

# Curriculum

**AP Degree Programme in Multimedia Design**

2022-2023



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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](http://www.retsinfo.dk).

CURRICULUM  
for the AP degree programme in  
Multimedia Design

Valid from 01.08.2022

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This national part of the curriculum for the Academy Profession Degree Programme in Multimedia Design has been released in accordance with section 22(1) of the Ministerial Order for Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented with an institutional part of the curriculum, which is provided by the individual institution that offers the programme.

The national part has been developed by the educational network for Multimedia Design and approved by all the institutions that offer it.

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

## **1. The programme's goals for learning outcomes**

### **Knowledge**

The graduate will have knowledge about:

- practice and applied theory and methods in planning, design, realisation and management of digital user interfaces and media production, as well as implementation and maintenance of complex digital media productions
- practice of the profession and the theory, methods and technology applied to digital interfaces, user experience and content.

### **Skills**

The graduate will have the skills to:

- apply and combine methods and technologies for the design, development, implementation and maintenance of digital user interfaces, digital user experiences and content production for digital media productions
- assess practice-orientated problems in digital user interfaces and digital media productions and use data to adjust processes and digital products
- communicate practice-orientated problems and solutions related to digital user interfaces and media production to business partners, including users.

### **Competencies**

The graduate will be able to:

- engage in development-orientated and interdisciplinary work processes within digital media production and digital user interfaces
- manage clearly defined tasks and processes related to complex digital media production
- in a structured context, acquire new knowledge, skills and competencies within the profession.

## **2. The programme includes 2 national subject elements**

### **2.1. Multimedia Production 1**

#### **Contents**

The subject element deals with fundamental, interdisciplinary principles for planning, designing and developing digital user interfaces and media productions based on an understanding of clearly defined development processes as well as the relevant users. The subject element focuses on practice-orientated technology, methods and principles for front-end development and design, basic methods for understanding users, user tests and the design of user experiences, as well as basic principles for content organisation, production and presentation. Furthermore, technologies and aspects of law relevant to the practices of a graduate in multimedia design will also be introduced.

#### **Learning objectives for Multimedia Production 1**

##### **Knowledge**

The student will gain knowledge about:

##### *User interfaces*

- basic development methods and models applied by the profession

- digital exchange formats applied by the profession
- practice-orientated principles and methods for the design of user interfaces
- front-end technologies applied by the profession

#### *User Experiences*

- key theories and methods of understanding users
- applied principles and theories of user experience and user interaction with digital media productions

#### *Contents*

- digital media, content types and forms of expression
- practice-orientated principles and methods for content planning and production

#### *Business*

- the roles of the multimedia designer in relation to the practice of the profession
- intellectual property rights and licensing practices and their importance to the practice of the profession

#### *Technology*

- selected technologies relevant to user interfaces and digital media production.

### **Skills**

The student will get the skills to:

#### *User interfaces*

- apply practice-orientated methods and tools in design processes
- apply key principles, theories and methods to the design of user interfaces based on a brief
- apply basic modelling and structuring principles to the development of user interfaces
- apply current front-end technologies and environments to the development and validation of user interfaces
- communicate practice-orientated design and development processes and solutions to partners

#### *User Experiences*

- collect, analyse and apply empirical data on users and use situations
- apply the basic methods, principles and technologies of the profession to the design of digital user experiences
- take a practice-orientated approach to the planning, design and dissemination of user tests

#### *Content*

- apply data and fundamental principles and methods to the organisation of user interface content
- apply data and key technologies, tools and methods to the production and presentation of digital content based on a brief.

## **Competencies**

The student will learn to:

- manage basic development and production of user interfaces, user experiences and content based on a given brief
- manage practice-orientated, interdisciplinary work processes, taking a systematic approach
- under supervision, acquire new knowledge, skills and competencies related to the practices of a multimedia designer.

## **ECTS weight**

Multimedia Production 1 is worth 30 ECTS credits.

## **2.2. Multimedia Production 2**

### **Contents**

The subject element deals with the principles for the design, programming and maintenance of complex digital user interfaces and media productions applied by the profession. The subject element focuses on adopting solutions to practice-orientated problems through team-based development, technologies for programming, theories and methods for handling complex design processes, user-centred methods and technologies for developing user experiences, as well as production of content based on data, theory and technology. It also focuses on the balance between business and user needs, as well as the current use of data storage and exchange technologies by the profession.

### **Learning objectives for Multimedia Production 2**

#### **Knowledge**

The student will gain knowledge about:

#### *User interfaces*

- practice-orientated methods, principles and tools for the planning and estimation of clearly defined development tasks and processes
- current programming paradigms relevant to front-end development in practice
- theories, principles and methods applied by the profession to the design of user interfaces

#### *User Experiences*

- methods and tools applied to user-centred design processes by the profession
- key practice-orientated principles, theories and technologies for the design and development of digital user experiences

#### *Contents*

- tools and data applied by the profession to optimise digital media production
- key applied theories and methods for planning and producing selected types of digital content

### *Business*

- the commercial foundation of the company and the multimedia designer's management of clearly defined functions in the practice of the profession
- the importance of data and data management for the commercialisation of the company.

### **Skills**

The student will get the skills to:

#### *User interfaces*

- select and apply practice-orientated development methods and models to team-based work process management
- assess practice-orientated problems, manage complex design processes and implement theory-based solutions
- select and apply key principles and technologies to complex user interface programming, implementation and maintenance
- evaluate and process visual material to ensure a consistent expression in interfaces
- document key development and design processes and communicate them to business partners and users
- use key technologies and formats for the presentation of data
- assess and apply technologies to the storage, structuring and exchange of data currently applied by the profession.

#### *User Experiences*

- assess practice-orientated problems and select and apply user-centred methods and tools to complex digital media production
- select and combine key theories, methods and technologies for the design, implementation and evaluation of digital user experiences
- communicate and explain solutions to users and partners

#### *Contents*

- assess and implement relevant forms of content and expression in digital media production
- assess and apply data, theory and methods to the organisation, structuring and production of content
- apply key technologies to handling and displaying digital content
- competently evaluate and communicate digital content production to stakeholders

### *Business*

- in collaboration with businesses, manage digital media production and navigate between business and user needs

### *Technology*

- apply selected technologies and digital trends relevant to the practices of a graduate in multimedia design.

### **Competencies**

The student will learn to:

- manage complex development, production and maintenance of user interfaces, user experiences and content in digital media production
- manage professional, interdisciplinary team-based work processes, taking account of both user and business needs
- under supervision, acquire new knowledge, skills and competencies related to the practices of a graduate in multimedia design.

### **ECTS weight**

Multimedia Production 2 is worth 30 ECTS credits.

## **3. Internship**

### **Learning objectives for the programme's internship**

#### **Knowledge**

The student will gain knowledge about:

- clearly defined functions of the intern in multimedia design in the practice of the internship company
- theory, methods and technology applied by the profession and the internship company in question

#### **Skills**

The student will get the skills to:

- apply technical, analytical and production principles and methods associated with employment in the profession
- assess practice-orientated problems within clearly defined multimedia design functions and develop and implement possible solutions
- communicate practice-orientated problems and well-founded solutions to partners, customers or users during the internship.

#### **Competencies**

The student will learn to:

- deal with development-orientated situations relevant to multimedia design during the internship
- participate in disciplinary and interdisciplinary cooperation in the internship company, taking a professional approach.
- under supervision, acquire new knowledge, skills and competencies related to the practice of the profession.

### **ECTS weight**

The internship is worth 15 ECTS points.

### **Number of exams**

The internship is completed with 1 exam.

#### **4. Requirements for the final exam project.**

The final exam project, together with the other exams in the programme and the internship exam, must document that the learning objectives for the programme have been achieved.

The final exam project must also demonstrate the student's understanding of practices and centrally applied theory and methods in relation to a practice-orientated problem. The problem statement must be based on a specific task within the programme's area. 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. The institution must approve the problem statement.

#### **Exam for the final exam project**

The final exam project completes the programme once all the preceding exams have been passed.

#### **ECTS weight**

The final exam project is worth 15 ECTS points.

#### **Examination form**

The examination consists of a project report and an oral defence. The exam has an external co-examiner, and one overall individual mark for the project and oral exam will be given according to the 7-point scale.

#### **5. Rules on credit**

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme

The students are obliged to inform the institution of any completed programme elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with the application for prior credit approval, the students must give the institution permission to obtain any required information after the completion of their studies.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

#### **6. Commencement**

This national part of the curriculum is valid from 1 August 2022.

This curriculum applies to all students who start on the programme after the date of commencement.

### **6.1. Transitional scheme**

For students already enrolled, the following transitional schemes apply:

Students who have started the programme before the commencement date must follow the national part of the curriculum from 01.08.2018 until 01.02.2023.

**CURRICULUM**  
for  
**AP Degree Programme in Multimedia Design**

Local part - Zealand Academy of Technologies and Business

Applicable as per August 2021

Revised in August 2022

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## 1. The legal framework of the curriculum

The programme is governed by the following acts and orders:

- Bekendtgørelse af lov om erhvervsakademier for videregående uddannelser (legislation regarding academies of professional higher education).
- Bekendtgørelse af lov om erhvervsakademiuddannelser og professionsbacheloruddannelser (legislation regarding academy profession and professional bachelor degree programmes).
- Bekendtgørelse om prøver i erhvervsrettede videregående uddannelser (legislation regarding examination).
- Bekendtgørelse om adgang til erhvervsakademiuddannelser og professionsbacheloruddannelser (legislation regarding admission and enrollment).
- Bekendtgørelse om karakterskala og anden bedømmelse ved uddannelser på Uddannelses- og Forskningsministeriets område (legislation regarding grading).
- Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser (legislation regarding technical and business academy profession and professional bachelor degree programmes).
- Bekendtgørelse om censorkorps og censorvirksomhed på de videregående uddannelser (legislation regarding external examination).

Link to applicable announcements: <http://zealand.dk/docs/Studielovgivning.pdf>

The current legislation is available in Danish on [www.retsinfo.dk](http://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 <sup>st</sup> semester test (30 ECTS)

2.	Designing and Programming of Digital User Interfaces 2 (15 ECTS)		2 <sup>nd</sup> semester test (first year test) (30 ECTS)
	Designing and Programming of Digital Content 2 (15 ECTS)		
3.		Advanced Design and Content (30 ECTS) – or:	3 <sup>rd</sup> 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).

\*\* Please note that the programme may provide for a different number of tests than that presented in the national part of the curriculum. This is due to changes in the new LEP Executive Order, effective September 1, 2022.

We will facilitate all students in becoming aware of sustainability and green transition in relation to the subject knowledge of the study programme. The interpretation of specific learning goals will as far as possible occur in this context and thus contribute to general education in the field of sustainability and green transition.

## 4. Local programme elements

The 3<sup>rd</sup> 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 foundation for the student's objectives for the internship.

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 agreement must consist of the individual goals for the internship, as well as a description of the task or tasks the student must solve 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 3<sup>rd</sup> 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.

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, the initial assessment test excepted. 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. For some programmes, the test form for a possible 2nd or 3rd attempt may vary from the ordinary test.

### **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. According to the Executive Order on Tests of Professional Higher Education, the Initial assessment test must be held no later than two months after the start of the programme, and the result must be announced to the student no later than two weeks after the test is conducted.

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.

Complaints about the Initial assessment test can be submitted to the educational institution for decision. The complaint must be submitted no later than two weeks after the assessment has been announced. Academic issues by the institution's decision may not be brought before another administrative authority. Legal issues in the institution's decision (e.g. in relation to the deadline for the examination or the number of examination attempts) may be brought before the Danish Agency for Higher Education and Science. In case of exceptional circumstances, Zealand may grant an exemption.

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. 1<sup>st</sup> semester test**

Requirements for participation in the test:

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

If the student does not meet the requirements, the student cannot participate in the exam, meaning that the student has used one exam attempt.

Planning and contents of the test:

Oral test based on one or several products. All aids are allowed.

The test consists of an individual written part and an oral part. The written part covers a multimedia product (digital) and a synopsis where the oral part covers the student's presentation of main topics and product solution as well as an explanation of the development process and applied methodology.

The oral part of the test lasts 25 minutes, organised with 10 minutes for the student's presentation, 10 minutes for dialogue-based examination and 5 minutes for assessment and grading.

All constituent parts are included in the total assessment, see "*Assessment criteria*" for further information.

Formal requirements:

The synopsis must contain an itemised list of the components to be presented by the student at the oral exam as well as a URL for the multimedia product and for other relevant digital products.

The synopsis must have a length of max. 4,800 characters, including spaces + any appendices.

The multimedia product must contain a digital solution produced by the student. For further formal requirements, see the guidelines on the learning platform.

If a written/digital assignment does not meet the formalities (as stipulated in the curriculum), the adjudicators may reject the assignment. If the assignment is rejected, no assessment will be given, and the student has used one exam attempt.

Assessment criteria:

The assessment criteria for the test are based on the learning objectives for the academic elements on the 1<sup>st</sup> semester (Design and Programming of Digital User Interfaces 1 and Design and Programming of Digital Content 1).

The test is subject to an internal assessment 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:

By the end of the 1<sup>st</sup> semester.

Scope of ECTS:

30 ECTS

Re-examination/re-examination due to illness:

Based on the same requirements as for the 1<sup>st</sup> attempt. The student is given the opportunity to edit the written and digital product prior to re-examination.

The scope of the edited product (synopsis) must not exceed 4,800 characters (incl. spaces).

#### **8.1.4. 2<sup>nd</sup> semester test**

Requirements for participation in the test:

Before the student can register for the 2<sup>nd</sup> semester test, the student must have submitted and approved 3 assignments on the 2<sup>nd</sup> semester. The assignments are available on Moodle at the start of the semester, and the requirements for formalities and contents, including submission and approval procedures are described in the assignment outlines.

If the student does not meet the requirements, the student cannot participate in the exam, meaning that the student has used one exam attempt.

Planning and contents of the test:

Oral test based on one or several written products. All aids are allowed.

The written part covers a project report and a multimedia product (digital) which are prepared in groups and form the basis of the following oral exam.

The oral part covers a combined group and individual test where the group begins with a presentation and perspectivation of the project report and the multimedia product after which each student is examined individually.

15 minutes are earmarked for the joint part of the oral exam, and 15 minutes are earmarked for the individual examination of each student. 15 minutes are earmarked for examination and 5 minutes for assessment and grading.

All constituent parts are included in the total assessment, see "*Assessment criteria*" for further information.

Formal requirements:

The multimedia product must contain a digital solution produced by the students. For further formal requirements, see the guidelines on the learning platform.

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

- Front cover stating the title of the project and the names of all students in the project group as well as a URL for the multimedia product and other relevant digital products.
- Table of contents
- Introduction
- Problem/problem statement
- Methodology
- Analysis
- Documentation of the development process
- Conclusion
- Bibliography
- Appendices

The maximum lengths of the project report are as follows below (exclusive of front cover, 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.

If a written/digital assignment does not meet the formalities (as stipulated in the curriculum), the adjudicators may reject the assignment. If the assignment is rejected, no assessment will be given, and the student has used one exam attempt.

Assessment criteria:

The assessment criteria for the 2<sup>nd</sup> semester test are based on the learning objectives for the academic elements (Design and Programming of Digital User Interfaces 2 and Design and Programming of Digital Content 2).

The test is subject to an external assessment in accordance with the 7-point grading scale, and a total grade is awarded for the project report, the multimedia product and the oral presentation.

Temporal placement:

By the end of the 2<sup>nd</sup> semester.

Scope of ECTS:

30 ECTS

Re-examination/re-examination due to illness:

Based on the same requirements as for the 1<sup>st</sup> attempt. The student is given the opportunity to edit the written and digital product prior to re-examination.

The scope of the edited product must not exceed the maximum scope as stated under the formal requirements.

### **8.1.5. 3<sup>rd</sup> semester test**

Requirements for participation in the test:

Before the student can register for the 3<sup>rd</sup> semester test, the student must have participated actively in the 3<sup>rd</sup> 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 procedures are described in the assignment outlines.

If the student does not meet the requirements, the student cannot participate in the exam, meaning that the student has used one exam attempt.

Planning and contents of the test:

Oral test based on one or several written products. All aids are allowed.

The test consists of a written and an oral part.

The written part consists of a project report and a multimedia product prepared in groups of 3-5 students which form the basis of the following oral exam.

The oral part consists of a group test where the group begins with a presentation and perspectivation of the project report and the multimedia product after which the students are examined as a group. All constituent parts are included in the total assessment, see "*Assessment criteria*" for further information.

The oral part begins with a joint group presentation and perspectivation of the project report and the multimedia product. 15 minutes are earmarked for this part of the oral test.

Subsequently, the students are examined as a group for:

- 20 minutes for groups of 3 students
- 30 minutes for groups of 4 students
- 40 minutes for groups of 5 students.

In addition, 5 minutes are earmarked per student for assessment and grading.

Formal requirements:

The multimedia product must contain a digital solution produced by the students. For further formal requirements, see the guidelines on the learning platform.

The written project report must contain the following elements:

- Front cover stating the title of the project and the names of all students in the project group as well as a URL for the multimedia product and other relevant digital products.
- Table of contents
- Introduction
- Problem/problem statement
- Methodology
- Analysis
- Documentation of the development process
- Conclusion
- Bibliography
- Appendices

The maximum lengths of the project report are as follows below (exclusive of front cover, 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.

If a written/digital assignment does not meet the formalities (as stipulated in the curriculum), the adjudicators may reject the assignment. If the assignment is rejected, no assessment will be given, and the student has used one exam attempt.

Assessment criteria:

The assessment criteria for the test are based on the learning objectives for the academic element on the 3<sup>rd</sup> semester, selected by the group. The students can choose Advanced Design and Content or Advanced Digital Development.

The test is subject to an internal assessment in accordance with the 7-point grading scale, and a total grade is awarded for the project report, the multimedia product and the oral presentation. Each student is graded individually.

Temporal placement:

By the end of the 3<sup>rd</sup> semester.

Scope of ECTS:

30 ECTS

Re-examination/re-examination due to illness:

Based on the same requirements as for the 1<sup>st</sup> attempt. The student is given the opportunity to edit the written and digital product prior to re-examination.

The scope of the edited product must not exceed the maximum scope as stipulated under formal requirements.

### **8.1.6. Internship test**

Requirements 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 guidelines of the study programme.

If the student does not meet the requirements, the student cannot participate in the exam, meaning that the student has used one exam attempt.

Planning and contents of the test:

Written test. All aids are allowed.

The test is an individual written exam where the student documents its learning outcomes of the internship in a written report.

In the report the student must

- Account for its tasks during the internship
- Provide examples of challenges occurred in the completion of tasks
- Explain and justify the selected solutions to challenges and problems.

Formal requirements:

The internship report must contain a front cover, 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 cover, table of contents and appendices, if any, are not included.

If a written assignment does not meet the formalities (as stipulated in the curriculum), the adjudicators may reject the assignment. If the assignment is rejected, no assessment will be given, and the student has used one exam attempt.

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.

The test is subject to an internal assessment in accordance with the 7-point grading scale.

Temporal placement:

On the 4<sup>th</sup> semester, in continuation of the internship period.

Scope of ECTS:

15 ECTS

Re-examination/re-examination due to illness:

Based on the same requirements as for the 1<sup>st</sup> attempt. The student is given the opportunity to edit the written product prior to re-examination.

The scope of the edited product must not exceed 24,000 characters (incl. spaces).

## **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. The student has the right to individually prepare a final written assignment and conduct an individually oral examination.

### **8.2.1. Requirements for the final exam project**

Requirements for participation in the exam:

The exam completes the study programme, and participation requires that all previous tests/exams of the study programme have been passed.

Planning and contents of the exam:

Oral exam based on one or several written products. All aids are allowed.

The written products cover a project report and a product which must be a digital media production. The project report and the product can be prepared individually or in groups of max. 3 students.

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 25 minutes are earmarked for the following oral examination and 5 minutes for assessment and grading.

If 2 students prepare the final exam project, the oral part of the test has a time frame of 45 minutes. The students have 15 minutes for the joint presentation and perspectivation of the project report and the product where 25 minutes are earmarked for the following individual oral examination and 5 minutes for assessment and grading.

If 3 students prepare the final exam project, the oral part of the test has a time frame of 50 minutes. The students have 20 minutes for the joint presentation and perspectivation of the project report and the product where 25 minutes are earmarked for the following individual oral examination and 5 minutes for assessment and grading.

All constituent parts are included in the total assessment, see "*Assessment criteria*" for further information.

Formal requirements:

According to the national part of the curriculum, the project 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 comprise:

- Front cover stating the title of the project and the names of all students in the project group as well as a URL for the multimedia product and other relevant digital products
- Table of contents
- Introduction containing:
- Problem/problem statement
- Methodology
- Analysis
- Documentation of the development process
- Conclusion
- Bibliography
- Appendices

Assessment criteria:

The exam must document that the student has achieved the learning objectives of the study programme, see section 1 in the national curriculum.

A total assessment is made based on the written and the oral part. The exam is subject to an external assessment in accordance with the 7-point grading scale.

Temporal placement:

In the final half of the 4<sup>th</sup> semester

Scope of ECTS:

15 ECTS

Re-examination/re-examination due to illness:

Based on the same requirements as for the 1<sup>st</sup> attempt. The student is given the opportunity to edit the written and digital product prior to re-examination.

The scope of the edited product must not exceed the maximum scope as stated under the formal requirements.

### **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 [studievejledning@zealand.dk](mailto:studievejledning@zealand.dk) at the latest 6 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/](http://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 and permission to bring other aids. Applications must be on mail: [studievejledning@zealand.dk](mailto:studievejledning@zealand.dk), at the latest 6 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.

### **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. Cheating at exams, including plagiarism**

During examinations, the student must act considerately, including complying with the instructions given by the examination supervisor, examiner and external examiner. Cheating at exams exists, among other things, when the student:

- Plagiarizes, including reusing own text (self-plagiarism without source citation and quotation marks)
- Counterfeit
- Conceals or misleads about one's own efforts or results
- Engaging in non-permitted collaboration
- Receives or attempts to receive help during the exam or test, or helps others if it is not a group test
- Uses non-permitted aids
- Have improperly obtained prior knowledge of the assignment
- Provides incorrect attendance information
- Attempts to circumvent, deactivate or otherwise impede the intent of the educational institution's use of electronic surveillance programs

Cheating at exams, including plagiarism, means that the student does not have his or her answer assessed and is noted for a used examination attempt.

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

It shall be reported to the head of studies if during or after an examination there is a presumption that an examinee:

- have improperly obtained or rendered assistance,
- has published someone else's work for his own (plagiarism), or
- have used their own previously assessed work or parts thereof without reference (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 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 Higher Education and Science. The complaint is forwarded to Zealand via the complaints system at [www.zealand.dk/exam-appeals/](http://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 Higher Education and Science. 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 45 ECTS-credits per year of studying. The study activity requirement of min. 45 ECTS pr. study year is annulled for the first year of study if the first-year test has a scope of 45 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 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/](http://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 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/](http://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 Higher Education and Science. 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/](http://www.zealand.dk/exam-appeals/). Please refer to section 8.1.1 for complaints regarding the Initial assessment test.

#### **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 (the month of July excluded).

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.
- a combination of the above three points, if the exam includes a written assignment with oral defense

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/](http://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/](http://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 subsequently decide on the appeal.

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/](http://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 Higher Education and Science. 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**

This local institutional part of the curriculum is valid from August 2022. All students will be transferred to this curriculum and at the same time previous existing curriculums will be suspended.