emphasises that students take personal responsibility for their education and for their own academic and personal growth through participation in course work in cooperation with other students.

Students shall submit all module assignments that are announced at the start of the semester, and must make a real effort to meet the assignments' description through the semester syllabus. If this is not done, it shall constitute one exam attempt, and all the module assignments must be submitted before the next re-exam period.

Any doubt about whether a student may register for the exam shall be resolved by the institution's administration

6.6 Dismissal for lack of study activity. (I)

Students may be dismissed if they have not passed at least one exam during a consecutive period of one year.

6.7 Dispensation

The institution may grant dispensation from the terms of these academic regulations due to extraordinary circumstances.

6.8 Complaints about assessments, the course of an exam or the examination basis

The regulations governing complaints procedures about assessments, the course of an examination or an examination basis, such as questions, assignments etc., are described below.

The student must submit a complaint made in writing and stating the reasons for the complaint not later than two weeks after the examination was held. The complaint should be submitted to [KEA Quality at \[kvalitet@kea.dk\]\(mailto:kvalitet@kea.dk\)](mailto:kvalitet@kea.dk).

The contents of the complaint will be shown to the examiner and the external examiner who were associated with the given exam and they will be asked to each make a statement. The deadline for such statements is usually two weeks. Next, the student (the complainant) will be given the chance to comment on the statements within a deadline of one

week.

Based on the contents of the complaint, the statement and any comments by the student, the educational institution will make a decision. The result of the complaint may be that the student will be offered a new examination, a new assessment (for written exams) or that the complaint is dismissed. The student will have two weeks to accept a new examination or assessment or to appeal the decision if the complaint was dismissed.