Multimediadesign and Communication

Curriculum 2016

ERHVERVS
AKADEMI
SYDVEST

Indholdsfortegnelse

1 Structure of the programme

				1st year	2nd year
Core Areas	10 ECTS	Business		10 ECTS	
	20 ECTS	Communication and Presentation		15 ECTS	5 ECTS
	25 ECTS	Design and Visualisation		20 ECTS	5 ECTS
	25 ECTS	Interaction Development		15 ECTS	10 ECTS
Elective subjects1	10 ECTS				10 ECTS
Internship	15 ECTS				15 ECTS
Final exam project	15 ECTS				15 ECTS
Total	120 ECTS			60 ECTS	60 ECTS

The curriculum for the Multimedia Design programme has been prepared on the basis of the guidelines in the Executive Order no. 1061 of 14 November 2012 on the Business Academy (AP) programme for Media and Communication (Multimedia Designer).
The programme is a full-time course that comprises two student full time equivalents (FTE). One student FTE is equivalent one student's full-time work for one year. A student FTE is equivalent to 60 points in the European Credit Transfer System (ECTS). The official duration of the study programme is 120 ECTS points.

2 The programme is governed by the following acts and orders

- Act no. 467 of May 8th 2013 on Academy Profession degree programmes and Professional Bachelor programmes.
- Executive Order no. 1521 of December 16th 2013 on Academy Profession and Professional Bachelor programmes.
- Executive Order no. 1061 of November 14th 2012 on Academy Profession degree programme (AP) for Media and Communication (Multimedia Designer).
- Executive Order no. 745 of June 24th 2013 on quality assurance and quality control in professionally oriented higher education programmes.
- Executive Order no. 223 of March 11th 2014 on access to Academy Profession degree programmes and Professional Bachelor programmes.
- Executive Order no. 1519 of December 16th 2013 on examination regulations in professionally oriented higher education programmes.
- Executive Order no. 262 of March 20th 2007 on grading scale and other types of evaluation.
- Executive Order no. 374 of April 4th 2014 on open education (professionally oriented adult education) etc.

The valid and current acts/orders are accessible at www.retsinfo.dk

---

1 See the institutional part of the study curriculum.

2.1 Title of programme and graduates

The title of the programme is Academy Profession programme for Media and Communication.
The graduates are entitled to call themselves 'Multimedia Designer'.
In English the title is Academy Profession Degree in Multimedia Design and Communication.

3 Programme objectives

The programme aims at qualifying the student to independently design, plan, implement and manage multimedia tasks and to contribute to implementing, managing and maintaining multimedia productions.

Learning objectives for Multimedia Designer AP
Learning objectives for the programme consist of the knowledge, skills and competences achieved by the Multimedia Designer graduate during his/her course of study.

Knowledge
The graduate has knowledge about:
- Practice and central applied theory and methodology within analysis, concept development, design, planning, realisation and management of multimedia tasks and the implementation, management, and maintenance of multimedia production, as well as
- The understanding of interdisciplinary issues within the multimedia field in relation to both individual and team-based project work.

Skills
The graduate is able to:
- Apply central methods and tools within analysis, concept development, design and planning as well as the realisation and management of multimedia tasks,
- Evaluate practice-oriented issues within the field of multimedia, list and choose solutions, and
- Communicate practice-oriented issues and solutions within the multimedia field to collaboration partners and users.

Competences
The graduate is able to:
- Independently handle analysis, concept development, design and planning as well as the realisation and management of multimedia tasks, and participate in the implementation, management and maintenance of multimedia productions,
- Handle development-oriented situations and, through innovative processes, adapt multimedia solutions according to commercial conditions,
- Acquire new knowledge, skills and competences within the field of multimedia,
- Participate in managerial and work-related functions in collaboration with others regardless of their educational, linguistic, and cultural background, and

Curriculum multimediadesign and communication

- Participate professionally in and manage collaboration and communication within networks.

4 The programme's core areas and ECTS scope

The Programmes consists of the following key subjects
- Business (10 ECTS)
- Communication and presentation (20 ECTS)
- Design and visualisation (25 ECTS)
- Interaction development (25 ECTS)

Total 80 ECTS points

4.1 Core area: Business

The aim is to qualify the student to incorporate organisational aspects in multimedia development and application and to enable the student to plan, manage, and complete a development project.

ECTS scope
10 ECTS

Learning objectives
Knowledge
The student has development-based knowledge and understanding of
- Central subjects in multimedia-related business law, including copyright, the Data Protection Act, and contract law
- The company's management, communication and decision-making processes
- The organisational consequences which the implementation of multimedia productions can have in an organisation
- Central methods and tools for financial planning and control of multimedia productions
- Central subjects within innovation and entrepreneurship

Skills
The student is able to
- Assess the vision, mission, and values as well as the strategy and business culture of organisations in relation to multimedia production

Competences
The student is able to
- Handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills and competences in relation to the business area

4.2   Core area: Communication and presentation

The objective is to ensure that the student acquires knowledge, skills, and competences for handling communication in relation to multimedia tasks and to ensure that the student is able to handle communication paths and opportunities in complex organisations and networks, locally as well as globally

ECTS scope
20 ECTS

Learning objectives
Knowledge
The student has development-based knowledge and understanding of
- Central theories and methods applied within communication in relation to multimedia
- Central theories and methods applied within marketing in relation to multimedia
- Central communicative instruments and applied genres
- Central concepts within media sociology (historical and present use of media by different social groups)

Skills
The student is able to
- Collect and assess empirical data on target groups and usage situations
- Apply central methods and tools to describe a target group in relation to multimedia tasks
- Assess and produce communication aimed at specific target groups
- Apply central methods and tools for constructing and assessing information architecture including structuring, planning, and presentation of information
- Apply central methods and tools for planning and implementing user tests
- Conclude and present a development project in a report
- Apply central methods and tools for presentations to stakeholders
- Assess and apply communicative elements in different media productions
- Assess the influence of cultural factors on national and global communication
- Assess correlations between cultural identity and forms of expression
- Prepare, choose, and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community

Competences
The student is able to
- Handle communication and marketing across platforms
- Handle digital marketing
- Assess and apply communicative elements in different media productions
- Assess the influence of cultural factors on national and global communication
- Assess correlations between cultural identity and forms of expression
- Prepare, choose, and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally

- Acquire new knowledge, skills, and competences in relation to the business area

4.3   Core area: Design and visualisation

The objective is that the student should to be able to apply methods and principles for multimedia design processes and concept development. The student must be able to apply methods to the design and development of interactive user interfaces for central digital platforms

ECTS scope
25 ECTS

Learning objectives
Knowledge
The student has development-based knowledge and understanding of
- Central tools for the production of video and audio
- Central methods for design documentation
- The history of design and aesthetics in relation to the multimedia field
- The correlation between usage and design in relation to the multimedia field
- Central theories and methods in relation to animation techniques
- Central theories and methods in relation to storytelling and production techniques

Skills
The student is able to
- Assess and apply central methods for ideation and concept development
- Design user interfaces for different digital platforms on the basis of central theories and assessment models
- Assess and apply central methods for user-centered design
- Assess and apply central principles for digital graphic design
- Assess and apply aesthetic styles in relation to the multimedia field
- Assess and prepare graphical material for further digital production
- Present design-related problems and solutions to stakeholders
- Assess and apply methods for documentation of interactive multimedia productions
- Assess and apply production and postproduction techniques to video and audio productions
- Communicate the choice of media elements to stakeholders

Competences
The student is able to
- Handle and create the correlation between message and design
- Handle and create the correlation between identity and design
- Handle design and development of interactive user interfaces
- Handle and integrate the expression of digital media on different digital platforms
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills, and competences in relation the business area

4.4   Core area: Interaction development

The student must be able to model, format, structure, document, and implement dynamic multimedia applications. The student must attain a basic understanding of systems development. The student must attain skills in the structuring and implementation of complex dynamic multimedia applications, including the integration of databases

ECTS scope
25 ECTS

Learning objectives
Knowledge
The student has development-based knowledge and understanding of
- The construction and usage of the internet
- Object-oriented programming in relation to multimedia practice
- Scope and limitations of development environments in practice
- Elements applied in Content Management Systems (CMS) in practice
- Central theories and methods applied within systems development
- Interfaces for data exchange with third party services
- Key security aspects of networks, multimedia applications and data communication

Skills
The student is able to
- Assess and apply central methods and tools for search engine optimisation (SEO)
- Prepare and present documentation according to current practice
- Assess and apply contemporary formatting languages
- Program client and server-based multimedia applications
- Apply central methods and tools to model, structure, and implement functionality
- Apply a currently used data manipulation language for databases
- Apply key methods in data modelling and implementation of databases
- Apply key methods for quality assurance by means of tests and debugging

Competences
The student is able to
- Handle interactive communication in multimedia products
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills, and competences in relation to the business area

5   Mandatory elements within the programme's core areas

The mandatory elements are
- Multimedia Production Basic (60 ECTS)
- Multimedia Production Advanced (20 ECTS)
Total 80 ECTS

Both mandatory elements concludes with an exam.

5.1 Mandatory Element Multimedia Production Basic: Business, Communication and presentation, Design and visualisation and Interaction development.

ECTS scope
60 ECTS comprised of
- 10 ECTS from the core area Business
- 15 ECTS from the core area Communication and presentation
- 20 ECTS from the core area Design and visualisation
- 15 ECTS from the core area Interaction development

Content
This first mandatory element contributes aims to qualify the student to
- Incorporate organisational aspects in multimedia development and application and to enable the student to plan, manage, and complete a development project
- Acquire knowledge, skills, and competences for handling communication in relation to multimedia tasks
- To apply methods and principles for multimedia design processes and concept development The student must be able to apply methods to the design and development of interactive user interfaces for central digital platforms

Learning objectives
Knowledge (Business)
The student has development-based knowledge and understanding of
- Central theories and methods applied within communication in relation to multimedia
- Central theories and methods applied within marketing in relation to multimedia
- Central communicative instruments and applied genres
- Central concepts within media sociology (historical and present use of media by different social groups)

Knowledge (Communication and presentation)
The student has development-based knowledge and understanding of
- Central theories and methods applied within communication in relation to multimedia
- Central theories and methods applied within marketing in relation to multimedia
- Central communicative instruments and applied genres
- Central concepts within media sociology (historical and present use of media by different social groups)

Knowledge (Design and visualisation)
The student has development-based knowledge and understanding of
- Central tools for the production of video and audio
- Central methods for design documentation
- The history of design and aesthetics in relation to the multimedia field
- The correlation between usage and design in relation to the multimedia field
- Central theories and methods in relation to animation techniques
- Central theories and methods in relation to storytelling and production techniques

Curriculum multimediadesign and communication

Knowledge (Interaction development)
The student has development-based knowledge and understanding of
- The construction and usage of the internet
- Object-oriented programming in relation to multimedia practice
- Scope and limitations of development environments in practice
- Elements applied in Content Management Systems (CMS) in practice
- Central theories and methods applied within systems development
- Interfaces for data exchange with third party services
- Key security aspects of networks, multimedia applications and data communication

Skills (Business)
The student is able to
- Handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills and competences in relation to the business area

Skills (Communication and presentation)
The student is able to
- Collect and assess empirical data on target groups and usage situations
- Spply central methods and tools to describe a target group in relation to multimedia tasks
- Assess and produce communication aimed at specific target groups
- Apply central methods and tools for constructing and assessing information architecture including structuring, planning, and presentation of information
- Apply central methods and tools for planning and implementing user tests
- Conclude and present a development project in a report
- Apply central methods and tools for presentations to stakeholders

Skills (Design and visualisation)
The student is able to
- Assess and apply central methods for ideation and concept development
- Sesign user interfaces for different digital platforms on the basis of central theories and assessment models
- Assess and apply central methods for user-centered design
- Assess and apply central principles for digital graphic design
- Assess and apply aesthetic styles in relation to the multimedia field
- Assess and prepare graphical material for further digital production
- Present design-related problems and solutions to stakeholders

Skills (Interaction development)
The student is able to
- Assess and apply central methods and tools for search engine optimisation (SEO)
- Prepare and present documentation according to current practice
- Assess and apply contemporary formatting languages

Curriculum multimediadesign and communication

- Program client and server-based multimedia applications
- Apply central methods and tools to model, structure, and implement functionality

Competences (Business)
The student is able to
- Handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills and competences in relation to the business area

Competences (Communication and presentation)
The student is able to
- Handle communication and marketing across platforms
- Handle digital marketing
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills, and competences in relation to the business area

Competences (Design and visualisation)
The student is able to
- Handle and create the correlation between message and design
- Handle and create the correlation between identity and design
- Handle design and development of interactive user interfaces
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills, and competences in relation the business are

Competences (Interaction development)
The student is able to
- Handle the modelling, structuring, and formatting of information according to current practice
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills, and competences in relation to the business area

This mandatory element concludes with an exam (1-year exam)

Evaluation

This exam is evaluated with an external examiner and is graded according to the 7-point scale.

Learning objective for this mandatory element is identical to the learning objectives for the exam.

Regarding exam form, exam planning, etc. please see the institutional part of the study curriculum.

5.2 Mandatory element Multimedia Production Advanced: Communication and presentation, Design and visualisation and Interaction development.

ECTS scope
20 ECTS comprised of
- 5 ECTS from the core area Communication and presentation
- 5 ECTS from the core area Design and visualisation
- 10 ECTS from the core area Interaction development

Content
This second mandatory element contributes aims to qualify the student to
- Handle communication paths and the scope presented by complex organisations and networks, locally and globally.
- Be able, on a methodical basis, to integrate digital media expressions on different digital platforms.
- Achieve skills in the structuring and implementation of complex dynamic multimedia applications, including the integration of databases.

Learning objectives
Knowledge (Communication and presentation)
The student has development-based knowledge and understanding of
- Central concepts within media sociology (historical and present use of media by different social groups)

Knowledge (Design and visualisation)
The student has development-based knowledge and understanding of
- Central theories and methods in relation to animation techniques
- Central theories and methods in relation to storytelling and production techniques

Knowledge (Interaction development)
The student has development-based knowledge and understanding of
- Interfaces for data exchange with third party services
- Key security aspects of networks, multimedia applications and data communication

Skills (Communication and presentation)
The student is able to
- Assess and apply communicative elements in different media productions
- Assess the influence of cultural factors on national and global communication
- Assess correlations between cultural identity and forms of expression
- Prepare, choose, and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community

Skills (Design and visualisation)
The students is able to
- Assess and apply methods for documentation of interactive multimedia productions
- Assess and apply production and postproduction techniques to video and audio productions
- Communicate the choice of media elements to stakeholders

Curriculum multimediadesign and communication

Skills (Interaction development)
The student is able to
- Apply a currently used data manipulation language for databases
- Apply key methods in data modelling and implementation of databases
- Apply key methods for quality assurance by means of tests and debugging

Competences (Communication and presentation)
The student is able to
- Handle interactive communication in multimedia products
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externall
- Acquire new knowledge, skills, and competences in relation to the business area

Competences (Design and visualisation)
The student is able to
- Handle and integrate the expression of digital media on different digital platforms
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills, and competences in relation to the business area

Competences (Interaction development)
The student is able to
- Handle modelling, structuring, and programming of functionality
- Handle the integration of different types of multimedia applications
- Handle data persisting for dynamic multimedia applications
- Participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- Acquire new knowledge, skills, and competences in relation to the business area

This mandatory element concludes with an exam (3. semester exam)

Evaluation
This exam is evaluated with an external examiner and is graded according to the 7-point scale.

Learning objective for this mandatory element is identical to the learning objectives for the exam.

Regarding exam form, exam planning, etc. please see the institutional part of the study curriculum.

6   Number of exams in the mandatory elements

Both mandatory elements have to be completed with an exam. An overview of all exams during the study programme is located in section 10 – Overview of exams.

Curriculum multimediadesign and communication

Below is an overview of the connection between the core areas and the mandatory elements of the study programme based on ECTS.

Mandatory elements	Multimedia Production Basic	Multimedia Production Advanced	Total
Core area			
Business 10 ECTS	10 ECTS from the core area Business		**10 ECTS**
Communication and presentation 20 ECTS	15 ECTS from the core area Communication and presentation	5 ECTS from the core area Communication and presentation	**20 ECTS**
Design and visualisation 25 ECTS	20 ECTS from the core area Design and visualisation	5 ECTS from the core area Design and visualisation	**25 ECTS**
Interaction development 25 ECTS	15 ECTS from the core area Interaction development	10 ECTS from the core area Interaction development	**25 ECTS**
	Learning objectives for Multimedia Production Basic: See 6.1	**Learning objectives for Multimedia Production Advanced: See 6.2**	
	60 ECTS	**20 ECTS**	**80 ECTS**

7 Internship

ECTS scope
15 ECTS

Learning objectives
Knowledge
The student has development-based knowledge and understanding of
- The application of theory, methods, and tools by the profession and multimedia discipline in practice

Skills
The student is able to
- Apply diverse technical and analytical working methods related to employment within the business area
- Assess practice-oriented issues and possible solutions
- Communicate practice-oriented issues and motivated models for solutions

Competences
The student is able to

Curriculum multimediadesign and communication

- Handle development-oriented practical and professional issues in relation to the profession
- Acquire new knowledge, skills, and competences in relation to the profession
- Handle the structuring and planning of day-to-day tasks within the profession
- Participate professionally in discipline-specific and interdisciplinary teams

The internship period concludes with an exam (Internship exam)

Evaluation
This exam is evaluated with an internal examiner and is graded according to the 7-point scale.

Learning objectives for this exam are identical to the learning objectives above in section 8.

Regarding exam form, exam planning, etc. please see the institutional part of the study curriculum.

8   Final exam project

ECTS scope
15 ECTS

Final project exam requirements
To demonstrate that the student is able, in a qualified manner, to combine theoretical, methodological, and practical elements and to present these. The final exam project at academy level is a major assignment in which the student acquires special insight into a well-defined multimedia-specific subject/area/problem, which is central in relation to the multimedia field. The project must include elements from the programme's four core areas. The problem formulation must be central to the multimedia profession and has to be drawn-up by the student in collaboration, as far as possible, with a public or private company. The institution must approve the problem formulation.
The project results in a report and a product. The product must be a digital multimedia production.

The final exam project is limited to a maximum size of 45 standard pages for one student + a maximum of 15 standard pages for each extra group member. Front page, index page, list of literature and appendices do not count towards the maximum number of pages.
One standard page is 2.400 keystrokes including spaces and footnotes.

Spelling and writing skills
Spelling and writing skills will be part of the assessment criteria for the final exam project. The assessment is expressed as an overall assessment of the professional and academic content as well as the student's spelling and writing skills. However, the academic content has priority in this overall assessment.

Students may apply for an exemption from the requirement that spelling and writing skills form part of the assessment criteria if the application is verified by physical or mental

impairment The application should be submitted to the programme and directed to the attention of the programme director not later than 4 weeks before the exam is to be held.

Learning objectives
The final project exams has to document that the student has reached graduation level according to appendix 1 in executive order no. 1061 of November 14th 2012 on Academy Profession degree programme (AP) for Media and Communication (Multimedia Designer).

The learning objectives for the final project exam includes the knowledge, skills and competences that a multimedia designer must attain during the programme. See the learning objectives in section 4 of this study curriculum – Programme objectives.
Evaluation

This exam is evaluated with an external examiner and is graded according to the 7-point scale.

The final project exam consists of a project part and an oral part. One grade is given to cover all elements of the exam. The exam cannot be completed until all other exams have been passed – including the internship exam.

Regarding exam form, exam planning, etc. please see the institutional part of the study curriculum.

9 Overview of exams

This table presents an overview of the programme's total number of exams and their placement.

Time	Exam	120 ECTS distributed across exams	Evaluation
Conclusion of 2nd semester	1-year exam	60	7 – point scale External
Conclusion of elective course on 3rd semester	Elective course	10	7 – point scale Internal
Conclusion of 3rd semester	3. semester exam	20	7 – point scale Internal
Conclusion of internship	Internship exam	15	7 – point scale Internal
Conclusion of 4th semester	Final exam project	15	7 – point scale External

10 Transfer of credit

Passed educational elements are equal to corresponding educational elements in other educational institutions offering the programme. In each case, or according to stipulations in the curriculum, the institution may approve that transfer credit is awarded for completed educational elements from another Danish or foreign higher education. The decision will be made based on a professional assessment of the equivalence of the educational elements in

question. On approval, the element is considered completed on the condition that it was passed according to the regulations for the study programme in question.

10.1 Advance credit approval

The student can apply for advance credit approval. The institution can approve that study elements which the student has passed (or intend to pass) at another Danish or international educational institution replace study elements from this curriculum. With an application for advance credit approval, the student agrees to the fact the final transferability/applicability of any credit has to be confirmed after the institution receives the final transcript and documentation.

On approval, the element is considered completed on the condition that it was passed (or will be passed) according to the regulations for the study programme in question.

11 Exemption from the curriculum

The institution has the authority to exempt from the rules and regulations of this collective study curriculum if it is considered necessary based on extraordinary circumstances. The institutions cooperate on establishing a homogenous practice for administering exemptions.

12 Effective date and transition period

This curriculum will come into effect on September 1st 2014 and will apply to students who commence their study programme on September 1st 2014 and later. The curriculum dated January 1st 2013 will be repealed on August 31st 2014.
However, exams that were initiated prior to September 1st 2014 will be carried out in accordance with the curriculum dated January 1st 2013 until the August 31st 2015.

Institutional section 2016

ERHVERVS
AKADEMI
SYDVEST

Table of Contents

Curriculum Multimedia design and communication

1 Overview of Exams

Time frame	Exams	ECTS points per exam	Internal / external	Evaluation
1st semester				
2nd semester	1st year exam	60 ECTS	External	7-point scale
3rd semester	Specializations exam	10 ECTS	Internal	7-point scale
3rd semester	Project exam	20 ECTS	Internal	7-point scale
4th semester	Internship exam	15 ECTS	Internal	7-point scale
4th semester	Final project exam	15 ECTS	External	7-point scale

Information about time and place for the individual exams can be found on EASV's official platform regarding the concerned exam.

2 Exam for the mandatory program module Multimedia production Basic (1st year exam)

The following prerequisites are required in order to take the exam (including student activity):
- The student must have passed the study start exam
- The student must have actively participated in the completion of projects and events.
- The student must have completed and handed in all of the mandatory assignments and activities for the individual core areas.
- The report must fulfil the form requirements described in the *'Guide to report writing'*, which can be found on EASV's official platform.
- The project must be handed in and uploaded to a server on time, as described in the project's basis description.

Failure to fulfil one or more of the above-mentioned required prerequisites, results in the student not being allowed to attend the exam, and counts as one exam attempt.

Exam form and organization
The exam is an individual, oral project exam. It is assessed externally according to the 7-point scale.

One individual grade is given based on an overall evaluation of the written and oral presentation.

30 minutes is allotted to each student, divided into 5 minutes for the presentation, 20 minutes for the exam and 5 minutes for discussion of performance and announcement of grade.

Groups can have a maximum of 4 people. Exemption from this rule can be given, if a well-founded request in writing is sent to the institution.

The exam amounts to 60 ECTS credits

The report's structure and requirements

The exam project report must not exceed 15 standard pages of text for one student + 5 standard pages per additional group member. Front page, table of contents, models, literature lists, Illustration lists, and appendices are not included in the maximum number of pages. Appendices are not included in the evaluation. A standard page consists of 2,400 characters including spaces and footnotes.

See the *'Guide to report writing'*, which can be found on EASV's official platform, for a detailed description of the report structure.

Evaluation criteria
Evaluation criteria for the exam = learning objectives for the mandatory program module:
Multimedia
Learning objectives appear in the curriculum for the institution page 9 – 11.

Time frame
The exam takes place at the conclusion of the 2nd semester.
Further information regarding time and place can be found on EASV's official platform, prior to the examination date.

Exam language
Danish or English

The exam must be passed prior to the beginning of the 2nd academic year of study, in order for the student to continue the program.

The institution can, for an individual student, deviate from the time frame stated in order to pass the exam, if this is justified by illness, maternity leave or exceptional circumstances.

3 Exam for the Elective program module in the 3rd semester (specialization exam)

The following prerequisites are required in order to take the exam (including student activity):
- The student must have actively participated in the completion of the elective module including any study trips and workshops.
- If a product is part of the examination, it must adhere to the requirements detailed in the elective description. The product also has to be handed in as detailed in the project description.

Failure to fulfil one or more of the above-mentioned prerequisites will preclude the student from being allowed to attend the exam, and counts as one exam attempt.

Exam form and organization
The exam is conducted according to the elective description, which will be produced prior to the presentation of the available elective courses.
The exam will be graded internally and according to the 7-point scale.

The exam amounts to 10 ECTS credits

Evaluation criteria
Evaluation criteria for the exam = learning objectives for the elective program module. Learning objectives are detailed in the elective description, which can be found on the official EASV platform.

Time frame
The exam takes place at the conclusion of the elective program module in the 3rd semester. Further information regarding time and place will be made available on EASV's platform prior to the exam.

Exam language
Danish or English

The institution can deviate from the stated time frame, in order for an individual student to pass the exam, if this is justified by illness, maternity leave or exceptional circumstances.

4 Exam for the mandatory program module Multimedia production -Advanced (3rd semester project exam)

The following prerequisites are required in order to take the exam (including student activity):
- The student must have actively participated in the completion of projects and events
- The student must have completed and handed in all of the mandatory assignments and activities for the core areas and the elective program module.
- The report must fulfil the form requirements described in the *'Guide to report writing'*, which can be found on EASV's official platform.
- The project must be handed in and uploaded to a server on time, as described in the project's basis description.

Failure to fulfil one or more of the above-mentioned required prerequisites, results in the student not being allowed to attend the exam, and counts as one exam attempt.

Exam form and organization
The exam is an individual, oral exam based on a project. It is assessed internally according to the 7-point scale.

One individual grade is given based on an overall evaluation of the project and the oral presentation.

Groups can have a maximum of 4 people. Exemption from this rule can be given, if a well-founded request in writing is sent to the institution.

30 minutes is allotted per person, divided into 5 minutes for the presentation, 20 minutes for the exam and 5 minutes for Discussion of performance and announcement of grade.

The exam amounts to 20 ECTS credits

The report's structure and requirements

The exam must not exceed 20 standard pages for one student + 5 standard pages per additional group member. Front page, table of contents, models, literature lists, Illustration lists, and appendices are not included in the maximum number of pages. Appendices are not included in the evaluation. A standard page consists of 2,400 characters including spaces and footnotes.
See '*Guide to report writing*', which can be found on the official EASV platform, for a detailed description of the report structure.

Evaluation criteria
Evaluation criteria for the exam = learning objectives for the 3rd semester exam.
Learning objectives appear in the joint national curriculum page 12 – 13.

Time frame
The exam takes place at the conclusion of the 3rd semester.
Further information regarding time and place will be made available on EASV's platform prior to the exam.

Exam language
Danish or English

5 Internship exam

Requirements and expectations for internship completion
In the internship, the students work with academically relevant issues and obtain knowledge of the relevant functions of the profession. Correlation between the theoretical teaching and the internship is the basis for the student's learning objectives for the internship.

Based on the learning objectives for the internship, described in the joint curriculum, the student and study counsellor together define the concrete objectives for the student's internship.

These individual learning objectives are detailed in writing in the student's internship contract.

The individual learning objectives are used as guidelines for organizing the student's work in the internship.

The internship period is equivalent to a full time job, in regards to the requirements for work hours, effort, commitment and flexibility, which the graduate multimedia designer is expected to meet in his first job.

The Internship can be organized flexibly and can be differentiated. It may form the basis for the student in the final exam project.
The following prerequisites are required in order to take the exam:
- The written report, which forms the evaluation as well as the basis for the exam must meet the formal requirements - referred to below and
- The written report must be handed in on time in accordance to the information provided by the internship supervisor.

Non-fulfilment of one or more of the conditions means that the student cannot participate in the exam, and has used one exam attempt.

Exam form and organization
The exam is an oral exam based on the written report. It is graded internally and according to the 7-point scale.

A single individual grade is given based on an overall evaluation of the written report and the oral presentation.

15 minutes is allotted per person, divided into 5 minutes for the presentation, and 10 minutes for the exam.

The exam amounts to 15 ECTS credits

The report's structure and requirements

The report must, as a minimum, contain the following:
- Description of the company/organization
- Presentation/description of selected tasks
- Reflections on internship in relation to the agreed learning objectives

The report must not exceed 10 standard pages.

A standard page consists of 2,400 characters including spaces and footnotes. The front page, table of contents, literature list and appendices are not included. Appendices are not included in the evaluation.

Evaluation criteria
Evaluation criteria for the exam = learning objectives for the internship. Learning objectives appear in the joint national curriculum page 14 -15.

Time frame
The exam takes place at the conclusion of the internship period.
Further information regarding time and place can be found on EASV's official platform prior to the examination date.

Exam language
Danish or English

6 The final exam project

The requirements for the final exam project and learning objectives can be found in the joint curriculum for multimedia design program on page 15.

The following prerequisites are required in order to take the exam:
The report must meet the formal requirements described in the *'Guide to report writing'*, which can be found on EASV's official platform.

The project must be handed in and uploaded to the server in time, in accordance to the academic calendar, which can be found on EASV's official platform.

Failure to fulfil the above-mentioned required prerequisites, in regard to the written report, results in the student not being allowed to attend the exam, and counts as one exam attempt.

The exam can first take place after the final exam for the internship and the program's other exams have been passed.

Exam form and organization
The exam is an individual, oral exam based on a project. It is externally graded according to the 7-point scale.

A single individual grade is given based on an overall evaluation of the project and oral presentation.

Groups can have a maximum of 4 people. Exemption from this rule can be given, if a well-founded request in writing is sent to the institution.

The group is allotted a maximum of 15 minutes for the presentation of the project, thereafter, individual exam of each group member.

35 minutes is allotted per student, divided into 25 minutes for the exam and 10 minutes for discussion of performance and announcement of grade.

The exam amounts to 15 ECTS credits

Evaluation criteria
Evaluation criteria is learning objectives for the exam = learning objectives for the final exam project,
Which appear in the joint national curriculum page 4.

Time frame
The exam takes place at the conclusion of the 4th semester.
Further information regarding time and place can be found on EASV's official platform, prior to the examination date.

Exam language
Danish or English

7 Elective Modules for 3rd semester

The elective modules amount to 10 ECTS points.
The purpose of the elective modules is to offer students the opportunity of an individual profile and professional tone to their educational program. This is achieved through academic specialisation within the program's subject areas. The elective modules are planned by the individual institution and adjusted annually.

Students may follow electives of other institutions, as long as they pay for their own transportation, accommodation, etc.

The content of the electives completed during the 3rd semester has to cover no less than 10 ECTS points.
A list of the available electives will be presented during the 2nd semester and made available on the official EASV platform.
All students must declare their prioritised electives prior to the end of the 2nd semester.

Depending on the location of the education, some of the elective modules will only be available English in order to facilitate a wider selection for both Danish and international students.

8   Program modules that can be taken abroad

The student can apply for pre-approved credit, and with the institution's approval, take each module abroad.

In the case of pre-approval of study abroad, the student must document completion of the approved program's courses, at the end of the study abroad period. The student must in connection with the pre-approval, consent that the institution can collect the necessary information, at the end of the study abroad period.

With the approval of pre-approved credit, the program course is considered completed if it is passed in compliance with the rules for the program.

9   Applied teaching methods

The Multimedia Designer Program applies varied teaching methods, which together support the above-mentioned and promote the achievement of the learning objectives, described in the curriculum.

The main emphasize of the teaching methods is dialog based classroom teaching, assignments and group projects. However, working in study groups, individual assignments and projects, group and class presentations, interdisciplinary cases and much more are also included.

All of these activities ensure that the program always sets clear objectives and expectations for the learning activities.

10 Credit for elective modules

Credit for passed, corresponding elective modules from other institutions, which offer this program as well as other programs, is equivalent and transferable.

Approval of credit must be applied for, if credit is desired for electives not offered by the program.

11 Mandatory participation

In order for the teaching methods to function optimally, participation is mandatory, including handing in/presentation of assignments/projects.
Mandatory participation is a requirement for being able to take the program's exams. There is also mandatory attendance for some study elements.
Mandatory participation and any mandatory attendance, which is a prerequisite for attending tests/exams and maintain study activity, appear in the description of the individual test/exam or in the respective lesson plan.

12 Criteria for the evaluation of study activity

Enrolment can be terminated for students who have not been active on a program for a continuous period of at least one year.
Study activity is defined as follows for students who within the last 12 months have:

- Participated in at least two different exams
- Passed at least one exam
- Fulfilled their obligation to participate in any activity which is part of the program, including group work, class projects, mandatory prerequisites, etc. as indicated in the curriculum
- Delivered, as indicated in the curriculum, the assignments, reports, mandatory prerequisites, etc., which are prerequisites for participation in exams with credible content, and have not submitted any plagiarized material
- been present for all activities with mandatory attendance, as indicated by the curriculum

Failure to meet one or more criteria in the definition of study activity justifies termination of enrolment.

Periods during which the student has not been active due to leave, maternity/paternity leave, adoption, a documented illness or military service do not count. The student may be required to provide documentation for these circumstances.

The institution may grant exemptions from these provisions if there are exceptional circumstances. The exemption application must be sent to the institution.

Prior to the student's enrolment being brought to an end, the student will be advised of this in writing. In connection with this, the student must be made aware of the rules above. The letter to the student must make it apparent that the student has 14 days to submit evidence that the lack of activity at the program should not count and must indicate the deadline for the application of an exemption.

If the student has not responded within the time limit, their enrolment will be terminated.

If the student requests that their enrolment not be terminated, termination is delayed until the institution has decided on the case.

The student can complain about the decision to the director of education within two weeks of receipt of the decision. The complaint will delay any further action. If the director upholds the decision, the student may appeal to the Ministry of Higher Education and Science within two weeks of receipt of the decision with respect to any legal issues.

Rules for the exams that the student must have participated in, in accordance with the exam regulations prior to the end of 2nd semester and passed prior to the end of 4th semester, and where there in the regulations for this program have set time frames for completion of the program, are enforced independently from these rules.

13 Requirements for foreign language skills

The majority of the program's teaching materials are in English, and parts of the teaching can be in English, also in the Danish class.
No additional knowledge of a foreign language is required, other than what is stated in the admission requirements.

Exam language
Exams must be presented in comprehensible Danish/English

Students whose native language is not Danish/English can apply for exemption from the requirement, that the ability to spell and correctly phrase, are included in the evaluation of the final exam's project, and the exams/tests, which in accordance to this curriculum, state that the before-mentioned abilities are included in the evaluation. The application must be sent to the program no less than 4 weeks before the test.

14 Sick and re-exams

Sick exams
A student who has been prevented from taking an exam due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (sick) exam as soon as possible. If it is an exam that should take place in the final exam period, the student will be given the opportunity to take the exam in the same semester or immediately thereafter.

The sick exam may be the same as the next regular exam. The student is responsible for finding out when the (sick) exam is to take place.

Information about the time and place of sick exams can be found on EASV's official platform.

A medical certificate must document the illness. The institution must receive the medical certificate no later than three working days after the exam. Students, who become acutely ill during an exam, must prove that they have been sick on that day.

If the illness is not documented according to the above rules, the student will have used an exam attempt.

The student bears the cost of the medical certificate.

Re-exam
With a failed exam, or failure to appear for an exam, the student is automatically registered for the re-exam, provided the student has exam attempts left. The re- exam may be the same as the next regular exam.

The student is responsible for finding out when the (sick) exam is to take place. Information about the time and place of re-exams can be found on EASV's official platform. The institution may grant an exemption from the automatic registration provided this is justified by exceptional circumstances, including documented disabilities.

15 Aids and assistance

Regulations for the limitations in the use of aids and assistance will be listed in the description of each exam/test.

16 Special exam conditions

Students may, where this is justified by physical or mental disabilities, apply for special exam conditions. Applications must be submitted to the institution no less than four weeks before the exam. Application requirements will be waived in cases of sudden health problems. A medical certificate, a report from a speech, hearing, dyslexic or blind institution or by any other documentation, which indicates a medical condition or relevant disability, must accompany the application.

Students whose native language is not English can apply to bring dictionaries.

Applications for permission to bring any additional assistance must be submitted to the institution, no less than four weeks before the exam is held.

17 Cheating and Disruptive behavior

17.1 Plagiarism

The students themselves must prepare projects and other material for exams.

Upon the submission of projects, as well as physical and electronic submissions, the examinee must confirm, with signature, that the project has been prepared without wrongful assistance.

Use of own or other's work - Plagiarism
Cheating by plagiarism includes situations where the written report completely or partially appears as produced by the student or students, in which the report includes identical or nearly identical reproduction of someone else's words or works, without being properly marked with quotation marks, italics, indentation or other clear marking with reference to the source.

See the *'Guide to report writing'* for the description of the correct referencing format.

All written work is digitally controlled for plagiarism by the institution.

Cheating on tests and exams
Cheating on tests and exams is covered by an Executive Order on Tests and Examinations in Professionally Orientated Programmes (the Examination Executive Order of 1519 from 16.12.2013).

If a student cheats on an exam, the student will be expelled from the exam.

If the cheating occurs under aggravated circumstances, the student can be expelled from the program 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 a permanent expulsion from the program.

Cheating is for instance
- Improperly receiving help during an exam
- Improperly giving help to others during an exam
- To pass someone else's work off as your own
- To use previously assessed work without a reference
- To use assistance which is not allowed for the exam in question

Expulsion from an exam for cheating means that the mark will be annulled and that one exam attempt has been used by the student.

Disruptive behavior
If a student exhibits disruptive behavior during an exam, the institution can expel the student from the exam.

In less severe cases, the institution will only give a warning. Expulsion can also occur once the exam has been held.

Presumption of cheating, including plagiarism during and after the exam
If during or after an exam, there is a suspicion that an examinee:
- Improperly obtained or provided help
- Has passed somebody else's work off as their own (plagiarism)
- Has used previously assessed work or parts thereof without reference (plagiarism)

This must be reported to the institution.

The process of clarification of cheating, including plagiarism
Postponement of the exam
If the report of cheating is plagiarism in a written assignment, where this forms the basis of evaluation with a subsequent oral exam, the institution must postpone the exam if it is not possible to determine the position before the date of the exam.

Format and content of the report
The report must be done without undue delay. The report should include a written presentation of the case, which includes information that can identify those reported, as well

as a brief explanation and documentary evidence of the position. If one or more of the reported persons are repeat offenders, this should be disclosed.

When reporting plagiarism, the plagiarized parts must be marked with a clear reference to the sources that have been plagiarized. The plagiarized text must also be marked in the source text.

Involvement of the examinee – consultation of interested parties
The institution determines whether the consultation with the student happens orally, in writing or a combination thereof.

For an oral consultation of interested parties, the examinee is summoned to an interview, which aims to shed light on the case. The aim here is to present documentation of the suspected cheating and to hear the student's side of it. The student has the right to have a representative accompany them to this meeting.

For the written consultation of interested parties, the documentation for the suspected cheating is sent to the student in order to request a written statement.

Sanctions for cheating and disruptive behavior during an exam
If, after having the case explained, the institution can confirm the suspicion of cheating, and if the action has or could have an impact on the evaluation, the examinee must be expelled from the exam by institution.

In less severe cases, a warning is given first.

If the cheating occurs under aggravated circumstances, the student can be expelled from the program 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 a permanent expulsion from the program.

Expulsion from an exam for cheating means that the mark will be annulled and that one exam attempt has been used by the student

The examinee may not participate in a sick/re-exam but must wait until the program's next ordinary exam.
The institution can, in the case of aggravated circumstance, decide that the examinee must be expelled from the program for a shorter or longer period. In this case, a written warning will be given stating that repetition could lead to a permanent expulsion from the program.

The student may not attend classes or take any exams during their period of expulsion.

Complaints
The decision of expulsion and that an exam attempt has been used due to cheating is final, and cannot be appealed to a higher administrative authority.
Complaints about legal issues (for example incapacity, consultation of interested parties, appeal guidelines, whether the Executive Order or Examinations has been interpreted correctly, etc.) may be submitted to the Ministry of Higher Education and Science. The complaint must be submitted to the institution and must be addressed to the institution,

which must then submit a report that the complainant has the opportunity to comment within a period of normally one week. The institution then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for complaints to the institution is two weeks from the day the decision was communicated to the complainant, cf. Executive Order § 51.

18 Complaints regarding exams and the appeal of decisions

See the Executive Order of Examinations section 10: (only available in Danish) https://www.retsinformation.dk/Forms/R0710.aspx?id=160839

Complaints regarding exams
It is recommended that the student seek guidance from a study and career counselor for the appeal procedure and for the preparation of a complaint.

The rules for exam complaints can be found in section 10 of the Executive Order on Examination Regulations.
In the Executive Order of Examinations, complaints are distinguished as either based on the
- basis of the exam etc., the exam procedure and/or the evaluation or
- complaints concerning legal matters.

The two types of complaints are handled differently.
A candidate may submit a written and substantiated complaint within a period of two weeks after the exam has been announced in the usual way concerning:
- the basis of the exam, including exam questions, reports/assignments, etc., as well as its relation to the program's learning objectives and requirements of the program
- the exam procedure
- the evaluation

The complaint can relate to all exams, including written, oral and combinations thereof, as well as practical or clinical exams.

The complaint must be sent to the institution.
The complaint must immediately be submitted the original examiners, i.e. the internal and external examiners from the exam. The opinion of the examiners will form the basis of the institution's decision regarding academic issues. The institution will usually decide a deadline of two weeks for the submission of their opinions.

Immediately after the examiners' opinion is made available, the complainant has the opportunity to comment on the decision, usually with a week's deadline.

The institution's decision is based on the examiners' academic opinion and any possible comments the complainant may have regarding the report.
The decision must be submitted in writing, and can be as follows:
- provision for a new evaluation (re-evaluation) - only for written exams
- provision for a new exam (re-exam)
- that the student's complaint has been dismissed

Should it be determined that a re-evaluation or re-exam will be offered; the institution must appoint new examiners. Re-evaluation can only be offered for written exams where there is material for evaluation; this is because the new examiners cannot (re) evaluate an already held oral exam and the original examiners' notes are personal and may not be disclosed.

If the decision is an offer for re-evaluation or re-exam, the complainant must be advised that a re-evaluation or re-exam may result in a lower mark. The student must, within a period of two weeks after the decision has been made, accept the offer. This decision is binding and may not be changed. If the student does not accept the offer within the time limit, the re-evaluation or re-exam will not take place.

The re-evaluation or re-exam must take place as soon as possible.
With a re-evaluation, the examiners must submit all relevant documents i.e., the exam, the answer/s, the complaint, the original examiners' opinions along with the complainant's remarks as well as the institution's decision.

The examiners will then notify the institution of the outcome of the re-evaluation, including a written justification and evaluation, which may be a lower mark.

If it has been decided that a new evaluation will be made or if there is an offer of a re- exam, the decision will be binding for all the examinees whose exams have the same shortcomings as the subject of the complaint. The complaint must be sent to the institution within two weeks (14 calendar days) after the evaluation of the exam in question has been announced. If the deadline falls on a public holiday, the first working day thereafter is the deadline.

A dispensation from the deadline can be granted if there are exceptional circumstances.

Appeal
The complainant can appeal the institution's decision regarding any academic issues to an appeals board. The appeal board's activities are covered by the Public Administration Act, which includes incapacity and confidentiality.

The appeal must be sent to the institution.

The deadline for an appeal is two weeks after the student has been informed of the decision. The same requirements as mentioned above under complaint (in writing, with reasons etc.) also apply to the appeal.

The Appeals Board consists of two external examiners appointed by the chairman of external examiners, as well as a lecturer eligible to examine and a student within the same field of study (program), who are both appointed by the institution.

The Appeals Board makes a decision based on the original material that formed the basis for the institution's decision and the student's substantiated appeal.

The Board deals with the appeal and the resultant decision can be as follows:
- provision for a new evaluation by new examiners, though this is only a possibility with written exams

- provision for a new exam (re-exam) by new examiners
- that the student's appeal has been unsuccessful

If the decision offers re-evaluation or re-exam, the complainant must be advised that a re-evaluation or re-exam may result in lower mark. The student must, within a period of two weeks after the decision has been made, accept the offer. The decision is binding and may not be changed.

If the student does not accept the offer within the time limit, the re-evaluation or re- exam will not take place.

The re-evaluation or re-exam must take place as soon as possible.

With a re-evaluation, the examiners must submit all relevant documents i.e., the exam, the answer/s, the complaint, the original examiners' opinions along with the complainant's remarks as well as the institution's decision.

Appeals must be decided within two months – for summer exams, within three months – after the appeal has been filed.

The Appeals Board's decision is final, which means that the case cannot be appealed to a higher administrative authority with regard to the academic part of the complaint.

Complaints concerning legal issues
Complaints concerning legal issues in the decisions made by the examiners for the re-evaluation or re-exam or the Appeal Board's decision must be submitted to the institution within a period of two weeks from the day the decision is communicated to the complainant.

Complaints concerning legal issues in the decisions taken by the institution in accordance with an Executive Order (for example incapacity, consultation of interested parties, whether the Executive Order or Exams has been interpreted correctly, etc.) may be submitted to the institution who must submit a report that the complainant has the opportunity to comment within a period of normally one week. The institution then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for submission of the complaint to the Institution is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

19 Rules of exemption

The educational institution can deviate from what the institution or the institutions themselves have stated in the curriculum if this is justified by exceptional circumstances. The various institutions must cooperate in order to have a homogenous dispensation policy.

20 Entry into force and transitional provisions

The institutional part of the curriculum enters into force September 1, 2014 and is effective for all students, who are enrolled or enroll in the program and for all tests/exams starting on the above-mentioned date or thereafter.

The joint national part of the curriculum from September 2013 is repealed with effect from August 31, 2014. All tests/exams started before September 1, 2014, will be concluded in accordance to the joint national part of the curriculum no later than August 31, 2014 + 2 semesters

Approval
The joint national part of the curriculum has been approved by the providers of the Multimedia Design and Communication program in Denmark. The institutional part of the curriculum has been enacted and approved by Business Academy Southwest on August 1st 2014

easv.dk

ERHVERVS
AKADEMI
SYDVEST