

# CURRICULUM

**AUGUST 2018**

**ACADEMY PROFESSION DEGREE PROGRAMME  
IN MULTIMEDIA DESIGN  
(AP DEGREE PROGRAMME IN MULTIMEDIA DESIGN)**

## Table of contents

<b>1. Curriculum framework</b>	<b>3</b>
1.1. Effective date	3
1.2. Transitional arrangements	3
1.3. The programme's intended learning outcome:	4
<b>2. Admission</b>	<b>4</b>
<b>3. National and local programme elements</b>	<b>6</b>
3.1. Sequencing of programme elements, internship and exams	6
3.2. National programme elements	6
3.3. Local programme elements	11
3.4. Electives	11
3.5. Internship	11
3.6. Rules for the completion of the internship	12
3.7. Teaching and working methods	12
3.8. Differentiated teaching	13
3.9. Reading of texts in foreign languages	14
<b>4. Internationalisation</b>	<b>14</b>
4.1. Education abroad	14
4.2. Agreements with foreign educational institutions on parallel courses	14
<b>5. Tests and exams in the programme</b>	<b>14</b>
5.1. Admission	14
5.1.1. Exam forms	15
5.1.2. Mandatory activities - attendance and hand-ins	15
5.1.3. Exam organisation	16
5.1.4. Exams with an external co-examiner	19
5.2. Programme exams and their placement	19
5.3. First-year exam	19
5.4. Requirements for written assignments and projects	19

<b>5.5. Final exam project requirements</b>	<b>20</b>
5.5.1. How important are writing and spelling skills in terms of the assessment?	21
5.6. Use of materials and aids	21
5.7. Special exam conditions	21
5.8. Make-up exams	21
5.9. Examination language	21
5.10. Commencement of studies exam	22
5.11. Use of own and others' written work (plagiarism)	22
5.12. Exam cheating and disruptive behaviour during exams	22
<b>6. Other rules governing the programme</b>	<b>23</b>
6.1. Rules on compulsory attendance	23
6.2. Credit transfer	23
<b>6.3. Credit transfer of subjects covered by the common part of the curriculum</b>	<b>23</b>
6.4. Credit transfer of subjects covered by the institution-specific part of the curriculum	24
6.5. Criteria for the assessment of active enrolment	24
6.6. Disenrolment due to insufficient study activity	25
6.7. Exemption rules	25
6.8. Complaints	25

## 1. Curriculum framework

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

**This national part** of the curriculum for the Academy Profession Degree Programme in Multimedia Design has been issued pursuant to section 18 (1) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes.

The Danish title of the programme is erhvervsakademiuddannelsen inden for digitale medier. The English title of the programme is Academy Profession Degree Programme in Multimedia Design. Graduates are entitled to use the title AP Graduate in Multimedia Design. The Danish title is Multimediedesigner AK.

The programme is a level-5 programme in the Danish qualifications framework for higher education and prescribed for a total of 120 ECTS points.

### **Reading instructions:**

All text marked in black font relates to the institution-specific part, i.e. topics specifically applicable to KEA. Other (blue) text relates to the common part, i.e. all institutions offering the programme.

### **The following acts and ministerial orders apply to the programme:**

Danish (Consolidated) Act on Academies of Professional Higher Education

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

Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes

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

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

Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes.

#### **1.1. Effective date**

This national part of the curriculum takes effect on 1 August 2018 and applies to students enrolled on the programme after 1 August 2018.

#### **1.2. Transitional arrangements**

Students who have been admitted up until 1 August 2018 will transfer to this curriculum as of 1 August 2018; however, exams initiated before 1 August 2018 may be concluded under the previous curriculum until 1 February 2019.

### **1.3. The programme's intended learning outcome:**

#### Knowledge

The graduate has acquired:

- knowledge of professional practices within the field as well as key applied theories and methods of relevance to the analysis, ideation, design, planning, realisation and management of digital media tasks as well as the implementation, administration and maintenance of digital media productions
- an understanding of practices and key theories and methods as well as an understanding of the use of theories and methods in the digital media profession.

#### Skills

The graduate has acquired the skills needed to:

- apply key methods and tools relevant to the analysis, ideation, design, planning, realisation and management of digital media tasks, and apply skills of relevance to employment within digital media
- assess practice-oriented issues within digital media and propose and select possible solutions
- communicate practice-oriented issues and possible solutions within digital media to partners and users.

#### Competencies

The graduate has acquired the competencies needed to:

- engage in development-oriented activities, including undertaking the analysis, ideation, design and planning as well as realisation and management of digital media tasks, and be innovative in tailoring digital media solutions to commercial conditions
- in a structured context acquire new knowledge, skills and competencies within digital media
- participate in disciplinary and interdisciplinary cooperation within digital media in connection with implementation, administration and maintenance, taking a professional approach.

## **2. Admission**

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

### 3. National and local programme elements

#### 3.1. Sequencing of programme elements, internship and exams

The programme contains four national programme elements: *Design and programming of digital user interfaces 1 (15 ECTS)*, *Design and programming of digital content 1 (15 ECTS)*, *Design and programming of digital interfaces 2 (15 ECTS)* and *Design and programming of digital content 2 (15 ECTS)*. In addition, the programme consists of an elective element (30 ECTS), internship (15 ECTS), and a final project (15 ECTS). The entire programme equates to a total of 120 ECTS.

#### Overview

2.1 Programme elements	
Fourth semester	Exam in final exam project (15 ECTS)
	Internship (15 ECTS)
Third semester	Elective (30 ECTS)
Second semester	Design and programming of digital content 2 (15 ECTS)
	Design and programming of digital user interfaces 2 (15 ECTS)
First semester	Design and programming of digital content 1 (15 ECTS)
	Design and programming of digital user interfaces 1 (15 ECTS)

#### 3.2. National programme elements

The programme contains four national programme elements

##### Design and programming of digital user interfaces 1

The programme element covers basic principles for the design and programming of digital solutions, with a particular focus on the design and structuring of the user interface.

The programme element includes user-centred methods for the testing of design and solution. Solutions are designed and programmed using selected development methods, and an introduction is given to technologies that form part of the design and programming of user interfaces.

##### Learning objectives for Design and programming of digital user interfaces 1

Knowledge

The student has acquired:

- knowledge of practice-oriented development methods for digital media production
- an understanding of the methods applied by the profession in connection with user testing of digital productions
- knowledge of basic principles for the composition and layout of digital media productions

- knowledge of practice-oriented design processes and documentation forms used in digital media productions
- knowledge of digital exchange formats currently used in digital media productions
- knowledge of basic methods for modelling, structuring and developing digital user interfaces
- knowledge of key technologies applied, including client-server relations, and their impact on the development of user interfaces.

## Skills

The student has acquired the skills needed to:

- apply basic theories, methods and tools for managing simple multimedia productions of relevance to professional practices in the field
- plan and conduct user tests of digital media productions, including selection of the right user test for a given digital media production
- apply and document key processes in the design and development of digital media productions, and communicate the processes to stakeholders with professional insights
- apply basic theories, methods and tools to the design and development of user interfaces
- apply basic modelling and structuring methods in the development of digital user interfaces
- apply and assess basic technologies and development environments for the development of user interfaces, including methods and technologies for version control.

## Competencies

The student has acquired the competencies needed to:

- participate in interdisciplinary work processes in connection with the design and development of digital user interfaces
- under supervision, acquire basic knowledge, skills and competencies within the design and development of digital user interfaces.

## Number of ECTS points

The programme element Design and programming of digital user interfaces 1 equates to 15 ECTS points.

## Design and programming of digital content 1

The programme element covers the design, programming and production of simple digital content solutions for selected media platforms. The programme element focuses on the production of simple content for media platforms based on data-driven user understanding. Solutions are designed, programmed and produced on the basis of a content and business strategy, and an



introduction is given to key technologies and business models of relevance to the design and programming of digital content.

### **Learning objectives for Design and programming of digital content 1**

#### Knowledge

The student has acquired:

- a practice-oriented understanding of intellectual property rights and licensing methods in digital media production
- knowledge of the multimedia designer's role in the value chain in digital productions
- knowledge of digital media and digital media platforms used by the profession
- knowledge of key forms of expression and content in digital media
- knowledge of the key technologies applied by the profession in connection with the production of digital content
- knowledge of basic methods and theories regarding user understanding within digital content production.

#### Skills

The student has acquired the skills needed to:

- collect and apply empirical data about users and situations of use
- plan and evaluate a digital content production based on a given brief
- produce basic-level digital content based on user understanding and based on a given strategic brief
- apply and assess technologies for the presentation and production of digital content
- communicate the development process for digital content production to stakeholders with professional insights.

#### Competencies

The student has acquired the competencies needed to:

- participate in interdisciplinary work processes in connection with the design and development of digital content
- under supervision, acquire basic knowledge, skills and competencies within the design and development of digital content.

### **Number of ECTS points**

The programme element Design and programming of digital content 1 equates to 15 ECTS points.

### **Design and programming of digital user interfaces 2**

The programme element covers the design and programming of complex digital solutions with a special focus on user interfaces. As part of the programme element, key methods for testing the user experience of digital solutions are applied. Solutions are designed and programmed in teams applying technologies and development methods that support teamwork.

## **Learning objectives for Design and programming of digital user interfaces 2**

### Knowledge

The student has acquired:

- an understanding of the company's external environment, including its stakeholders, and the company's resource base
- knowledge of key technologies for data management in relation to optimising user experiences
- knowledge of key methods and tools related to project management and estimation of digital media productions
- knowledge of relevant theories, tools and methods for the design and programming of digital user experiences, and the ability to account for the choice of tools and methods based on practice
- knowledge of key and current programming paradigms for programming complex digital user interfaces, and the ability to account for the choice of programming practice based on practice.

### Skills

The student has acquired the skills needed to:

- plan and assess project management in team-based digital media productions
- assess and argue in favour of the value-adding nature of solutions for digital user interfaces
- select and argue in favour of the choice of key theories, tools and methods for the design of complex digital user interfaces
- apply and document key design processes in complex digital media productions, and communicate them to stakeholders from the digital media industry
- select and apply key principles, technologies and methods for the programming of complex digital user interfaces
- communicate and explain solutions for digital user interfaces to business partners
- assess and apply a user-centred method in connection with a digital media production.

### Competencies

The student has acquired the competencies needed to:

- identify relevant theories, methods and tools to carry out complex digital media productions

- acquire new knowledge and skills in the programming and design of complex user-centred user interfaces

### **Number of ECTS points**

The programme element Design and programming of digital user interfaces 2 equates to 15 ECTS points.

### **Design and programming of digital content 2**

The programme element covers the design and programming of complex digital content solutions for multiple types of media. The programme element focuses on multiple types of digital content, multiple types of media and related production methods. In the production of content, technologies are applied to manage and present content, and the communication of data forms part of the production of digital content.

### **Learning objectives for Design and programming of digital content 2**

#### Knowledge

The student has acquired:

- knowledge of the tools and data applied in the profession to optimise digital media production
- knowledge of the methods and theories applied in the profession for complex digital content production
- knowledge of the methods and theories applied in the profession for the presentation of data
- an understanding of the technologies used to store and exchange data, and the ability to account for the choice of technologies based on practice
- an understanding of the relationship between the business models used and complex digital content production
- knowledge of key methods and theories regarding digital user experiences, and the ability to account for the choice of tools and methods based on practice.

#### Skills

The student has acquired the skills needed to:

- apply key tools and data to optimise digital media production
- plan and assess project management in user-centred content production
- apply key theories, methods and tools for the production of digital user experiences
- communicate and justify digital solutions for content production to stakeholders from the digital media industry
- apply and combine forms of expression for the design and production of digital user experiences on selected media platforms

- assess and process given visual material to ensure consistency in a digital media production
- apply key technologies for handling and displaying digital content
- apply key technologies, methods and formats for exchanging and presenting data.

## Competencies

The student has acquired the competencies needed to:

- identify relevant theories, methods and tools for the production of complex digital content in teams
- acquire new knowledge, skills and competencies within the design and production of complex digital content.

## Number of ECTS points

The programme element Design and programming of digital content 2 equates to 15 ECTS points.

In the first year of study, national programme elements equate to 60 ECTS points, of which a minimum of 45 ECTS points are included in the exam(s) which constitute the first-year exam<sup>1</sup>.

In addition, a single exam is held in the other national programme elements, as well as an additional single exam in the final exam project. For information on the number of exams, see section 5.

For a comprehensive overview of all programme tests and exams, see section 5.1 of this curriculum.

### 3.3. Local programme elements

The local programme elements are offered as electives at KEA. Each elective is prescribed for 30 ECTS points. Electives conclude with an exam.

### 3.4. Electives

Electives, as well as their learning objectives, are described in the electives catalogue.

### 3.5. Internship

Learning objectives for the internship:

#### Knowledge

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

---

<sup>1</sup> The first-semester exam, which equates to 30 ECTS points, is held after the first semester. The second-semester exam, which equates to 30 ECTS points, is held after the second semester.

- the requirements and expectations of host companies with regard to the student's knowledge, skills and attitudes towards the work
- the practice-related use of theories, methods and tools by the profession and within the field.

### Skills

The student has acquired the skills needed to:

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

### Competencies

The student has acquired the competencies needed to:

- engage in development-oriented practical and professional activities of relevance to the profession
- acquire new knowledge, skills and competencies of relevance to the profession
- undertake the structuring and planning of day-to-day tasks within the profession
- participate in academic and interdisciplinary cooperation based on a professional approach.

### Number of ECTS points

The internship equates to 15 ECTS points.

#### **3.6. Rules for the completion of the internship**

The internship can form the basis of the student's final project and can be scheduled flexibly and differentiated. The student can choose to combine internships in two or more organisations or various types of internship. The conditions for internships will be described in more detail on the learning platform for Multimedia Design before the start of the fourth semester.

The internship is unpaid.

The students develop their own individual learning objectives for the internship based on the overall learning objectives for internship period in cooperation with the internship company and the institution.

During the internship, a supervisor from the programme and a contact/supervisor from the internship company will be assigned to the student.

The internship completes with an exam (internship exam).

#### **3.7. Teaching and working methods**

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

The programme includes teaching methods that encourage student autonomy, cooperation and ability to foster innovation.

The programme includes, to the extent relevant, teaching in entrepreneurship, environmental issues and interaction between different cultures.

### **Practice-oriented learning**

Interdisciplinary and practice-oriented teaching in an open learning environment that replaces the traditional classroom teaching. The learning environment is designed to be flexible to allow teachers and students to meet formally and informally for the purpose of interdisciplinary problem solving of projects and tasks for public and private organisations.

### **Academic progression**

The programme is structured around five subject areas, which are further divided into a number of subtopics, each with its own learning objectives. The subject areas, elements and the learning objectives are distributed nationally on two compulsory semesters to ensure a common academic progression and complexity. The local programme element and the various electives in the third semester all contribute to a specialisation of students' job profile. The internship in the fourth semester ensures that students achieve knowledge of the profession in practice and learn how to solve practical problems. The final project in the fourth semester offers a perspective on the specialisation and practice, as students have to deal with a practical problem through the use of academic theories and methods.

### **Project work**

Project work, business relations and the use of the latest technologies are all aspects that KEA considers very important. Project work offers students important experience with team work, and thanks to a problem-oriented approach they gain experience working with problem formulation and solutions. Therefore, process and method are always an important part of the learning environment and part of the basis of assessment in tests and exams.

### **Motivation**

Active participation in teaching, project work and guidance interviews is a prerequisite for the completion of the programme. Students are expected to assume responsibility for their own learning, which requires motivation and commitment, independence, initiative and critical evaluation. This is necessary in order to be able to participate actively in the organisation of their own work, not least during project assignments.

## **3.8. Differentiated teaching**

-

### **3.9. Reading of texts in foreign languages**

Teaching takes place in an international environment with many different nationalities. Even if you have chosen the Danish line, one or more subjects, electives, specialisations or parts thereof may be taught in English. There may also be texts, assignments and presentations in English. The level corresponds to English at level C equivalent to the admission requirement for the programme.

## **4. Internationalisation**

KEA supports the students in finding programme elements/modules with foreign programme providers whose learning objectives are equivalent to those for the Academy Profession Degree Programme in Multimedia Design

### **4.1. Education abroad**

KEA may approve that programme elements or parts thereof completed at another institution in accordance with this curriculum, equate to corresponding programme elements or parts thereof in this curriculum. If the programme element was assessed according to the 7-point grading scale at the institution where the exam was held, and is equivalent to a full subject in this curriculum, the grade will be transferred to the diploma.

KEA may approve that programme elements successfully completed at another Danish or foreign higher education replace programme elements covered by this curriculum. KEA will consider a programme element completed if it was successfully completed in accordance with the rules applicable to the programme in question. The assessment 'pass' will be transferred to the diploma.

### **4.2. Agreements with foreign educational institutions on parallel courses**

After having passed the first semester exam, students can choose in whole or in part to carry out their studies abroad. KEA offers a number of internationalisation options, including the internship in the fourth semester. Information on partner institutions, international internships, credit transfer and procedures is published by KEA on an ongoing basis.

## **5. Tests and exams in the programme**

Students who have already started on a semester cannot opt out its exams. All tests and exams must be passed with a grade of 02 as a minimum.

### **5.1. Admission**

All programme elements end with an exam assessed according to the 7-point grading scale. Placement and scope of exams appear below.

## Overview of all exams on the programme and the semesters in which they are conducted

Time	Exam	120 ECTS distributed on the exams	Assessment
At the end of the first semester	First semester exam Design and programming of digital user interfaces 1 Design and programming of digital content 1	30	7-point grading scale Internal
At the end of the second semester	Second semester exam Design and programming of digital user interfaces 2 Design and programming of digital content 2	30	7-point grading scale External
At the end of the third semester	Third semester exam Electives	30	7-point grading scale Internal
At the end of the internship	Internship exam	15	7-point grading scale Internal
At the end of the fourth semester	Final exam project	15	7-point grading scale External

All exams must be passed before the student can take the final examination in the fourth semester.

### 5.1.1. Exam forms

The programme includes a variety of exam forms that reflect the academic contents and working methods.

### 5.1.2. Mandatory activities - attendance and hand-ins

Attendance is not mandatory. However, some of the assignments may be mandatory and a pre-requisite to sit the exam. Mandatory activities help to demonstrate active student participation. At KEA, several of the hand-ins during the first, second and third semesters are mandatory and must be handed in before the student can sit the corresponding exams. The detailed requirements for hand-ins and a description of which assignments are mandatory can be found on the learning platform for Multimedia Design at the beginning of the semester. A hand-in that does not meet the formal requirements will be rejected.



### **5.1.3. Exam organisation**

**First semester exam** - Design and programming of digital user interfaces 1 and Design and programming of digital content 1

#### **ECTS scale**

30 ECTS

#### **Requirements for the first semester exam**

The purpose is to test the student's understanding of theory, methods and tools gained through participation in the mandatory programme elements: Design and programming of digital user interfaces 1 and Design and programming of digital content 1.

Students are presented with one or more of the product examples handed in during the first semester. Through the first semester, students work with the creation of a digital portfolio, using product examples from the teaching. The portfolio forms the basis of the first-semester exam.

#### **Internal exam**

An oral individual exam based on one or more of the product examples handed in during the first semester.

#### **Learning objectives**

The learning objectives for the first semester exam are identical to the learning objectives for Design and programming of digital user interfaces 1 and Design and programming of digital content 1. See the learning objectives set out in section 3.2 of this curriculum.

#### **Exam**

The exam covers the subject areas in the first-semester national programme elements. The digital portfolio forms the basis of the exam.

The exam consists of three elements:

1. Presentation
2. Examination
3. Grading

The details of the duration of the exam will be published on the learning platform for Multimedia Design.

#### **Assessment**

The exam will be assessed by one or more examiners according to the 7-point grading scale. Students are given one individual grade as an overall assessment of the digital portfolio, their presentation and individual performance at the exam. The performance is assessed in relation to

the learning objectives for Design and programming of digital user interfaces 1 and Design and programming of digital content 1.

**Second semester exam** - Design and programming of digital user interfaces 2 and Design and programming of digital content 2.

### **ECTS scale**

30 ECTS

### **Requirements for the second semester exam**

The purpose is to test students' understanding of theory, methods and tools gained through participation in the mandatory programme elements: Design and programming of digital user interfaces 2 and Design and programming of digital content 2.

The exam must demonstrate the students' ability to:

- communicate with partners,
- develop an interactive digital product, taking into account the stakeholders
- complete a project in a team.

### **External exam**

An oral individual or group exam based on group project work. The exam, which is held at the end of the second semester, is with an external co-examiner.

### **Project work, product and report**

The project work must be interdisciplinary and problem-oriented. It must result in a functional digital prototype and a report documenting the development work and the product.

The detailed requirements for the project are described on the learning platform for Multimedia Design, and the description must ensure a wide combination of significant areas of the second semester teaching. The project description defines the requirements for group size, product scale and process documentation. The project description will be available to students, examiner and external examiner at the start of the project period.

### **Hand-ins**

A functional digital prototype and a project report must be handed in. The report must not exceed 18 standard pages for one student + 8 standard pages for each additional group member. Front page, table of contents, bibliography and appendices are not included in the maximum number of pages.

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

For reports prepared in a group, the individual student's contribution must appear clearly from the report.

### **Learning objectives**

The learning objectives for the second semester exam are identical to the learning objectives for Design and programming of digital user interfaces 2 and Design and programming of digital content 2. See the learning objectives set out in section 3.2 of this curriculum.

### **Exam**

The exam covers the national programme elements of the second semester and is based on the product, report and process.

The exam consists of three elements:

4. Presentation
5. Examination
6. Grading

The details of the duration of the exam will be published on the learning platform for Multimedia Design and communicated to the co-examiner.

### **Assessment**

The exam is assessed by an examiner and an external examiner according to the 7-point grading scale. Students are given one grade based on an overall assessment of the report, digital prototype, presentation and individual performance at the exam. The performance is assessed in relation to the fulfilment of the learning objectives in the second semester, as described in the curriculum.

**Third semester exam** – elective subject exam

### **ECTS scale**

30 ECTS

### **Requirements for the third semester exam (elective subject exam)**

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

In connection with the third semester electives, one or more elective subject exams are held based on the learning objectives described in the electives catalogue.

#### **Exam form and organisation including any formal requirements**

Exam form and organisation appear from the electives catalogue.

**Fourth semester exam** - Internship

### **ECTS scale**

15 ECTS

18

### **Requirements for internship exam**

The internship completes with an internship report, a presentation and a discussion of one or more products developed by the student in the course of the internship, as well as the professional experience which the student has gained. The requirements for the report and the presentation are described in the guidelines for the internship in the fourth semester.

### **Learning objectives**

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

### **Exam**

The exam is internal, and the aim is to assess the student's individual learning based on the learning objectives for the internship.

The exam consists of

- Presentation
- Examination
- Grading

### **Assessment**

An internal assessment according to the 7-point grading scale. An internship supervisor from the company may take part in the internship exam as examiner together with a teacher from KEA.

The student receives one grade based on an overall assessment of performance, report, presentation and discussion. The assessment of the performance is a reflection of how the learning objectives for the internship, as described in the curriculum, have been understood and presented.

#### **5.1.4. Exams with an external co-examiner**

See the overview in 5.1.

#### **5.2. Programme exams and their placement**

See the overview in 5.1.

#### **5.3. First-year exam**

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

#### **5.4. Requirements for written assignments and projects**

See the individual exam

### **5.5. Final exam project requirements**

The final exam project must demonstrate the student's ability to combine and communicate theoretical, methodological and practical elements.

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

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

Requirements to report, presentation and product(s) are described in the guide for the final project in the fourth semester, which is available on the learning platform for Multimedia Design. The project description defines the group size, product scale and process documentation as well as the deadlines and requirements. The project description is made available to students, teachers and examiners.

The student can choose to prepare the report individually, and whether or not the report was prepared in a group, students can choose to be examined individually at the oral defence.

Students who can demonstrate a relevant specific disability, may apply for exemption from the requirement (section 5.5.1) that spelling and writing skills 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.

#### **Learning objectives**

The final exam project must demonstrate that the student has achieved the graduation level of the programme (learning objectives). See the learning objectives for the programme in the curriculum section 1.3 – Intended learning outcomes for the Programme.

#### **Assessment**

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

The exam consists of a project and an oral part. Students are given one overall grade. The exam cannot take place until the internship exam and all other exams have been passed.

#### **Exam**

The exam is with an external co-examiner and covers the learning objectives that an AP graduate in Multimedia Design must acquire in the course of the programme.

The exam consists of

- Presentation
- Examination
- Grading

The details of the duration of the exam will be published on the learning platform for Multimedia Design and communicated to the co-examiner.

#### **5.5.1. How important are writing and spelling skills in terms of the assessment?**

Students' spelling and writing skills are assessed in the final exam project. The assessment is an overall assessment of the academic content and students' spelling and writing skills, the academic content carrying the most weight. If there are many spelling and writing mistakes, this may result in a lower grade, for instance from grade 7 to grade 4.

#### **5.6. Use of materials and aids**

All materials and aids are allowed unless otherwise expressly specified for each exam.

#### **5.7. Special exam conditions**

For examinees with physical or mental impairment and examinees with similar difficulties, an agreement can be made with KEA on special examination conditions if deemed necessary in order to provide the students concerned with equal opportunities in the exam situation.

Special examination conditions must, however, not change the standard of the exam.

Applications for special examination conditions must be received four weeks before the exam takes place.

#### **5.8. Make-up exams**

##### **Re-exam**

Students who fail an exam have another two attempts.

The re-exam will be held immediately after the first exam attempt.

A student is entitled to sit a re-exam based on the same project, a reworked project or a completely new project. KEA offers advice on the pros and cons of the three methods in relation to the individual student's assignment. The re-exam has the same purpose as the ordinary exam.

##### **Re-exam due to illness or other documented reasons**

Re-exam due to documented illness or other documented reason(s), is held as soon as possible.

#### **5.9. Examination language**

The examination language is Danish for the Danish line and English for the international line. For students taking the Danish line, the exam can also be conducted in Swedish or Norwegian.

#### **5.10. Commencement of studies exam**

At KEA, there is a commencement of studies exam for the Academy Profession Degree Programme in Multimedia Design. Students on the Academy Profession Degree Programme in Multimedia Design must pass the commencement of studies exam in order to continue their studies.

The commencement of studies exam aims to clarify whether the student has actually started on the programme. The exam is a minor academic exam in the basic elements from the first seven to eight weeks of study. The commencement of studies exam is held no later than two months after the commencement of study, and students will get the result within two weeks after the exam.

The commencement of studies exam is assessed internally as "Pass" or "Fail". If a student does not pass the exam, they have the option of sitting one (and only one) re-exam to be held within three months after the commencement of study. In other words, students have two attempts at passing the commencement of studies exam. The commencement of studies exam is not governed by the rules of the examinations order regarding complaints about the exams.

Students who do not pass the commencement of studies exam will be disenrolled from the programme.

#### **5.11. 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 if the action has had or could have an impact on the assessment.

Students may also be expelled after the exam.

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

For information about plagiarism, see [www.stopplagiat.nu](http://www.stopplagiat.nu)

#### **5.12. 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 aggravated circumstances, the student can 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](http://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, KEA 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**

There is no compulsory attendance on the programme. Instead the rules and criteria for student activity apply - see section 6.5

### **6.2. Credit transfer**

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

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

### **6.3. Credit transfer of subjects covered by the common part of the curriculum**

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



Students are obliged to provide information on completed programme elements from other Danish or foreign higher education programmes and on any employment for which credit transfer may be granted.

On a case-by-case basis, the educational institution approves credit transfers based on completed programme elements and job experience comparable to subjects, programme elements and internships.

The decision is based on an academic evaluation.

In case of pre-approval of a period of study in Denmark or abroad, the student is obliged, after completing the period of study, to document the programme elements completed during the approved period of study.

Upon obtaining the pre-approval, the student must consent to the institution requesting the necessary information after the student has completed the period of study.

If a credit transfer is granted as described above, programme elements are deemed to have been completed if they have been passed in accordance with the rules applicable to the programme in question.

#### **6.4. Credit transfer of subjects covered by the institution-specific part of the curriculum**

Currently, there are no credit transfer agreements.

#### **6.5. Criteria for the assessment of active enrolment**

The student must take an active part in student activities, compulsory projects and tasks, tests and exams in accordance with the conditions described in this curriculum and in applicable laws and regulations. KEA Copenhagen School of Design and Technology evaluates active enrolment on an ongoing basis.

Active enrolment requires that students participate in

- Project start-up meetings
- Mandatory meetings with supervisor/teacher
- Project work, including uploads to the learning platform for Multimedia Design
- Project presentations and evaluations
- Tests and exams as described in this curriculum
- A number of mandatory assignments each semester. The students must have these assignments approved in order to sign up for the exams in the semester in question.

Students who cannot participate in study activities due to documented illness or other acceptable reasons, must immediately contact the Administration for Multimedia Design. The Administration will inform the student about the necessary procedures, including the provision of a medical certificate. The student must pay all the costs.

### **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 institution offering the programme.

### **6.8. Complaints**

Complaints regarding exams will be handled in accordance with the rules set out in Parts 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](mailto:kvalitet@kea.dk) stating the reasons for the complaint. Complaints submitted jointly by several students may be rejected.

**What may the complaint concern?** You can submit a complaint concerning the basis for examination, the examination process or the assessment (grade).

**What may the complaint result in?** If your complaint is successful, you will be offered a new assessment (for written exams) or a re-exam (for oral exam). Your grade *cannot* be changed administratively. Your grade will only be changed if the new examiners award you 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 Kvalitet. 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.