

Curriculum

AP Degree Programme in Multimedia Design

August 2020



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The curriculums of Zealand are divided in a national part and a local (institutional) part. In addition, some curriculums are supplemented with an elective course catalogue.

The local part of the curriculum is stipulated by the individual institutions. The national part of the curriculum is adopted by the programme's educational network, and the institutions listed below – each of them offers the study programme – have been involved in the preparation of this curriculum:

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 Midjutland

University College of Northern Denmark

In addition to the curriculums, all study programmes have an educational appendix attached, which is part of the primary ministerial order on technical and mercantile academy profession programmes and profession bachelor programmes (Danish title: Hovedbekendtgørelsen om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser), see www.retsinfo.dk.

CURRICULUM
for the
Academy Profession Degree Programme
in Multimedia Design

Revised 1 August 2018

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This national part of the Curriculum for the Academy Profession Degree Programme in Multimedia Design has been issued pursuant to section 18(1) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented by the institution-specific part of the curriculum, which is laid down by the individual institution offering the programme.

The curriculum has been prepared by the educational network for the AP Degree Programme in Multimedia Design and approved by the boards of directors of all the institutions offering the programme – or by their rectors subject to authorisation – and following consultations with the institutions' education committees and the chairmanship of co-examiners for the programme.

1. The programme's intended learning outcome:

Knowledge

The graduate has acquired:

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

Skills

The graduate has acquired the skills needed to:

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

Competencies

The graduate has acquired the competencies needed to:

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

2. The programme contains four national programme elements

2.1. Design and programming of digital user interfaces 1

Table of contents

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

The programme element includes user-centred methods for the testing of design and solution.

Solutions are designed and programmed using selected development methods, and an introduction is given to technologies that form part of the design and programming of user interfaces.

Learning objectives for Design and programming of digital user interfaces 1

Knowledge

The student has acquired:

- knowledge of a practice-oriented development methods for digital media production
- an understanding of the methods applied by the profession in connection with user testing of digital productions
- knowledge of basic principles for the composition and layout of digital media productions
- knowledge of practice-oriented design processes and documentation forms used in digital media productions
- knowledge of digital exchange formats currently used in digital media productions
- knowledge of basic methods for modelling, structuring and developing digital user interfaces
- knowledge of key technologies applied, including client-server relations, and their impact on the development of user interfaces.

Skills

The student has acquired the skills needed to:

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

Competencies

The student has acquired the competencies needed to:

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

Number of ECTS points

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

2.2. Design and programming of digital content 1

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

Learning objectives for Design and programming of digital content 1

Knowledge

The student has acquired:

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

Skills

The student has acquired the skills needed to:

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

Competencies

The student has acquired the competencies needed to:

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

Number of ECTS points

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

2.3. Design and programming of digital user interfaces 2

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

Learning objectives for Design and programming of digital user interfaces 2

Knowledge

The student has acquired:

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

Skills

The student has acquired the skills needed to:

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

Competencies

The student has acquired the competencies needed to:

- identify relevant theories, methods and tools for the execution of complex digital media productions
- acquire new knowledge and skills within the programming and design of complex user-centred user interfaces.

Number of ECTS points

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

2.4. Design and programming of digital content 2

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

Learning objectives for Design and programming of digital content 2

Knowledge

The student has acquired:

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

Skills

The student has acquired the skills needed to:

- apply key tools and data to optimise digital media production
- plan and assess project management in user-centred content production
- apply key theories, methods and tools for the production of digital user experiences
- communicate and justify digital solutions for content production to stakeholders from the digital media industry
- apply and combine forms of expression for the design and production of digital user experiences on selected media platforms
- assess and process given visual material to ensure consistency in a digital media production
- apply key technologies for handling and displaying digital content
- apply key technologies, methods and formats for exchanging and presenting data.

Competencies

The student has acquired the competencies needed to:

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

Number of ECTS points

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

2.5. Number of exams in the national programme elements

In the first year of study, national programme elements equate to 60 ECTS points, of which a minimum of 45 ECTS points are included in the exam(s) which constitute the first-year exam¹.

In addition, a single exam is held in the other national programme elements, as well as an additional single exam in the final exam project. For information on the number of internship exams, reference is made to section 3.

For a comprehensive overview of all exams on the programme, reference is made to the institution-specific part of the curriculum. Please note that exams in the national programme elements described in this curriculum can be combined with exams held in programme elements laid down in the institution-specific part of the curriculum.

3. Internship

Learning objectives for internship on the programme

Knowledge

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

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

Skills

The student has acquired the skills needed to:

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

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

Competencies

The student has acquired the competencies needed to:

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

Number of ECTS points

The internship is equivalent to 15 ECTS points.

Number of exams

The internship is concluded with a single exam.

4. Final exam project requirements.

The learning objectives for the final exam project are identical to the learning objectives for the programme, which can be seen in section 1 above.

The final exam project must document the student's understanding of practice and key applied theories and methods in relation to a practice-oriented issue based on a specific assignment within the area of the programme. The problem statement must be central to the programme and the profession and be prepared by the student, possibly in cooperation with a public or private company. Alternatively, the final exam project can be based on the student starting up his or her own business. The educational institution must approve the problem statement.

The project concludes with a report and a product. The product must be a digital media production. For other requirements for the project report, reference is made to the institution-specific part of the curriculum.

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

Exam in final exam project

The exam project concludes the programme in the last semester when all other exams have been passed.

Number of ECTS points

The final exam project equates to 15 ECTS points.

Exam form

The exam consists of an oral and a written part with an external co-examiner, where a single aggregate individual grade according to the 7-point grading scale is awarded for the written project and the oral performance.

For further information on exam form and structure etc., reference is made to the institution-specific part of the curriculum.

5. Credit transfer rules

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

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

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

The decision is based on an academic evaluation.

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

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

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

6. Effective date and transitional arrangements

Effective date

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

Transitional arrangements

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

CURRICULUM
for
AP Degree Programme in Multimedia Design

Local part - Zealand Academy of Technologies and Business

Applicable as per August 2020

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1. The legal framework of the curriculum

The programme is governed by the following acts and orders

- Executive Order no. 786 of 8 August 2019: Executive Order on the Act on Academies of Professional Higher Education
- Executive Order no. 1343 of 10 December 2019: Executive Order on the Act on Academy Profession and Professional Bachelor Degree Programmes (the LEP Act)
- Executive Order no. 15 of 9 January 2020: Executive Order on Academy Profession and Professional Bachelor Degree Programmes (the LEP Order)
- Executive Order no. 18 of 9 January 2020: Executive Order on Tests and Exams in Vocational Further Education Programmes (the Examination Order)
- Executive Order no. 152 of 27 February 2020: 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. 1162 of 10 July 2020: Executive Order on Admission to Technical and Vocational Academy Profession and Professional Bachelor Degree Programmes

There may be amendments to the acts and ministerial orders stated above. The current legislation is available in Danish on www.retsinfo.dk.

2. Admission to the study programme

Admission to the study programme is based on the rules in the ministerial order on admission to academy profession programmes and professional bachelor programmes.

3. The structure of the study programme

The study programme is a full-time academic programme of 2 years' full-time equivalent study. A full-time equivalent study corresponds to the work of a full-time student for 1 year. A full-time equivalent study corresponds to 60 points in the European Credit Transfer System (ECTS). Thus, the full programme totals 120 ECTS.

Semester	National academic elements	Local academic elements	Tests
1.	Designing and Programming of Digital User Interfaces 1 (15 ECTS)		Initial assessment test
	Designing and Programming of Digital Content 1 (15 ECTS)		1 st semester test (30 ECTS)

2.	Designing and Programming of Digital User Interfaces 2 (15 ECTS)		2 nd semester test (first year test) (30 ECTS)
	Designing and Programming of Digital Content 2 (15 ECTS)		
3.		Advanced Design and Content (30 ECTS)	3 rd semester test (30 ECTS)
		Advanced Digital Development (30 ECTS)	
4.	Internship (15 ECTS)		Internship test (15 ECTS)
	Final exam project (15 ECTS)		Final exam project (15 ECTS)

*The description of national programme elements is found in the national part of the curriculum. Local programme elements, including electives, are found in the local part of the curriculum (and for some programmes in an electives catalogue).

4. Local programme elements

The 3rd semester consists of two tracks, each with a scope of 30 ECTS. The student has the opportunity to work with multimedia design at an advanced level within the two specialisations:

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

4.1. Advanced Design and Content

Content:

The course *Advanced Design and Content* focuses on design of advanced user interfaces, user experiences and content. Based on innovation, technology and business understanding, the course focuses on user interface development and advanced digital content production.

Learning objectives:

Knowledge

The student will gain knowledge and understanding of:

- Fundamental theory applied to content production as well as digital trends in practise with different user groups of digital user interfaces.
- The connection between fundamental business models applied and advanced digital content production.

Skills

The student will be able to:

- Apply fundamental tools and methods in the process of designing digital user interfaces and in the content production.
- Assess practical problems and to set up and select solutions as a basis for the development of digital user experiences and media productions.
- Assess, apply and communicate fundamental methods and tools applied as regards innovative digital solutions for relevant stakeholders.

Competencies

The student will be able to:

- Participate in a professional and cross-disciplinary cooperation and manage development-oriented situations.
- Acquire new knowledge, skills and competencies when participating in a professional and cross-disciplinary cooperation with a professional approach.
- Identify and acquire new knowledge within the area of design and production of user interfaces and content.

Scope of ECTS:
30 ECTS

4.2. Advanced Digital Development

Content:

The course *Advanced Digital Development* focuses on programming and development of advanced user interfaces based on innovation, technology and business understanding.

Learning objectives:

Knowledge

The student will gain knowledge and understanding of:

- The programming paradigms applied in practice for the development of advanced, digital user interfaces.
- The connection between fundamental business models applied and advanced digital development.

Skills

The student will be able to:

- Apply fundamental principles, technologies and tools for programming and testing of advanced digital user interfaces.
- Assess practical problems and to set up and select solutions for the development of digital user experiences and media productions.
- Communicate practical problems and solutions for advanced user interfaces to business partners.

Competencies

The student will be able to:

- Participate in a professional and cross-disciplinary cooperation and to manage development-oriented situations when working with digital development.
- Acquire new knowledge, skills and competencies when participating in a professional and cross-disciplinary cooperation with a professional approach.
- Identify and acquire new knowledge within the area of digital development and programming.

Scope of ECTS:

30 ECTS

5. Internship and rules for completion

Contents, overall learning objectives, and ECTS credits for the internship are described in the national part of the curriculum.

During the internship, the student works with professionally relevant issues and gains knowledge of relevant business functions. The connection between the theoretical teaching and the internship forms the basis for the student's internship goals.

The internship can be compared to a full-time job with the same requirements for working hours, efforts, engagement, and flexibility that the graduate is expected to meet in its first job.

The internship course is planned in a flexible and differentiated way and can form the basis for the student's final exam project.

Internship agreement

The student, Zealand, and company agree on the specific contents for the student's internship, based on the overall learning objectives for the internship.

The internship agreement must contain the individual learning objectives for the internship as well as of the task(s) the student is expected to complete for the company. This will then serve as a basis for the planning of the student's work during the internship.

Moreover, the internship agreement must contain an agreement on working hours and reporting.

The company

The company appoints a contact person in the company.

The company contributes with a specific and realistic issue/task(s) to be processed by the student.

The company will make information available to the student that may be relevant for the completion of the tasks.

The company continuously evaluates the student's activities during the internship period and will notify the student and the internship supervisor or the internship coordinator at Zealand if any problems occur.

The student

The student must actively look for relevant companies within the current subject area. The student is obliged to meet the internship agreement, as the internship is a mandatory part of the study programme.

Zealand

Zealand provides a counsellor for the student. This counsellor is available to the company and the student to a limited extent.

Zealand will make one visit to the company during the internship. This visit may be arranged virtually, if the internship is abroad. This also applies if the number of internships or other important reasons make it difficult to visit all involved companies.

For further information on internships, please contact the internship coordinator of the study programme.

6. Teaching and working methods

The teaching is based on the student and includes various teaching methods, including labs, classroom lessons, dialogue teaching, exercises, workshops, exhibitions and presentations, cases, seminars and conferences, guest lecturers, projects, company visits and collaborations. The teaching and guidance particularly take place at school, but also in the field and through our online learning platform. The study programme focuses on group work with a view to strengthen the professional cooperation, the professional approach and, especially, the student's social skills.

The teaching includes the latest knowledge and results from national and international research. Moreover, the teaching may be part of the institution's research and development projects related to the business. In addition, the teaching includes practical experiences, knowledge of fundamental trends within the profession as well as methods for further development of the business.

6.1. Reading texts in foreign languages

Some materials of the study programme may be in English.

Besides the requirements stipulated in the ministerial order on admission, no further foreign language skills are required.

7. Internationalisation

7.1. Studying abroad

Upon the programme's preliminary approval of credit transfer, the student can complete selected academic elements abroad. Students attending the Multimedia Design programme are recommended to spend the 3rd semester abroad.

With the preliminary approval of a study visit abroad, the student must – after the completion of the studies abroad – document the academic elements completed during the approved study visit. In connection with the preliminary approval, the student must give Zealand its consent to collect necessary information after the completion of the studies abroad.

With the preliminary approval of credit transfer, the academic element is considered as completed if the course was passed in accordance with the rules for the study programme.

7.2. Agreements with international educational institutions on parallel courses

Information on partner institutions, international internships, credit transfer, and procedures is continuously published by Zealand.

8. Tests and exams of the study programme

The purpose of tests in the academic elements is to document whether the student meets the professional and academic goals set by the study programme and its elements. All tests must be passed with the minimum grade 02. The student is entitled to 3 attempts per test. Passed tests cannot be retaken. It is the student's own responsibility to acquaint with and comply with Zealand's rules for tests and exams. With the commencement of an academic element, a semester, etc., the student automatically registers for the associated tests and exams. It is not possible to unregister from the tests. If the student does not fulfill the conditions for participation in a given test, the student has used one exam attempt

For requirements for the final exam project, please see section 8.2.

8.1. Description of the tests

The study programme contains various forms of tests reflecting the contents of the teaching as well as working methods. The test form for 1st and 2nd attempt can vary.

8.1.1. Initial assessment test

The purpose of the initial assessment test is to clarify whether the student actually started on the study programme. The initial assessment test must be taken within 2 months from the commencement of studies, and the student must receive the results 2 weeks after the test, at the latest. Students who fail this test may take a re-examination, which is held within 3 months from the commencement of studies. The student has 2 attempts to pass the initial assessment test. The initial assessment test is assessed internally as either "Passed" or "Not passed" and does not award any ECTS-credits. In case of a not passed initial assessment test, termination of enrolment will take place (see also section 9.2.). In case of post-admission after conduct of the initial assessment test, the student will be granted an exemption from taking the test.

As regards opportunities to complain, the standard opportunities to complain about an exam shall not apply to the initial assessment test. For this test, it is only possible to complain about legal conditions, such as the deadline for the test or the number of exam attempts. Zealand may grant students an exemption from the deadlines laid down for passing the initial assessment test, if necessary due to illness, childbirth, or unusual circumstances.

The planning and contents of the test:

Digital multiple choice test including questions concerning a number of overall study relevant topics. All aids are allowed. The test is open from 8 in the morning on the test day (via Wiseflow) and the student will have until 17 to complete and submit the test.

Temporal placement of the test (and re-examination).

The initial assessment test will typically be held in the 3rd week after commencement of study (1st test attempt) and 4th week after commencement of study (re-examination).

Grading and announcement of result:

The initial assessment test is graded as passed/not passed (failed). If the test is not passed in the first try, the student is automatically registered the re-examination.

8.1.2. The first year test

The first year test covers the test(s) the student must have taken at the end of the first year of studies, according to this curriculum. The student must have passed the first year test before the end of the student's 1 year of studies, after the commencement of studies, in order to continue its studies.

See section 1 for reference to the current ministerial order on examinations in professionally oriented higher education programmes.

8.1.3. 1st semester test

Prerequisites for participation in the test:

Before the student can register for the 1st semester test, the student must have participated actively in the 1st semester study activities, as stipulated in this curriculum. The study activity is documented by approval of 3 assignments on the 1st semester. The assignments are available on Moodle at the start of the semester, and the submission and approval procedure is described in the assignment outlines.

Planning and content of the test:

The test consists of a written and an oral part. The written part covers a multimedia product (digitally) and a synopsis. The oral part of the test covers the student's presentation of the main topics and a product

solution, including an explanation of the development process and the methods applied. The test is individual and with internal assessment.

Formalities:

The synopsis must comprise an itemised list of the components to be presented at the oral exam. The synopsis must have a length of max. 4,800 characters, including spaces + any appendices and must contain an URL for the multimedia product.

The multimedia product must contain a digital solution produced by the student.

The test lasts for 25 minutes, organised with 10 minutes for the student's presentation, 10 minutes for the conversation/examination and 5 minutes for the assessment.

Assessment criteria:

The assessment criteria are based on the learning objectives for the academic elements on the 1st semester (Designing and Programming of Digital User Interfaces 1 and Designing and Programming of Digital Content 1).

The test is graded in accordance with the 7-point grading scale, and a total grade is awarded for the synopsis, the multimedia product and the oral presentation.

Temporal placement:

The test is held by the end of the 1st semester.

Scope of ECTS:

30 ECTS

8.1.4. 2nd semester test

Prerequisites for participation in the test:

Before the student can register for the first year test, the student must have participated actively in the 2nd semester study activities, as stipulated in this curriculum. The study activity is documented by approval of 3 assignments on the 2nd semester. The assignments are available on Moodle at the start of the semester, and the submission and approval procedure is described in the assignment outlines.

Planning and content of the test:

The test consists of a written and an oral part. The written part includes a group project which also forms the basis of the oral exam. Moreover, the oral exam is based on a multimedia product.

The oral exam begins with a group examination after which each student is examined individually.

The test is held as a group and an individual exam with an external assessment.

Formalities:

The written project report is prepared in a group of 3-5 students and must comprise:

A front page stating the title of the project and the names of all students in the project group as well as an URL for the multimedia product

Table of contents

Introduction containing:

- Problem/problem statement

- Method
- Analysis
- Documentation of the development process

Conclusion

Bibliography

Appendices, incl. relevant URLs for the products developed.

The maximum lengths of the project report are as follows below (exclusive of front page, table of contents, list of references and appendices):

25 standard pages (60,000 characters, incl. spaces) for 3 students in the group.

30 standard pages (72,000 characters, incl. spaces) for 4 students in the group.

35 standard pages (84,000 characters, incl. spaces) for 5 students in the group.

Formalities of the oral presentation:

The oral part of the test begins with the joint group presentation and perspective of the multimedia product and the written project report, followed by an individual examination of each student.

15 minutes are earmarked for the joint group presentation and perspective, and 20 minutes are earmarked for the individual examination of each student.

Assessment criteria:

The assessment criteria are based on the learning objectives for the academic elements on the 2nd semester (Designing and Programming of Digital User Interfaces 2 and Designing and Programming of Digital Content 2).

Temporal placement:

The test is held by the end of the 2nd semester.

Scope of ECTS:

30 ECTS

8.1.5. 3rd semester test

Prerequisites for participation in the test:

Before the student can register for the 3rd semester test, the student must have participated actively in the 3rd semester study activities, as stipulated in this curriculum. The study activity is documented by approval of 3 assignments prepared, as regards the student following track 1 or 2 (cf. section 4). The assignments are available on Moodle at the start of the semester, and the submission and approval procedure is described in the assignment outlines.

Planning and content of the test:

The test consists of a written and an oral part. The written part includes a group project which also forms the basis of the oral exam. Moreover, the oral exam is based on a multimedia product.

The test is held as a group exam with an internal assessment awarding a grade according to the 7-point grading scale.

Formalities:

The written project report is prepared in a group of 3-5 students and must comprise:

A front page stating the title of the project and the names of all students in the project group as well as an URL for the multimedia product.

Table of contents

Introduction containing:

- Problem/problem statement
- Method
- Analysis
- Documentation of the development process

Conclusion

Bibliography

Appendices.

The maximum lengths of the project report are as follows below (exclusive of front page, table of contents, list of references and appendices):

25 standard pages (60,000 characters, incl. spaces) for 3 students in the group.

30 standard pages (72,000 characters, incl. spaces) for 4 students in the group.

35 standard pages (84,000 characters, incl. spaces) for 5 students in the group.

The oral part of the test begins with a joint group presentation and perspectivation of the written project report, followed by an oral examination of the group for:

40 minutes – for groups of 3 students

50 minutes – for groups of 4 students

60 minutes – for groups of 5 students].

Assessment criteria:

The assessment criteria are based on the learning objectives for the academic elements on the 3rd semester, selected by the student. The student can choose Advanced Design and Content or Advanced Digital Development.

Temporal placement:

The test is held by the end of the 3rd semester.

Scope of ECTS:

30 ECTS

8.1.6. Internship test

Prerequisites for participation in the test:

Before the student can register for the internship test, the student must have completed an internship of 10 weeks, as stipulated in section 5 of this curriculum and as described in the internship manual of the study programme.

Planning and content of the test:

The test is held as an individual written exam where the student documents his/her learning outcomes of the internship in a written report. The test is subject to an internal assessment, and a grade will be awarded according to the 7-point grading scale.

In the report the student must

- account for his/her tasks during the internship
- provide examples of challenges occurred in the completion of tasks
- explain and justify the selected solutions to challenges and problems].

Formalities:

The internship report must contain

A front page, including

- Title
- Name of the student
- Study programme/education
- Place of internship/internship company
- Internship counsellor

The internship report must have a length of max. 10 standard pages (24,000 characters, incl. spaces). Front page, table of contents and appendices, if any, are not included.

Assessment criteria:

The assessment criteria for the test are the learning objectives for the internship, cf. section 3 in the national part of the curriculum.

Temporal placement:

The test is held in the 4th semester, in continuation of the internship period.

Scope of ECTS:

15 ECTS

8.2. Final exam project

The overall requirements for the final exam project are described in the national part of the curriculum. Further requirements are specified below.

8.2.1. Requirements for the final exam project

The written part of the test includes project work with the preparation of a project report, meeting the following formalities:

The project report is prepared individually or in a group of max. 3 students. According to the national part of the curriculum, the report must not exceed the following lengths:

30 standard pages (72,000 characters, incl. spaces) for 1 student

40 standard pages (96,000 characters, incl. spaces) for 2 students

50 standard pages (120.000 characters, incl. spaces) for 3 students.

The project report must contain:

A front page, incl. title of the project and names of all project group members

Table of contents

Introduction containing:

- Problem/problem statement
- Method
- Analysis
- Documentation of the development process

Conclusion

Bibliography

Appendices, incl. relevant URLs for the products developed.

The oral part of the test will be held on the following terms:

The first part of the test is earmarked for the presentation and perspectivation of the project report and the product. Subsequently, the student(s) will be examined, and the oral test is planned on the basis of the following time frame:

If 1 student prepares the final exam project, the oral part of the test has a time frame of 40 minutes. The student has 10 minutes for the presentation and perspectivation of the project report and the product where 30 minutes are earmarked for the following oral examination.

If 2 students work together on the final exam project, the oral part of the test has a time frame of 45 minutes for the students. The students have 15 minutes for a joint presentation and perspectivation of the project report and the product where 30 minutes are earmarked for the following individual oral examination.

If 3 students work together on the final exam project, the oral part of the test has a time frame of 50 minutes for the students. The students have 20 minutes for a joint presentation and perspectivation of the project report and the product where 30 minutes are earmarked for the following individual oral examination.

8.2.2. The importance of formulating capacity and spelling skills for the assessment

Spelling skills and formulating capacity are included in the final exam project. The assessment is based on an overall evaluation of the academic contents as well as spelling skills and formulating capacity. However, the academic contents outweigh the other elements.

Students who can document relevant specific disabilities may apply for an exemption from the requirement that spelling skills and formulating capacity are included in the assessment. Applications must be sent via www.zealand.com/forms/ at the latest 2 weeks before the exam.

8.3. Examination language

Unless otherwise stated in the description of each test, the examination language shall be Danish. The tests may be held in Swedish or Norwegian instead of Danish. For study programmes or single courses offered in English or in another foreign language, the tests may be held in those languages.

Students who do not have Danish as their mother tongue may apply for an exemption from the requirement that spelling skills and formulating capacity are included in the assessment the final exam project as well as tests where the aforementioned skills – according to this curriculum – are included in the assessment.

Applications must be sent via www.zealand.com/forms/ at the latest 2 weeks before the exam.

8.4. Special test conditions

In case of physical or mental disabilities, the student may apply for special test conditions. Applications must be sent via www.zealand.com/forms/ at the latest 2 weeks before the exam.

An exemption from this deadline may be granted if sudden health problems have occurred. The application must contain a medical certificate, a statement from an institute of speech and hearing therapy, an institute for dyslexic and blind or other documentation of health conditions or relevant specific disabilities.

Applications must be sent via www.zealand.com/forms/ at the latest 2 weeks before the exam.

8.5. Re-examination

Special rules apply to re-examination for the initial assessment test, see section 8.1.1.

8.5.1. Re-examination due to illness or another documented reason

If a student has been prevented from taking an exam due to documented illness or another documented reason, the student will have the opportunity to take the re-examination as soon as possible. If the test is held during the final exam period of the study programme, the student will have the opportunity to take the test during the same exam period or in immediate continuation thereof. The student is automatically registered for the re-examination.

Information about time and location for re-examinations will be available on Wiseflow

Illness must be documented with a medical certificate (any costs related to the collection of documentation must be carried by the student). The medical certificate must have reached Zealand no later than 8 days after the exam/test was held. If a student falls acutely ill during the exam/test, the student must document that he/she was ill on the day in question.

If illness is not documented in accordance with the rules described above, this will count as an examination attempt.

8.5.2. Re-examination due to failed examinations

In case of failed examinations (including absence without a documented reason), a new test/exam shall be held as soon as possible and no later than the next time the examination in question is held, e.g. as a re-examination due to illness. The student is automatically registered for the re-examination as long as examination attempts remain.

The student must personally stay informed as to when re-examination is held.

Information about time and location for re-examinations will be available on Wiseflow.

The head of studies may grant an exemption from the continuous registration under exceptional circumstances, including a documented disability.

8.6. Cheating at exams

With the submission of a written assignment, the student confirms that the assignment has been completed without undue assistance.

8.6.1. Use of own work and that of others (plagiarism)

Examination cheating as plagiarism includes a written assignment, which wholly or partly is presented as the examinee or examinees' own work, even though the assignment:

- Covers identical or nearly identical reproduction of another peoples' wording or works, without said reproduction clearly referring to the source, cf. Zealand's requirements for written assignments.
- Covers large passages with a choice of words which is very close to that of another work or which is similar in phrasing etc. so that it is possible to tell by comparison that the passages could not have been written without using the other work.
- Covers the use of another person's words or ideas without those being appropriately credited.
- Reuses text and/or key ideas from the student's own previously assessed work without source reference.

It shall be reported to the head of studies if it – during or after an exam – is assumed that an examinee:

- Has illicitly helped or gained help
- Has published another person's work as its own work (plagiarism), or
- Has used its previously assessed work or parts of such work without referring to this (plagiarism).

8.6.2. The process of clarification of examination cheating, including plagiarism

Postponement of the test

With regard to the reporting of examination cheating such as plagiarism of a written assignment forming the basis of assessment at a later oral test, the head of studies will postpone the examination if it is not possible to clarify the circumstances until the fixed date of examination.

Reporting form and content

The reporting must be made without undue delay. The reporting must include a written presentation of the case, including information that can identify the reported persons as well as a short statement and the available documentation of the incident. It must be stated whether this is a repeated case for one or more of the reported persons.

In case of reported plagiarism, the plagiarized parts must be marked with clear reference to the sources that have been plagiarized. The plagiarized text must be marked in the source text as well.

Involvement of the examinee – hearing of parties

The head of studies decides whether the hearing of the student should be oral, in writing or as a combination of both. At an oral hearing of parties, the examinee will be summoned to an interview to provide further information about the circumstances with a view to present the documentation of the assumed examination cheating and to hear the examinee's conception of the case. The examinee is entitled to be accompanied by a companion.

At a written hearing of parties, the documentation of the assumed examination cheating is submitted for the purpose of requesting the student's written conception of the case.

8.6.3. Disciplinary measures in case of examination cheating and distracting behaviour

If the head of studies is confirmed in the assumption of examination cheating, and the action has had or could have an impact on the assessment, the head of studies shall expel the examinee from the examination.

In less serious cases, a warning will be given first.

In more serious cases, the head of studies may expel the examinee for short or long periods. In such cases, a written warning will be given, stating that any repetitions may lead to permanent expulsion. An expulsion means that any grade for the examination in question will be void and thus counts for an examination attempt.

The examinee cannot participate in an illness-delayed examination or re-examination, but must take the next ordinary test when offered by the study programme.

In case of serious circumstances, the head of studies may decide that the examinee shall be expelled from Zealand for a short or a long period. In such cases, a written warning will be given, stating that any repetitions may lead to permanent expulsion.

The student cannot participate in the teaching or tests during the period of expulsion.

The head of studies may grant an exemption.

8.6.4. Complaints about sanctions regarding cheating, plagiarism, and distractive behaviour during the examination

The decision that an attempt at the exam has been used is final. Expulsion due to a cheating offence at an exam is final as well. 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 Science and Higher Education. The complaint is forwarded to Zealand via the complaints system at www.zealand.dk/exam-appeals/. The head of studies makes a statement, which the applicant must be allowed, time to comment on, normally one week. Zealand forwards the complaint, the statement and any comments that the

applicant may have made to the Danish Agency for Science and Higher Education. Complaints must reach Zealand at the latest two weeks from the day that the complainant was notified of the decision, cf. chapter 11 of the Examination Order.

9. Other rules for the study programme

9.1. Credit transfer

Credit transfer agreements for the national subject elements are stated in the national part of the curriculum.

9.1.1. Credit transfer agreements for subject elements covered by the local part of the curriculum

Passed academic elements are equivalent to the corresponding academic elements at other educational institutions offering this programme as well as other programmes.

The student may apply for approval of credit transfer if the student has completed academic elements awarding credit.

9.2 Termination of enrolment

The Executive Order on Grading Scale and Other Forms of Assessment (see section 1) describes when a student's enrolment within a programme can be terminated, including a not passed initial assessment test/first year exam and exhausted examination attempts. Zealand's supplementary rules are detailed below.

Enrolment with the studies may be terminated for students who have passed less than 30 ECTS-credits per year of studying. The study activity requirement of min. 30 ECTS pr. study year is annulled for the first year of study if the first-year test has a scope of 30 ECTS or more. A student has three attempts to pass the exams.

Enrolment with the studies may be terminated for students who have not passed any exams for a consecutive period of at least 12 months. Periods when the student has not participated in any exams due to leave, giving birth, adoption, documented illness or conscription will not be included. Upon request, the student must produce documentation substantiating these circumstances. The programme may make exemptions from these provisions in the event of unusual circumstances. Applications for exemptions is forwarded to Zealand via the exemptions system at www.zealand.com/forms/.

The student receives a written warning from Zealand before the enrolment is terminated. In that, connection the student is made aware of the rules above. It will further appear from the letter that the student has fourteen days to submit their comments (hearing of the party) and documentation for periods of leave, giving birth, adoption, documented illness or conscription. The letter also states a deadline for applying for exemption. In case of a not passed initial assessment test, termination of enrolment takes place directly after notification.

If the student fails to react within the stipulated deadline, their enrolment is terminated.

If the student pleads that enrolment should not be terminated, the termination awaits the head of studies final decision.

The student may complain to Zealand about the decision within two weeks of receiving the decision. The complaint is sent to Zealand via the complaints system at www.zealand.dk/exam-appeals/. The complaint has no delaying effect.

If the decision is maintained, Zealand will make a statement, which the student may comment on, normally within a deadline of one week. Zealand forwards the complaint, the statement and any comments that the applicant may have made to the Danish Agency for Science and Higher Education. The Agency informs the student of the final decision after having dealt with the complaint. Decisions of the Agency cannot be lodged with any other administrative body.

9.3. Complaints in general

Also, see section 8.6.4. related to complaints about sanctions regarding cheating, plagiarism, and distractive behaviour during the examination and section 9.2. regarding termination of enrolment. 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 are found in 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. All complaints are sent to Zealand via the complaints system at www.zealand.dk/exam-appeals/.

9.3.1. 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 original examiners (the internal examiner(s) and the external examiner, if applicable) of the exam concerned, must be presented with the complaint immediately. Zealand must be able to form its decision in relation to academic issues based on the statement from the examiners. Normally, Zealand 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.

Zealand 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 head of studies 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 Zealand's decisions. The review panel notifies Zealand 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.

If the due date of the deadline for complaints (two weeks/14 calendar days) 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.

9.3.2. Appeal

As regards academic issues, appeals may be lodged against Zealand'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 is sent to Zealand via the complaints system at www.zealand.dk/exam-appeals/. 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 head of studies.

The appeals panel makes decisions based on the material that Zealand 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 Zealand'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.

9.3.3. Complaints about legal matters

Complaints about legal aspects of decisions made by the review panel in connection with reassessments or re-examinations or about decisions of the appeal panel can be brought before Zealand via the complaints system at www.zealand.dk/exam-appeals/. The deadline for submitting complaints is two weeks from the day the decision has been communicated to the complainant. Zealand will then make a decision.

Complaints about legal aspects of decisions made by the Zealand 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 Zealand via the complaints system at www.zealand.dk/exam-appeals/. Zealand issues a statement and the applicant must be given normally one week for commenting. Zealand forwards the complaint, the statement and any comments that the applicant may have made to the Danish Agency for Science and Higher Education. Complaints must be submitted to Zealand not later than two weeks from the day when the decision was communicated to the complainant.

Also see section 9.2 regarding complaints relating to termination of enrolment.

9.4. Exemption rules

Zealand may grant an exemption from the rules stipulated in the common part of the curriculum, solely determined by the institutions, if warranted on account of unusual circumstances. The institutions collaborate on a uniform exemption practice.

Zealand may dispense with the rules stipulated in the curriculum by the institution(s), if warranted on account of unusual circumstances.

10. Economy

Costs for all activities imposed on the student must be carried by the student, unless otherwise stated.

11. Effective date and transitional provisions

The curriculum takes effect as per August 2020. All students admitted to the study programme after August 2019 will be transferred to this curriculum, and hitherto applicable curriculums shall be annulled. Students admitted to the study programme before August 2019 will follow the curriculum in effect at the time of their admission.