

Curriculum

AP Degree Programme in Multimedia Design

2018 with the local part
revised summer 2019



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1 Framework for the curriculum

1.1 Institutions offering the course programme

The national part of this curriculum was developed by the following institutions:

Zealand – Academy of Technologies and Business

CPH Business

Dania Academy

Business Academy Southwest

International Business Academy (IBA)

Business Academy Aarhus

KEA – Copenhagen School of Design and Technology

UCL University College

Academy of Professional Higher Education Midjotland

University College of Northern Denmark

1.2 The programme is governed by the following acts and orders

- Consolidated Act no. 786 of 8 August 2019: Executive Order on the Act on Academies of Professional Higher Education
- Consolidated Act no. 790 of 9 August 2019: Executive Order on the Act on Academy Profession and Professional Bachelor Degree Programmes (the LEP Act)
- Executive Order no. 841 of 24 June 2018: Executive Order on Academy Profession and Professional Bachelor Degree Programmes (the LEP Order)
- Executive Order no. 1500 of 2 December 2016: Executive Order on Tests and Exams in Vocational Further Education Programmes (the Examination Order)
- Executive Order no. 211 of 27 February 2019: Executive Order on Admission to Academy Profession and Professional Bachelor Degree Programmes
- Executive Order no. 114 of 3 February 2015: Executive Order on Grading Scale and Other Forms of Assessment
- Executive Order no. 858 of 22 August 2019: Executive Order on Admission to Technical and Vocational Academy Profession and Professional Bachelor Degree Programmes

The above may be subject to changes. Applicable acts and executive orders can be found at www.retsinfo.dk

1.3 Titles of programmes and candidates

The degree programme is called the AP Degree Programme in Multimedia Design.

Having completed the programme, students are entitled to call themselves "Multimediedesigner AK" in Danish.

In English graduates may use the designation "AP Graduate in Multimedia Design".

1.4 ECTS credits

The programme is a full-time education programme estimated at 24 months of full-time study. A student year is equivalent to one year of full-time study. One year of full-time study is equivalent to 60 ECTS credits (European Credit Transfer System). The programme thus totals 120 ECTS credits.

1.5 Figure 1: Structure and ECTS credits allocated for this programme

Educational elements		First year of studies	Second year of studies
National programme elements	Designing and Programming Digital User Interfaces 1 (15 ECTS)	15 ECTS	
	Designing and Programming Digital Content 1 (15 ECTS)	15 ECTS	
	Designing and Programming Digital Content 2 (15 ECTS)	15 ECTS	
	Designing and Programming Digital Content 2 (15 ECTS)	15 ECTS	
Local and elective programme elements	30 ECTS		30 ECTS
Internship	15 ECTS		15 ECTS
Main Exam Project	15 ECTS		15 ECTS
Total	120 ECTS	60 ECTS	60 ECTS

1.6 Programme objectives and end targets

The programme aims at qualifying the graduate to design, plan, implement and manage digital media tasks in an unassisted manner and to contribute to implementing, managing and maintaining digital media productions.

Objectives for learning achieved for an AP graduate in Multimedia Design and Communication

Objectives for learning achieved: The learning objectives comprise the knowledge, skills and competencies which a Bachelor of Multimedia Design must acquire during the programme.

End targets

Knowledge

The graduate has:

- knowledge about the practice and applied theory and methodology within analysis, concept development, design, planning, realisation and management of digital media tasks and the implementation, administration and maintenance of digital media production
- understanding of practice and the fundamental theories and methods as well as the way the profession applies these theories and methods within the context of digital media.

Skills

The graduate is able to:

- apply fundamental methods and tools used for analysis, conceptual development, designing, planning, implementing and managing digital media jobs and is able to use the skills relevant for employment by digital media
- evaluate practice-related problems in relation to digital media and select and select possible solutions
- communicate practice-oriented issues and solutions within the field of digital media to business partners and users.

Competencies

The graduate is able to:

- manage development processes, including analysis, conceptual development, design and planning in addition to realizing and managing digital media jobs and being innovative when adapting digital media solutions to commercial conditions
- acquire new knowledge, skills and competencies relating to digital media in a structured context
- take active part in the professional and multi-disciplinary collaborative efforts of digital media for the purpose of implementation, administration and maintenance with a professional approach.

1.7 Level according to the Qualifications Framework

This programme meets the requirements of level 5 of the Qualifications Framework.

1.8 Effective date and transitional provisions

The curriculum is effective for students who initiate their studies by August 2019.

Transitional arrangement

The curriculum takes effect on August 2018 and applies to all students enrolled in the programme and to all exams initiated on that date or later.

2 Admission to the degree programme

Students are admitted to this programme according to the provisions of the Executive Order on Admission to Academy Profession and Professional Bachelor's degree Programmes (see reference concerning the applicable Order in section 1.2):

2.1 Admission

12. Pursuant to subsection (2), the educational institution determines how many applicants can be admitted to the individual degree programme, unless the admission capacity has been laid down by the Danish Agency for Science and Higher Education.

(2) For degree programmes with open admissions, the institution must set an admission capacity which safeguards satisfactory educational conditions.

13. Applicants who have completed a Danish Academy Profession programme as a full-time course or who has completed a Danish education taught as a full-time programme at a higher level, cannot be enrolled for an Academy Profession programme which is a full-time programme.

(2) Applicants who have completed a Danish Bachelor's degree programme, Professional Bachelor's degree programme or another Danish education at an equivalent level and taught as a full-time programme or who has completed a Danish education at a higher level taught as a full-time programme, cannot be enrolled with and registered for a Professional Bachelor's degree programme taught as a full-time programme.

2.2 Quotas

14. In the event that there are more qualified applicants than study places in the individual admission area, see section 12(1), the study places may be divided into quota 1 and quota 2 and, if necessary, quota 3. Surplus places from quota 1 are transferred to quota 2, and surplus places from quota 2 are transferred to quota 1. Quota 3 may only be established for degree programmes offered in English.

(2) Each year, the Danish Agency for Higher Education lays down the size of the quotas, including quota 3, upon recommendation from the educational institutions.

(3) The Agency may approve that institutions offering a degree programme apply a different admission system than the quota system.

(4) The institution publishes the distribution of study places determined pursuant to subsections (1) and (2) and a different admission system, if any, pursuant to subsection (3) on its website.

3 Educational elements and modules

3.1 Figure 2: Scheduling of the educational elements, internship and exams

Semester	Exam	ECTS (120)	Assessment	Internal/ External
First semester	Initial assessment test	N/A	Pass/Fail	Internal
	First semester exam	30	7-point grading scale	Internal
Second semester	First year exam	30	7-point grading scale	External
Third semester	Third semester exam	30	7-point grading scale	Internal
Fourth semester	Internship exam	15	7-point grading scale	Internal
	Final Exam Project	15	7-point grading scale	External

3.2 National programme elements

The programme comprises the following national programme elements:

- Designing and Programming Digital User Interfaces 1 (15 ECTS)
- Designing and Programming Digital Content 1 (15 ECTS)
- Designing and Programming Digital User Interfaces 2 (15 ECTS)
- Designing and Programming Digital Content 2 (15 ECTS)

In total 60 ECTS credits

Designing and Programming Digital User Interfaces 1

ECTS: 15

Contents: This course addresses the fundamental principles of design and programming of digital solutions, with particular emphasis on the layout and the structure of the user interface. The course involves user-centered methods for testing of design and solution. Solutions will be designed and programmed using a dedicated development approach and the students will be introduced to technologies that form part of the design and programming processes of user interfaces.

Learning objectives

Knowledge

The graduate has:

- knowledge about development approaches for digital media production with a practical bias
- understanding of methods by the industry for user testing of digital productions
- knowledge about the fundamental principles of the composition and layout of digital media production
- knowledge about design processes and forms of documentation in digital media production with a practical bias
- knowledge about digital material exchange formats in digital media production
- knowledge about fundamental methods for modelling, structuring and developing digital user interfaces
- knowledge about the fundamental technologies applied, including client-server relationships and their significance to the development of user interfaces.

Skills

The graduate will be able to:

- apply fundamental theories, methods and tools to manage a simple multi-media production process as practices in a professional setting
- plan and conduct user testing of digital media production products, including select the right user test for a given digital media production product
- apply and document fundamental processes when designing and developing digital media productions and communicate the processes to stakeholders with a professional insight
- apply fundamental theories, methods and tools for design and development of user interfaces
- apply fundamental methods for the purpose of modelling and structuring when developing user interfaces
- apply and evaluate fundamental technologies and development environments used to develop user interfaces, including methods and technologies for version management.

Competencies

The graduate will be able to:

- participate in multi-disciplinary work processes to design and develop digital user interfaces
- with guidance, acquire the fundamental knowledge, skills and competencies required to design and develop digital user interfaces.

Designing and Programming Digital Content 1

ECTS: 15

Contents: This course concerns design, programming and production of simple digital content solutions for selected media platforms. The course focuses on the production of simple content for media platforms based on data-driven user understanding. The solutions will be designed, programmed and produced based on a content and business strategy. The course will also introduce the students to fundamental technologies and business models that form part of the design and programming process of digital content.

Learning objectives

Knowledge

The graduate has:

- an understanding with a practical bias of intellectual property rights and ways of licensing in the context of digital media production
- knowledge about the multi-media designers position in the value chain of digital production
- knowledge about the digital media and digital media platforms used by the industry
- knowledge about the fundamental forms of expression used and the content of digital media
- knowledge about the fundamental technologies of the industry to produce digital content
- knowledge about the fundamental methods and theories about user understanding in the context of digital content production

Skills

The graduate will be able to:

- collect and use empirical data about users and usage situations
- plan and evaluate a digital content production based on a specific outline
- produce digital content at a basic level based on user understanding and on a specific strategic outline
- apply and evaluate technologies used to present and produce digital content
- communicate the development process of a digital content production process to stakeholders with professional insight.

Competencies

The graduate will be able to:

- participate in multi-disciplinary work processes to design and develop digital content
- with guidance, acquire the fundamental knowledge, skills and competencies required to design and develop digital content.

Designing and Programming Digital User Interfaces 2

ECTS: 15

Contents: This course involves design and programming of complex digital solutions, with particular emphasis on the user interface. The course uses fundamental methods to test user experience of digital solutions. The solutions are designed and programmed in teams using technologies and development methods that support a team work approach.

Learning objectives

Knowledge

The graduate has:

- understanding of the company's environment, including the company's stakeholders and the company's resource base
 - knowledge about fundamental technologies used to manage data for the purpose of optimising user experiences
 - knowledge about fundamental methods and tools for project management and estimating the production of digital media
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- knowledge about relevant theories, tools and methods used to design and program digital user experiences and the ability to state the reasons for selecting and rejecting tools and methods based on problems from practice
- knowledge about the fundamental and current programming paradigms used to program complex digital user interfaces and the ability to state the reasons for selecting and rejecting programming approaches based on problems from practice.

Skills

The graduate will be able to:

- plan and evaluate the project management in team-based digital media production processes
- evaluate and state arguments in favour of the value-creating element of solutions for digital user interfaces
- select and state arguments in favour of fundamental theories, tools and methods used to design complex digital user interfaces
- apply and document fundamental design processes in complex digital media productions and communicate these to stakeholders from the digital media industry
- select and apply fundamental principles, technologies and methods used to program complex digital user interfaces
- communicate and present arguments in favour of the solutions chosen for digital user interfaces to business partners
- evaluate and apply user-centred methods in a digital media production process.

Competencies

The graduate will be able to:

- identify relevant theories, methods and tools to realize complex digital media productions
- acquire new knowledge and skills in the context of programming and designing complex user-centered user interfaces.

Designing and Programming Digital Content 2

ECTS: 15

Contents: This course involves design and programming of complex digital contents solutions for several media. The course focuses on multiple types of digital contents, multiple media and relevant production methods. For the production of content, the students will apply technologies used to handle and present contents, and the production of digital content will also include communication of data.

Learning objectives

Knowledge

The graduate has:

- knowledge about tools and data used by the industry to optimize digital media production
- knowledge about tools and data used by the industry for complex digital content production
- knowledge about tools and data used by the industry for presentation of data
- understanding of the technologies used to store and exchange data and, based on practical problems, an ability to state reasons for selecting and rejecting technologies
- understanding of the relationship between the business models applied and complex digital content production

- knowledge about fundamental methods and theories about digital user experiences and the ability to state the reasons for selecting and rejecting tools and methods based on problems from practice.

Skills

The graduate will be able to:

- use fundamental tools and data to optimise digital media production
- plan and evaluate the project management required for user-centered content production
- apply fundamental theories, methods and tools to produce digital user experiences
- communicate and state arguments in favour of digital solutions for content production to stakeholders from the digital media industry
- apply and combine multimedia forms of expression for design and production of digital user experiences on selected media platforms
- evaluate and work with visual materials to ensure a consistent appearance for a digital media production
- apply fundamental technologies for managing and displaying digital content
- apply fundamental technologies, methods and formats for the exchange and presentation of data.

Competencies

The graduate will be able to:

- identify relevant theories, methods and tools used to produce complex digital content in teams
- acquire new knowledge, skills and competencies required to design and produce complex digital content.

3.2.1 Number of exams for the national programme elements

In the first year of studies, the national programme elements total 60 ECTS credits, of which a minimum of 45 ECTS credits are included in the exam(s) for the first year exam¹.

In addition to this, the other national programme elements comprise one exam and an additional exam in the Main Exam Project. For information about the number of internship exams, see section 3.5.

For a total list of all exams under the degree programme, see the institutions-specific part of the curriculum, since the students can sit exams in the national programme elements specified in this curriculum together with the programme elements specified for the institutions-specific part of the curriculum.

3.3 Local programme elements

The third semester comprises two tracks, for 30 ECTS each. The course gives the students an opportunity to work with multimedia design at an advanced level within one of these two specialisations:

- Advanced Design and Content (30 ECTS)
- Advanced Design Development (30 ECTS)

¹ Students sit the first semester exam by the end of the first semester. The exam totals 30 ECTS. Students sit the second semester exam by the end of the second semester. The exam totals 30 ECTS.

Advanced Design and Content

ECTS: 30

Contents: The course *Advanced Design and Content* focuses specifically on advanced user interfaces, user experiences and content production. The course focuses in particular on the production of content for various platforms based on visual content production.

Besides this specialisation, the course also focuses on user interface development, digital business understanding, technology and innovation.

Learning objectives

Knowledge

The graduate has development-based knowledge and understanding of:

- fundamental theories used about visual content production and understanding from a practical perspective of the digital trends when used by different user groups of digital user interfaces
- relationship between fundamental business models used and advanced digital content production.

Skills

The graduate has the skills to:

- apply essential tools and the skills of the profession in the process of designing digital user interfaces and content production
- evaluate problems from practice and set up and select model solutions to serve as basis for development of digital user experiences and media productions
- evaluate, apply and inform about fundamental methods used and tools in the context of innovative digital solutions to relevant stakeholders.

Competencies

The graduate can:

- participate in professional and multi-disciplinary cooperation and manage development-oriented situations
- acquire new knowledge, skills and competencies when participating in professional and multi-disciplinary cooperation with a professional approach
- identify and acquire new knowledge within the context of design and production of user experiences and user interfaces.

Advanced Digital Development

ECTS: 30

Contents: In the course *Advanced Digital Development* the student works with advanced principles within the context of programming digital solutions and digital platforms.

Besides this specialisation, the course also focuses on user interface development, digital business understanding, technology and innovation.

Learning objectives

Knowledge

The graduate has development-based knowledge and understanding of:

- programming paradigms used in practice to develop advanced, digital user interfaces
- the relationship between fundamental business models used and advanced digital development.

Skills

The graduate has the skills to:

- apply fundamental principles, technologies and tools for testing and programming of advanced digital user interfaces and set and identify model solutions based on user-centred solutions.
- evaluate problems from practice and set up and select model solutions to serve as basis for interactional development of digital user experiences and media productions
- communicate problems and possible solutions to business partners.

Competencies

The graduate can:

- participate in professional and multi-disciplinary cooperation and manage development-oriented situations
- acquire new knowledge, skills and competencies when participating in professional and multi-disciplinary cooperation with a professional approach
- identify and acquire new knowledge within the context of digital development and programming.

3.4 Internship**Internship**

Scheduling: Fourth semester

ECTS: 15

Contents: The internship is organised so that it – when combined with the other parts of the degree programme – helps the student develop practical competencies. The objective of the internship is to enable the student to apply the methods, theories and tools taught by the programme and thereby solve specific practical assignments within the scope of the learning objectives of the programme.

Learning objectives**Knowledge**

The graduate has development-based knowledge and understanding of:

- the demands and expectations companies have for a multimedia designer's knowledge, skills and attitudes to work
- the use of theory, method and tools in practice from an academic and professional perspective.

Skills

The graduate can:

- apply a variety of the technical and analytical approaches associated with employment within this industry
- evaluate practice-related problems and propose solutions
- communicate practice-related problems and state arguments in favour the proposed solution(s).

Competencies

The graduate can:

- manage development-oriented practical and professional situations as encountered in the profession
- acquire new knowledge, skills and competencies relevant to the profession
- structure and plan typical day-to-day tasks of relevance to the profession

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- participate in professional and multi-disciplinary cooperation with a professional approach.
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Assessment: The internship is rounded off with an exam. For exams under this programme, see section 5, and for rules governing the internship, see section 3.6.

3.5 Rules governing the internship

The internship allows the student to work with relevant professional issues and to gain knowledge regarding relevant work functions. The student's objectives for the internship are based on the relationship between the theory taught and the internship.

Based on the learning objectives for the internship (see section 3.4), the student, the supervisor from the campus and the company's contact person jointly define the specific objectives for the student's internship. The objectives are written down and form part of the student's internship agreement.

This forms the subsequent guidelines for how the student's work is structured in the internship.

The internship is intended to be equivalent to a full-time job with the same requirements in terms of working hours, performance, involvement and flexibility that a graduate must be expected to meet in his/her first job.

The internship can form the basis of the student's final project and can be planned to allow both flexibility and differentiation. To find further information about the internship, see the local internship handbook or contact the programme's internship coordinator.

3.6 Ways of instructing and working

The instruction draws on practical experience and knowledge about fundamental trends in the profession and methods to further develop the academic approach and carry out development work and a high standard of work in general. The instruction addresses issues from both the private and public sectors.

The degree programme addresses topics and themes in a cross-disciplinary and project-oriented manner. The instruction methods include lectures, classroom lessons, dialogues, exercises, presentations, cases, seminars, national and international guest lecturers, projects and internships.

The instruction incorporates the latest knowledge and results from national and international research, trials and development work within the disciplines relevant for the profession.

The focus of the instruction is on methods of working and learning that develop independence and the ability to collaborate and innovate.

IT forms an integral part of courses and projects throughout the degree programme.

The students are involved in discussions about the planning of the instruction and are encouraged to work in teams to learn from each other.

3.7 Differentiated instruction

The instruction is organised to allow for individual learning styles and the different lines of specialisations.

3.8 Reading texts in foreign languages

Parts of the instruction material used in the programme may be in English and some classes may be taught in English. Knowledge of additional foreign languages is not required, beyond the requirements laid down in the Executive Order on Admission.

4 Internationalisation

4.1 Studies abroad

The student may complete individual programme elements abroad subject to advance approval by the education institution.

This is especially relevant for the internship in the fourth semester.

A student who has obtained advance approval of a study period abroad is obliged to document the subjects completed during the approved study period at the end of the period. In connection with the advance approval, the student must grant the institution the right to collect the necessary information upon completion of the studies abroad.

If advance credits are awarded, the course is considered to have been completed, provided it was passed in accordance with the provisions applicable to the programme in question.

4.2 Agreements with foreign educational institutions about parallel studies

Information about partner institutions, international internships, credit transfer and procedures will be published regularly by the Zealand – Academy of Technologies and Business.

5 Tests and exams

All programme elements conclude with an exam where grades are given according to the 7-point scale. See section 5.1.2 on compulsory prerequisites for a description of the conditions that students must comply with to sit an exam and complete the programme.

5.1 Exams

Scheduling and scope of the exams can be seen from Figure 2 in section 3.1. The mark of 02 is required to pass an exam.

5.1.1 Forms of exams

The degree programme comprises a number of different forms of exams that reflect the content and work methods used in the programme.

5.2 Prerequisites for sitting an exam

The prerequisites for sitting an exam are the conditions that the student must comply with to sit the exam and complete the degree programme.

The compulsory assignments listed below must be passed for the student to be registered for the coming examination. A description stipulating the requirements to output, evaluation, time table and other details is published for each compulsory prerequisite. The deadlines for submission are announced using the institution's internal communication platform.

Prerequisites for sitting an exam

First semester exam

The student must comply with the following prerequisites to sit the exam, including the duty to attend:

The student must have submitted the required assignments and fulfil the formal requirements for sitting an exam in the first semester. The students are informed of the compulsory prerequisites for sitting an exam for each semester.

The student must comply with the study activity requirements, see section 6.3 (on criteria for assessment of study activity). The report, which is used both for the assessment and the examination, must comply with the formal requirements (see below), and must be submitted on time (see the exam schedule to be found at the the instution's communication platform).

Failure to comply with the above conditions has the effect that the student cannot sit the exam and has used one attempt out of three. Only the programme manager may grant an exemption from these requirements subject to special circumstances.

Prerequisites for sitting an exam

Second semester exam (first year exam)

The student must comply with the following prerequisites to sit the exam, including the duty to attend:

The student must have submitted the required assignments and fulfil the formal requirements for sitting the exam in the second semester. The students are informed of the compulsory prerequisites for sitting an exam for each semester.

The students must comply with the study activity requirements (see section 6.3). The report, which is used both for the assessment and the examination, must comply with the formal requirements (see below), and must be submitted on time (see the exam schedule to be found at the the instution's communication platform).

Failure to comply with the above conditions has the effect that the student cannot sit the exam and has used one attempt out of three. Only the programme manager may grant an exemption from these requirements subject to special circumstances.

Prerequisites for sitting an exam

Third semester exam

The student must comply with the following prerequisites to sit the exam, including the duty to attend:

The student must have submitted the required assignments and fulfil the formal requirements for sitting the exam in the third semester. The students are informed of the compulsory prerequisites for sitting an exam for each semester.

The students must comply with the study activity requirements (see section 6.3). The project, which is used both for the assessment and the examination, must comply with the formal requirements (see below), and must be submitted on time (see the exam schedule to be found at the the instution's communication platform).

Failure to comply with the above conditions has the effect that the student cannot sit the exam and has used one attempt out of three. Only the programme manager may grant an exemption from these requirements subject to special circumstances.

Prerequisites for sitting an exam

Internship exam

The student must comply with the following conditions to have the internship report assessed:

The written internship report must document that the provisions of the internship contract have been met, comply with the formal requirements (see section 5.1.3 on examination structure) and be submitted by the deadline (according to the exam schedule, to be found on the campus communication platform).

In addition to this, the student must complete the internship evaluation form and submit this immediately following termination of the internship.

Failure to comply with one or more of these conditions has the effect that the student cannot sit the exam and has used an attempt.

Prerequisites for sitting an exam

The Main Exam Project

Prerequisites for sitting the exam:

The written project, which is used both for the assessment and the examination, must

- comply with the formal requirements to the Main Exam Project, see section 5.5.; and
- be submitted by the deadline (see the exam schedule, to be found on the campus communication platform).

Failure to submit the written project correctly, which constitutes the written part of the exam, has the effect that the student cannot sit the exam and has used one attempt.

The exam cannot take place until the student has passed the final internship exam and all other exams in the degree programme.

5.3 Examination structure

Examination structure

Initial assessment test

Examination structure

The exam is internal and individual, a description of the exam can be found on the pedagogical learning platform used by the academy when the programme starts.

Content of exam

The test concerns aspects the student has worked with and studied during the first part of the programme and is intended to determine whether the student has in fact commenced their studies.

Scheduled for

The initial assessment test takes place at the latest two months from commencement of the programme.

Re-exam is held at the latest three months after the commencement date of the degree programme.

Details about time and place can be found on the pedagogical learning platform used by the academy.

Form of assessment

The exam is scheduled for the end of the first semester. Details about the time and place can be found at the communication platform used by the education institution for the courses concerned.

Use of aids

All aids are permitted.

ECTS credit points for this exam

Credit points are not allocated this exam and it will not be listed on the diploma.

Legal consequences of not passing the initial assessment test

Students who fail this test may be tested again. This test takes place within three months of the start of the programme. This gives students a total of two attempts at passing the test. If the student does not pass the test in the re-examination, the student's enrolment with the programme is terminated (see the Executive Order on Admission).

Complaints

Students cannot apply for an exemption to sit the test a third time. Students may sit the test twice, to be finally determined by the education institution.

Exemptions

The programme may grant students an exemption from the deadlines for passing the initial assessment test, if necessary, as a result of illness, giving birth or unusual circumstances.

Examination structure

First semester exam

The exam is individual.

The exam is an internal oral exam based on a multimedia product and a synopsis to be presented at the exam.

The first part of the exam is a presentation lasting 10 minutes, based on the project.

This is followed by examination (10 minutes) and assessment (5 minutes).

The performance is assessed according to the 7-point scale.

A single mark will be given based on a general assessment of the product and the oral performance during the examination. Individual marks are awarded. A specification of the requirements and the form is announced on the communication platform used by the programme.

Formal requirements to the written project

The synopsis must comprise an itemized list of the components to be presented by the student.

The presentation must comprise:

an introduction to the presentation, with fundamental headings

a description of the development process, listing the methods and tools applied.

The primary focus of the presentation will be the product and must be based on tools and methods studied in the first semester.

The synopsis may total no more than two standard pages, without appendices.

Assessment criteria

The assessment criteria for the exam = the learning objectives for the national programme elements: Designing and Programming Digital User Interfaces 1 and Designing and Programming Digital Content 1.

The learning objectives can be found in section 3.2.

Scheduled for

The exam is scheduled for the end of the first semester. Details about the time and place can be found at the the institution's communication platform for the courses concerned.

ECTS: 30

Examination structure

Second semester exam (first year exam)

The exam is an external oral exam based on a project and a product.

The students are to work with this assignment in groups between three and five.

The first part of the exam is a presentation conducted by the group lasting 15 minutes, based on the project. This is followed by individual examination (20 minutes) and assessment (5 minutes).

The performance is assessed according to the 7-point scale.

A single mark will be given based on a general assessment of the product and the oral performance during the examination.

A specification of the requirements and the form is announced on the communication platform used by the programme.

The exam is an external oral exam based on a project and a product. After the submission date it is prohibited to alter the code of the submitted digital product.

Formal requirements to the written project

Cover page stating title, full names and signatures of all group members (by their signatures the students certify that they are responsible for the project as submitted) and the relevant URLs (web addresses) of the products they have developed.

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References (including all sources referred to in the project)

Appendices (only appendices of fundamental importance to the report will be accepted)

The scope of the project, exclusive of appendices, references, cover page and table of contents:

- o Three students: between 15 and 25 standard pages.
- o Four students: between 20 and 30 standard pages.
- o Five students: between 25 and 35 standard pages.

The graphic design of the report must demonstrate that the students are capable of developing and implementing a suitable report design.

All parts must be marked stating the author.

Assessment criteria

The assessment criteria for the exam = the learning objectives for the national programme elements:
Designing and Programming Digital User Interfaces 1

Designing and Programming Digital Content 1

Designing and Programming Digital User Interfaces 2

Designing and Programming Digital Content 2

The learning objectives can be found in section 3.2.

Scheduled for

The exam is scheduled for the end of the second semester. Details about time and place can be found on the communication platform used by the programme.

ECTS: 30

Examination structure

Third semester exam

The exam is an internal, oral group exam based on a project with a product and a report. The students are to work with this assignment in groups between three and five.

The first part of the exam is a joint presentation conducted by the students lasting 15 minutes, based on the project. This is followed by examination of the group as a whole.

Duration of the group exam:

- 40 min. for three students
- 50 min. for four students
- 60 min. for five students

The performance is assessed according to the 7-point scale.

Individual marks are given. A single mark will be given based on a general assessment of the written product and the oral performance during the examination.

A specification of the requirements and the form is announced on the communication platform used by the programme.

The exam is an external oral exam based on a project and a product. After the submission date it is prohibited to alter the code of the submitted digital product.

Formal requirements to the written project

Cover page stating title, full names and signatures of all group members (by their signatures the students certify that they are responsible for the project as submitted) and the relevant URLs (web addresses) of the products they have developed.

Table of contents

Introduction, with a description of the problem addressed and subject field and the problem statement given

Method, analysis and documentation of the development process

Conclusion

References (including all sources referred to in the project)

Appendices (only appendices of fundamental importance to the report will be accepted)

The scope of the project, exclusive of appendices, references, cover page and table of contents:

- o Three students: between 20 and 30 standard pages.
- o Four students: between 25 and 35 standard pages.
- o Five students: between 30 and 40 standard pages.

The graphic design of the report must demonstrate that the students are capable of developing and implementing a suitable report design.

All parts of the report must clearly state the author.

Assessment criteria

The assessment criteria for the exam = the learning objectives for the local programme element: the third semester exam.

The learning objectives can be found in section 3.3.

Scheduled for

The exam is scheduled for the end of the third semester. Details about time and place can be found on the communication platform used by the programme.

ECTS: 20

Examination structure

Internship exam

The exam is a written home assignment to be assessed according to the 7-point scale. Grades will be announced at the latest 10 work days after submission.

Form

The exam is an individual, written home assignment, also if several students have taken their internship at the same company and worked on the same report.

In the report the student must:

- present what the student has learnt (reflection)
 - show how the internship has been documented (blog or similar).
 -
-

Formal requirements to the written project

The cover page must include: Title, full name, degree programme, semester, internship tutor, link to the student's blog.

No more than 10 standard pages (one standard page is 2400 characters including spaces)

Appendices (for example a recommendation from the company, extract of the student's blog), cover page and table of contents are not included in the total number of characters available.

The student must:

- explain the work performed during the internship, considering official and own learning objectives.
- describe, demonstrate and explain the work actually performed by the student
- describe the challenges encountered and how they were addressed. This could be in relation to work performed and company culture. This could be work performed, products, the balance between practice and theory, collaboration.
- reflect from an academic perspective on the methods used to carry out the work performed.

Assessment criteria

The assessment criteria for the exam = the learning objectives for the internship.

The learning objectives can be found in section 3.4.

Scheduled for

The exam will take place halfway through the fourth semester. Details about time and place can be found on the communication platform used by the programme.

ECTS: 15

Examination structure

The Main Exam Project

The Main Exam Project is described under section 5.5.

The exam is an external oral exam based on a project and a product. After the submission date it is prohibited to alter the code of the submitted digital product.

Scheduled for

The exam is scheduled for the end of the fourth semester. Details about time and place can be found on the campus communication platform.

The exam is an external oral exam based on a project and a product. After the submission date it is prohibited to alter the code of the submitted digital product.

ECTS: 15

5.3.1 Externally assessed exams

For a list, see section 3.1.

5.3.2 Exam schedule for the degree programme

For a list, see section 3.1.

5.4 First year exam

The first year exam must be passed before the student completes the second year of studies in order for the student to continue in the degree programme.

A reference to the current Executive Order on Tests and Exams in Vocational Further Education Programmes can be found in section 1.2.

5.4.1 Requirements to written assignments and projects

For a description, see the descriptions of specific exams in section 5.

5.5 Requirements to the Main Exam Project

The objective of the Main Exam Project is to document the student's understanding of practice and fundamental theories and methods in relation to a practice-related issue based on a specific assignment within the subject matter covered by the programme. The problem to be addressed must be a fundamental issue within the degree programme and the profession and the student must formulate it, if relevant, jointly with a private or a public company. Alternatively, the Main Exam Project can be based on the start-up of the student's own company. The problem is subject to the institution's approval.

The project must result in a report and a product. The product must be a digital media production.

The exam is an external, oral individual exam based on a written individual/group project.

A single mark will be given based on a general assessment of the written product and the oral performance during the examination. The performance is assessed according to the 7-point scale.

The group can comprise no more than three students.

The project group is to make a presentation of the project. Following this the individual members of the group will be subjected to individual examination.

One student:

- Individual presentation of no more than 10 minutes.
- Individual examination: 30 minutes.
- Evaluation and communication of mark: 10 minutes.

Two students:

- Joint presentation of no more than 15 minutes.
- Individual examination: 30 minutes.
- Evaluation and communication of mark: 10 minutes.

Three students:

- Joint presentation of no more than 20 minutes.
- Individual examination: 30 minutes.
- Evaluation and communication of mark: 10 minutes.

Formal requirements to the written project

Cover page stating title, full names and signatures of all group members (by their signatures the students certify that they are responsible for the project as submitted) and the relevant URLs (web addresses) of the products they have developed.

Table of contents

Introduction, with a description of the problem addressed and subject field and the problem statement given

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References (including all sources referred to in the project)

Appendices (only appendices of fundamental importance to the report will be accepted)

The project can total no more than the number of pages listed below, exclusive of appendices, bibliography, cover page and table of contents:

- One student: 30 standard pages.
- Two students: 40 standard pages.
- Three students: 50 standard pages.

The graphic design of the report must demonstrate that the students are capable of developing and implementing a suitable report design.

All parts of the report must clearly state the author.

Assessment criteria

The exam comprises an oral and a written part with an external examiner. A single grade is given according to the 7-point scale for the written project and the oral performance.

The assessment criteria are the learning objectives of the exam. The learning objectives of the Main Exam Project are identical to the learning objectives of the degree programme (see item 1.6 above).

5.5.1 The importance of spelling and writing skills for the assessment

Spelling and writing skills are included in the assessment of the Main Exam Project. The assessment reflects an overall assessment of the academic content as well as writing and spelling ability. However, the academic content takes priority in this overall assessment.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and writing skills are included in the assessment. An application must be sent to the programme manager at the latest four weeks before the date scheduled for the exam.

5.6 Use of aids

All aids are permitted, unless otherwise expressly stated for the exam concerned.

5.7 Special exam arrangements

Student may apply for special exam conditions if warranted by physical or mental impairment. Applications must reach the programme at the latest four weeks before the examination date. Exemptions from the date of application may be granted in the event of sudden health issues. A medical certificate, a statement from for example a body dealing with speech, hearing or sight impairment, dyslexia, or other forms of documentation must be enclosed with the application certifying serious health issues or specific relevant functional impairment.

The application for permission to bring other aids for an exam must be submitted to the programme at the latest four weeks before the exam.

5.8 Re-examination

Re-exam

A student who was prevented from sitting an exam due to documented illness or other unforeseeable reason (force majeure) is allowed re-examination as soon as possible. If the exam is scheduled for the final exam period of the programme, the student will be given an opportunity to sit the exam within the same exam period or immediately after. The illness exam can be identical to the next ordinary exam.

Information about time and place of illness exams can be found on the department communication platform.

Illness must be documented by a medical certificate². The educational institution must receive the medical certificate at the latest three workdays after the exam has taken place. A student who is taken acutely ill during an exam must document that he/she was ill on the day concerned.

If illness is not documented as laid down above, the student has used one attempt at sitting the exam.

Re-examination

In the event of failure to pass an exam or non-attendance for an exam, the student is automatically registered for re-examination so long as any attempts remain for the student. Re-exam can be identical to the next ordinary exam.

² Any costs incurred to procure the required documentation must be paid by the student.

It is up to the student to find out when the re-exam will take place.

Information about time and place of re-exams can be found on the department communication platform. The programme manager may grant exemptions from the continued registration procedure if warranted by unusual circumstances, including documented disability.

5.9 Language used in the exams

Examination language

Exams are conducted in Danish unless otherwise mentioned in the description of the exams. Exams can be conducted in Swedish or Norwegian instead of Danish. Exams in programmes or individual courses offered in English or another language can be conducted in this language.

Students with mother tongues other than Danish may apply for an exemption from the requirement that spelling and writing skills form part of the assessment of the main project or the Main Exam Project as well as any other exams for which this curriculum states that the mentioned skills should form part of the assessment. Applications must reach the programme at the latest four weeks before the examination date.

5.10 Initial assessment test

See section 5.3.

5.11 Cheating at exams

When submitting a written answer, the student must sign to confirm that the answer was completed without undue assistance.

5.11.1 Using one's own work and that of others (plagiarism)

Cheating in exams through plagiarism comprises instances where a written answer is presented as if completely or partially produced personally by the student(s), also if the answer:

- comprises identical or almost identical repetitions of the wording or work of others, without clearly stating the source (see the institution's requirements to written work).
- comprises major pieces of text with wording so close to that of another piece of writing or similar wording etc. that when comparing the texts, it is possible to determine that the text pieces could not have been written using any other sources
- comprises the use of words or ideas of others without properly referring to such other authors
- re-uses text and/or fundamental ideas from the student's own previously assessed assignments without referencing the source.

Presumed cheating at an exam, including plagiarism during and after the exam

The programme manager will be notified if during or after an exam there is the presumption that a student:

- has received or given unauthorised help,
- has presented the work of another person as the student's own (plagiarism), or
- has used the student's own previously assessed work or parts thereof without referring to it (plagiarism).

5.11.2 Investigation of cheating offences in exams, including plagiarism

Postponement of the exam

If the cheating concerns plagiarism in a written report and/or answer which is used in the assessment of a subsequent oral exam, the programme manager postpones the exam, if the issue cannot be resolved before the date set for the exam.

Form and content of the report

Reporting must be made without undue delay. The report must be accompanied by a written description of the breach, comprising information that can identify the individuals reported on in addition to a brief summary and the documentation substantiating the matter. In the event of repeated offences, involving one or more people, this must be stated.

When reporting on plagiarism, the plagiarised parts must be marked with clear reference to the sources of the plagiarised content. Similarly, the plagiarised text must be marked in the source text.

Involving the student – hearing of the party(-ies)

The programme manager decides whether the hearing of the student should be oral, in writing or a combination thereof.

For the oral hearing, the student is summoned to an interview with the purpose of clarifying the matter in order to present the documentation substantiating the presumed cheating in the exam to the student and to hear his/her point of view. The student has the right to be accompanied by a person of own choice.

For the written hearing, the documentation substantiating the presumed cheating in the exam is forwarded in order to ask the student to make a written statement of the student's point of view.

5.11.3 Sanctions for cheating offences and disruptive behaviour during exams

If the clarification of the matter confirms the presumed cheating offence to the programme manager and the action has or would have affected the assessment, the programme manager expels the student from the exam.

If the cheating offence or disruptive behaviour is less serious, the educational institution will initially issue a warning.

Under aggravating circumstances, the programme manager can expel the student for long or short periods of time. In such cases the student receives a written warning to the effect that repeated offences may lead to permanent expulsion.

Expulsion according to the above terms will lead to cancellation of any grades that may have been granted for the exam concerned, and the exam will count as one attempt.

The student cannot sit a re-examination and cannot sit the exam until the exam is scheduled on ordinary terms as part of the degree programme.

Under aggravating circumstances, the programme manager may decide to expel the student from the educational institution for a short or long period of time. In such cases the student receives a written warning to the effect that repeated offences may lead to permanent expulsion.

During a period of expulsion, the student may not attend classes or exams.

The programme manager may grant an exemption.

5.11.4 Complaints about sanctions on account of cheating, plagiarism or interruption of an exam

The decisions that an attempt at the exam has been used and expulsion due to a cheating offence at an exam are final and complaints cannot be brought before a higher administrative authority.

Complaints about legal aspects (such as incapacity, hearing, complaints instructions, correct or incorrect interpretation of the Examination Order etc.) can be lodged with the Danish Agency for Higher Education and Educational Support. The complaint is forwarded to the educational institution, for the attention of the programme manager. The manager makes a statement which the applicant must be allowed time to comment on, normally one week. The educational institution forwards the complaint, the statement and any comments that the applicant may have made to the Danish Agency for Higher Education and Educational Support. Complaints must reach the educational institution at the latest two weeks from the day that the applicant was notified of the decision, cf. chapter 11, section 52 of the Examination Order.

6 Miscellaneous rules applicable to the programme

6.1 Rules governing the duty to attend

See section 6.3 on the criteria for assessment of study activity.

6.2 Credit transfer

6.2.1 Credit transfer arrangements for courses covered by the national part of the curriculum

Successfully completed programme elements are equivalent to the same programme elements taught at other educational institutions offering the same degree programme.

The student is obliged to provide information about any programme elements completed at other Danish or foreign institutions of further education and about any past employment that may qualify for credits. The educational institution approves credits on a case-by-case basis based on successfully completed programme elements and any employment equivalent to courses, programme elements and internship elements. The decision will be based on an academic assessment.

Advance credits

Students may apply for advance credits. A student who has obtained advance approval of a study period in Denmark or abroad is obliged to document the courses completed during the approved study period at the end of the period. In connection with the advance approval, the student must grant the institution the right to collect the necessary information upon completion of the studies abroad.

If advance credits are awarded, the course is considered to have been completed, provided it was passed in accordance with the provisions applicable to the programme in question.

6.2.2 Credit transfer arrangements for courses covered by the local part of the curriculum

Elective programme elements that a student has passed are equivalent to similar programme elements studied at other educational institutions offering this degree programme as well as other programmes.

Advance credits

Students may apply for advance credits, provided the student has acquired programme elements that award credit, either offered by the programme or not offered by the programme.

6.3 Criteria for assessment of study activity

Enrolment with the studies may be terminated for students who have not been active students for a consecutive period of at least six months.

According to the definition of study activity, a student must have achieved the following within the previous six calendar months:

- have participated in the exams held during the period
- have complied with the obligation to participate actively in programme activities, including group work, joint projects, lessons, remote instruction, etc. as described in the curriculum
- have submitted the assignments, reports, portfolios, etc. (compulsory prerequisites for sitting an exam) stipulated in the curriculum as a requirement for sitting the exams, with a fair and reasonable content. This includes not submitting material copyrighted by others.

Failure to comply with one or more of the criteria defining study activity may result in termination of the enrolment. Periods when the student has not been an active student due to leave, giving birth, adoption, documented illness or conscription will not be included. Upon request the student must produce documentation substantiating these circumstances³.

The programme manager may make exemptions from these provisions in the event of unusual circumstances. Applications for exemptions should be sent to the local programme manager.

Before actual termination of enrolment the student is notified in writing. In this connection the student will be made aware of these provisions. The notice to the student must state that within 14 days the student must submit documentation substantiating that periods where the student has not been active should not be included as well as the deadline for an application for exemption. If the student fails to react within the stipulated deadline, his/her enrolment is terminated.

If the student pleads that enrolment should not be terminated, the termination awaits the programme manager's final decision.

The student may complain to the programme manager about the decision within two weeks of receiving the decision. The complaint has a delaying effect. If the manager maintains the decision, the student may complain to the Ministry within two weeks of receiving the decision as regards the legal issue.

Rules concerning exams that the student (according to the Examination Order) must have sat before the end of the first/second semester and passed before the end of the second/fourth semester and where the Executive Order for

³ Any costs incurred to procure the required documentation must be paid by the student.

the relevant programme lays down deadlines for completion of the programme, these rules apply irrespective of what the rules provide.

A student who violates the above requirements is not actively studying. Should a student be found not to be actively studying, the student concerned will not be able to sit the exam and the state study grant may be cancelled.

If a student fails to be studying actively for a year, the student concerned will be disenrolled from the programme.

6.4 Exemption rules

When special conditions warrant it, the educational institution may grant an exemption from rules in the curriculum defined by the educational institution concerned or other educational institutions.

6.5 Complaints

The student is recommended to ask the student counsellor for guidance on the complaints procedure and how to prepare a complaint.

The rules governing complaints concerning exams can be found in chapter 10 of the Examination Order. The Examination Order differentiates between complaints about:

- the scope of the examination etc., the examination procedure and/or the assessment and
- complaints about legal matters.

The two types of complaints are treated differently. Complaints about exams must be submitted online:

In Danish: www.zealand.dk/eksamensklager

In English: www.zealand.dk/exam-appeals

Complaints about the scope of the examination etc., examination procedure and assessment

A student can submit a written complaint, stating their reasons, within two weeks after the assessment was communicated in the usual way, concerning:

- the scope of the examination, including questions asked, work submitted etc., and the exam relative to the objectives and demands of the programme
- the examination procedure
- the assessment.

The complaint may concern all exams, including written, oral and combinations thereof, and practical or clinical exams.

The complaint should be submitted to the programme manager.

The original examiners (the internal examiner(s) and the external examiner, if applicable) of the exam concerned, must be presented with the complaint immediately. The educational institution must be able to form its decision in relation to academic issues based on the statement from the examiners. Normally, the educational institution allows two weeks to make the statements.

Immediately when the examiners' statements are available, the applicant is given an opportunity to comment on the statements, normally within one week.

The educational institution makes decisions regarding complaints based on the academic opinion presented by the examiners and the applicant's comments on the opinion.

The decision, which must be in writing, stating reasons, may involve:

- an offer for a new assessment (re-assessment) – although only written exams
- an offer for a new exam (re-examination)
- the decision is not in favour of the student.

If the decision is to offer re-assessment or re-examination, the programme manager appoints a review panel. Re-assessment applies only to written exams where material is available for assessment, partly because the review panel cannot make a (re-)assessment of an oral exam that has already been held and because the notes made by the original examiners are personal and cannot be divulged.

If the decision is to offer re-assessment or re-examination, the applicant must be told that re-assessment or re-examination may lead to a lower mark. Within a period of two weeks after the decision has been communicated, the student must accept the offer. Acceptance cannot be cancelled. If the student does not accept within this period of time, there will be no re-assessment or re-examination.

Re-assessments or re-examinations must take place as soon as possible.

For re-assessments the documentation of the matter must be made available to the review panel: The question(s), the answer(s), the complaint, the statements made by the original examiners with the applicant's comments and the educational institution's decisions.

The review panel notifies the educational institution of the outcome of the re-assessment and encloses a written statement with the reasons and the actual assessment. Re-assessments or re-examinations may produce lower grades.

If the decision is to offer re-assessment or re-examination, this decision applies to all students if the exam suffers from the same defects as those referred to in the complaint.

The complaint must be sent to the programme manager two weeks (14 calendar days) at the latest after the assessment of the exam concerned has been communicated. If the due date is on a public holiday, the due date will be the first workday following the public holiday.

Exemptions from the deadline can be made in the event of unusual circumstances.

6.5.1 Appeal

As regards academic issues, appeals may be lodged against the educational institution's decision with an appeals panel. The activities of the appeals panel are governed by the Public Administration Act, this also includes incapacity and confidentiality.

The appeal should be submitted to the programme manager.

Appeals must be lodged at the latest two weeks after the student was informed of the decision. The requirements as above for complaints (in writing, stating reasons etc.) also apply to appeals.

The appeals panel consists of two authorised external examiners, who are appointed by the chairman of the external examiners, a lecturer authorised to conduct examinations and a student studying the subject area (the degree programme), both of which are appointed by the programme manager.

The appeals panel makes decisions based on the material that the educational institution used for its decision and the student's appeal, with reasons stated for the appeal.

The appeals panel considers the appeal and the decision may result in:

- an offer for re-assessment by new reviewers, although only written exams
- an offer for a new exam (re-examination) by new examiners
- the decision is not in favour of the student.

If the decision is to offer re-assessment or re-examination, the applicant must be told that re-assessment or re-examination may lead to a lower mark. Within a period of two weeks after the decision has been communicated, the student must accept the offer. Acceptance cannot be cancelled. If the student does not accept within this period of time, there will be no re-assessment or re-examination. Re-assessments or re-examinations must take place as soon as possible.

For re-assessments the documentation of the matter must be made available to the review panel: The question(s), the answer(s), the complaint, the statements made by the original examiners with the applicant's comments and the educational institution's decisions.

The appeals panel must reach a decision at the latest two months – for summer exams three months – after the appeal has been submitted.

Decisions of the appeals panel are final. This means that the matter cannot be brought before a higher administrative authority as regards the academic aspects of the complaint.

6.5.2 Complaints about legal matters

Complaints about legal aspects of decisions made by the review panel in connection with reassessments or re-examinations or concerning decisions of the appeals panel can be lodged with Zealand. The deadline for submitting appeals is two weeks from the day the decision has been communicated to the applicant.

Complaints about legal aspects of decisions made by the educational institution pursuant to the rules laid down by the Examination Order (such as incapacity, hearing, correct or incorrect interpretation of the Examination Order etc.) can be submitted to the educational institution. The educational institution issues a statement and the applicant must be given normally one week for commenting. The educational institution forwards the complaint, the statement and any comments that the applicant may have made to the Danish Agency for Higher Education and Educational Support. Complaints must be submitted to the institution not later than two weeks (14 calendar days) from the day when the decision was communicated to the applicant.

6.6 Finance

All expenses for activities expected to be carried out by the student are to be borne by the student, unless otherwise provided.