



# Multimedia Design and Communication

- Multimedia designer
- Webmaster
- Web designer
- Web developer
- Project manager
- Multimedia consultant
- Media Planner
- It-supporter or Network administrator

The Multimedia design and communication programme provides knowledge within all areas of multimedia and marketing production and deals with digital media and communication. This knowledge allows you to be a participant in all stages of a production or a project coordinator of media work or multimedia production. Your future title, depending on your specialization profile, can be Multimedia designer, Webmaster, Web designer, Web developer, Project manager, Multimedia consultant, Media Planner, It-supporter or Network administrator.

The study is certified by the Ministry of Education and is a two-year programme, consisting of four semesters. When you sign up for Multimedia design and communication, you will be working with practical and theoretical areas covering:

## **Uddannelsens indhold**

The two-year-program is divided into four semesters.

During the first three semesters the programme you will be working with practical and theoretical areas covering the following subjects:

- Communication
- Visual design tools
- Practical web design and programming
- Media strategies for print and digital platforms

- Designing and printed matter
- Business and project management
- Marketing
- Journalism
- Research

The fourth semester is a term of internship. You will be encouraged to utilize your education in a more practical manner. Internships with a variety of companies can be performed giving eight weeks of academic credit. During the internship, you will participate in the completion of several different tasks together with one or more of the company's employees. You can choose to complete your internship in Denmark or abroad.

### **Studieordning**

- Multimedia Design and Communication - 2020
- Multimedia Design and Communication - 2019
- Multimedia Design and Communication - 2018
- Multimedia Design and Communication - 2017

### **Adgangskrav**

For admission to the AP Degree in Multimedia Design and Communication programme the following qualifications are required:

#### **From Denmark and Scandinavia**

A general upper secondary education in Denmark/Scandinavia (Upper Secondary School Leaving Examination, Higher Commercial Examination, Higher Technical Examination or Higher Preparatory Examination)

#### **From UK countries and countries with at similar educational system**

General Certificate of Secondary Education, GCSE in combination with Advanced level exams: At least two subjects at A-level in combination with 5 GCSE exams.

#### **From other European countries**

The equivalent to Upper Secondary School Leaving Examination.

#### **From United States and countries with a similar educational system**

High school diploma from the United States

#### **From African countries, India, China and other Asian countries**

The equivalent to Upper Secondary School Leaving Examination

#### **From South- and Latin American countries**

The equivalent to Upper Secondary School Leaving Examination

#### **International Baccalaureate (IB)**

International Baccalaureate Diploma satisfies the minimum requirements for admission to an AP programme. You need the following documentation: Diploma Programme (DP) Course Results *or* IB Certificate with a minimum grade of 3 in all 6 subjects and at least 3 subjects at Higher Level (HL) and IB Diploma with “Diploma Programme Results *or* IB Diploma.

### Other international qualifications

European Baccalaureate (EB), Dansk/Fransk Baccalauréat (DFB), Option Internationale de Baccalauréat (OIB), or Dansk-Tysk Studentereksamen (DIAP)

For further details, please check the specific country here: [International qualifications for entry to undergraduate programmes](#)

### Mathematics or Business Economics

Programme	Required level
AP Computer Science	Mathematics B-level
AP Commerce Management	Mathematics or Business Economics D-level
AP Marketing Management	Mathematics or Business Economics B-level
AP Service, Hospitality and Tourism Management	Mathematics or Business Economics C-level
AP Multimedia Design and Communication	Mathematics or Business Economics C-level
AP Logistics	Mathematics or Business Economics C-level

B-level	250 hours of 60 minutes
C-level	125 hours of 60 minutes
D-level	Mathematics from 1 <sup>st</sup> to 10 <sup>th</sup> grade - no specific number of hours
It is only the last three years of your Upper Secondary Education, which are relevant when you calculate the number of hours. Please send an e-mail to <a href="mailto:apply@zibat.dk">apply@zibat.dk</a> and request a verification form to be filled in by your school, if necessary.	

### English Proficiency

The applicants must submit one of the following tests to prove their English proficiency:

Test	Score (minimum)
Danish B-level in English	3,0 (average)
IELTS (academic)	6.5
TOEFL iBT (internet based)	83

PTE Academic - Pearson Test of English	58
CPE Cambridge Certificate of Proficiency in English	Grade C
CAE Cambridge Certificate in Advanced English	Grade C
FCE Cambridge First Certificate of English	Grade A
Other official proficiency tests with an equivalent level may be recognised on an individual basis according to the CEFR, Common European Framework	

Test results must not be more than two years old at the time of application.

An applicant may ask for an exemption concerning the English test, if he/she has acquired sufficient English proficiency in other ways, e.g. native speakers, extended work/studies in an English speaking country, the international or the European Baccalaureate.

### **Selection criteria**

Due to the limited number of places available, admissions are allocated in different quotas: Quota 1 and 2. Applicants with non-EU qualifications, will only be considered according to quota 2 as we cannot do an assessment of the grade point average.

Quota 1 admissions are allocated according to the grade point average of an upper secondary education. The grade point averages needed for admission will be published at the end of the admission process each year.

Quota 2 admissions are allocated according to our quota 2 criteria, which you can find [here](#). Zealand will make an overall evaluation and rating of the applicants, which we may supplement with an admission interview.

### **Praktik**

All full-time programmes at Zealand contain an obligatory internship period that lasts between 10 and 40 weeks.

The internship period's length and placement during the programme depend on the programme, but the internship is usually placed during the last semester of the programme and will be followed by your final exam project.

[Read more](#)

### **SU**

As an EU or EEA citizen you can apply for SU for a full time study programme in Denmark. You need to be aware of the requirements in order for to receive SU in Denmark as a foreign citizen.

[Read more about SU here](#)

### **Public transportation discount**

You can apply for public transportation discount if you are enrolled as a full time student at

a higher education programme. All students, regardless of origin, can apply for an “ungdomskort” (youth card); however, you will need to have a CPR number (Danish social security number) in order to apply.

[You can read more about ungdomskort here](#)

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<b>Titel</b>	Academy Profession (AP) degree in Multimedia Design and Communication
<b>Varighed</b>	2 år
<b>ECTS point</b>	120
<b>Sprog</b>	English
<b>Studiestart</b>	September
<b>Steder</b>	Lyngvej 21, 4600 Køge

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