

National
section

Multimedia Design



CURRICULUM

for the AP degree programme in
Multimedia Design

Valid from 01.08.2024

Contents

1. The education's goals for learning outcomes	3
2. The education includes 2 national subject elements	3
2.1. Multimedia production 1	3
2.2. Multimedia production 2	5
3. Internship	7
4. Requirements for the final exam project	8
5. Rules on credits	8
6. Commencement	9
6.1. Transitional arrangement	9

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.

1. The education's goals for learning outcomes

Knowledge

The graduate has:

- development-based knowledge of the practice and application of theory and method within the planning, design, realization and management of digital user interfaces and media production as well as the implementation and maintenance of complex digital media productions
- understanding of the profession's practice and application of theory, method and technology within digital user interfaces, user experiences and content.

Skills

The graduate can:

- apply and combine methods and technologies within the design, development, realization and maintenance of digital user interfaces, digital user experiences and production of content for digital media productions
- assess practical issues within digital user interfaces and digital media productions as well as use data to adjust processes and digital products
- communicate practical issues and solutions in relation to digital user interfaces and media production to business partners, including users.
- develop solutions based on a sustainable approach to digital media productions

Competences

The graduate can:

- participate in development-oriented and interdisciplinary work processes within digital media production and digital user interfaces
- handle limited tasks and processes in relation to complex digital media production
- in a structured context, acquire new knowledge, skills and competences within the profession.

2. The education includes 2 national subject elements

2.1. Multimedia production 1

Contents

The subject element deals with basic, interdisciplinary principles for planning, design, development and optimization of digital user interfaces and media productions based on understanding defined development processes and the users who must use solutions. The subject element focuses on practical technology, method and principles for front-end development and design, basic methods for user understanding, user testing and design of user experiences. In addition, basic principles for the organization, production and presentation of content are included, taking into account sustainability, including accessibility and ethics. Furthermore, selected technologies are introduced as well as law with relevance to the multimedia designer's practice.

Learning objectives for Multimedia production 1

Knowledge

The student has:

User interfaces

- understanding of basic development methods and models used in the profession
- development-based knowledge of the profession's used digital exchange formats
- understanding of practical principles and methods for designing user interfaces
- understanding of front-end technologies used in practice

User experiences

- development-based knowledge of central theory and method of user understanding
- development-based knowledge of practically applied principles and theories about user experience and the user's interaction with digital media productions

Contents

- development-based knowledge about digital media, content types and forms of expression
- understanding of practical principles and methods for planning and producing content

Business

- development-based knowledge of the multimedia designer's roles in the profession's practice
- understanding of intellectual property rights and licensing methods and their importance in the practice of the profession

Technology

- development-based knowledge of selected technologies relevant to user interfaces and digital media production.
- understanding of rules and regulations and their importance for the use of technology, including data security.

Skills

The student can:

User interfaces

- use practical methods and tools to carry out design processes
- apply key principles, theories and methods for designing user interfaces based on a presentation
- apply basic modeling and structuring principles in user interface development
- apply current front-end technologies and environments to the development, optimization and validation of user interfaces
- communicate practical design and development processes and solutions to business partners

User experiences

- collect, analyze and use empirical data about users and usage situations

- apply the profession's basic methods, principles and technologies to design digital user experiences with a sustainable starting point
- use practical methods for planning, carrying out and disseminating user tests

Contents

- use data as well as basic principles and methods for organizing content in user interfaces
- use data as well as key technologies, tools and methods for the production, optimization and presentation of digital content based on a presentation.

Competences

The student can:

- handle basic development and production of user interfaces, user experiences and content based on a given presentation
- carry out practical interdisciplinary work processes with a systematic approach
- under guidance acquire new knowledge, skills and competences in relation to the multimedia designer's practice.

ECTS scope

Multimedia production 1 has a scope of 30 ECTS points.

2.2. Multimedia production 2

Contents

The subject element deals with the profession's applied principles for the design, programming and maintenance of complex digital user interfaces and media productions. The subject element focuses on creating coherence between practical issues and solutions using team-based development, technologies for programming, theory and method for handling complex design processes, user-centred methods and technologies for developing user experiences, as well as data, theory and technology-based production of content. The focus is also on sustainability, the balance between business and user needs, as well as the industry's current use of technologies for secure storage and exchange of data.

Learning objectives for Multimedia Production 2

Knowledge

The student has:

User interfaces

- understanding of practical methods, principles and tools for planning and estimating defined development tasks and processes
- development-based knowledge of current programming paradigms with relevance for front-end development in practice
- understanding the applied theories, principles and methods of the profession for the design of user interfaces

User experiences

- development-based knowledge of methods and tools for user-centred design processes used in the profession
- understanding of key, practical principles, theories and technologies for the design and development of digital user experiences

Contents

- development-based knowledge about the industry's use of tools and data to optimize digital media production
- understanding of central applied theory and method for planning and producing selected types of digital content taking into account sustainability

Business

- understanding of the company's business basis and the multimedia designer's performance of limited functions in the industry's practice
- development-based knowledge of the importance of data and data management for the company as a business.

Skills

The student can:

User interfaces

- select and apply practical development methods and models for managing team-based work processes
- assess practical issues, handle complex design processes and implement theory-based solutions
- select and apply key principles and technologies for programming, realizing and maintaining complex user interfaces, taking into account resource optimization
- assess 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 presenting data
- assess and use the industry's current technologies for secure storage, structuring and exchange of data.

User experiences

- assess practical issues as well as select and use user-centred methods and tools for complex digital media production
- select and combine centrally applied theories, methods and technologies for the design, implementation and evaluation of digital user experiences, taking into account sustainability
- communicate and explain solution options to users and business partners

Contents

- assess and implement relevant forms of content and expression in digital media production

- assess and apply data, theory and method to the organization, structuring and production of content
- use key practical technologies for handling and displaying digital content
- evaluate and disseminate digital content production to stakeholders with professional insight

Business

- in collaboration with companies handle digital media production and navigate between both business and user-based needs

Technology

- use selected current technologies and digital trends relevant to the multimedia designer's practice.

Competences

The student can:

- manage complex development, production and maintenance of user interfaces, user experiences and content in digital media production, taking into account sustainability
- participate in professional and interdisciplinary team-based work processes with a reflected approach to the needs of users and business
- under guidance acquire new knowledge, skills and competences in relation to the practice of the profession.

ECTS scope

Multimedia production 2 has a scope of 30 ECTS points.

3. Internship

Learning objectives for the internship on the programme

Knowledge

The student has:

- development-based knowledge of the multimedia designer's limited functions in the practice company's practice
- understanding of the profession's and internship area's application of theory, method and technology in practice.

Skills

The student can:

- apply technical, analytical and production principles and methods linked to employment within the profession
- assess practical issues within limited multimedia designer functions as well as develop and implement solution options
- communicate practical issues and justified proposed solutions to business partners, customers or users in the internship.

Competences

The student can:

- handle development-oriented situations with relevance for multimedia design in practice
- participate in professional and interdisciplinary collaboration in the internship company with a professional approach
- under professional guidance, acquire new knowledge, skills and competences in relation to the profession

ECTS scope

The internship has a scope of 15 ECTS points.

Number of samples

The internship ends with 1 test.

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 credits

Passed education elements equivalent the corresponding education elements at other educational institutions that offer the education.

The student has a duty to provide information on completed educational elements from another Danish or foreign higher education and on employment that can be assumed to be able to give credit.

In each case, the educational institution approves credits on the basis of completed educational elements and employment that is commensurate with subjects, educational parts and internship parts.

The decision is made on the basis of a professional assessment.

Upon prior approval of a study stay in Denmark or abroad, the student is obliged to document the completed educational elements of the approved study stay after the end of the study stay.

In connection with the prior approval, the student must give consent for the institution to obtain the necessary information after the end of the study stay.

In the case of approval according to the above, the education element is considered completed if it has been passed according to the rules on the education in question.

6. Commencement

This national part of the curriculum comes into force on 01.08.2024.

The curriculum applies to the students who start the program after the effective date.

6.1. Transitional arrangement

The following transitional arrangement applies to already enrolled students:

Students who have started their education before the effective date follow the national part of the curriculum of 01.08.2022 until 01.02.2025.

Institutional Section

Multimedia Design



Table of contents

1.	Curriculum framework	3
1.1.	Effective date and transition period	3
1.2.	The graduates title in Danish and English	3
1.3.	Scope of the programme	3
2.	The subject elements of the programme	4
3.	Overview of the programme	4
3.1.	National programme elements	5
3.2.	Local and elective programme elements	5
4.	Teaching and working methods	5
5.	Exams and prerequisites	5
5.1	Scope and criteria for examinations	6
5.1.1	The Study Start Test	6
5.1.2	Multimedia Production 1	7
5.1.3	Multimedia Production 2 – The First Year Exam	8
5.1.4	Local and elective educational elements	11
6.	Internship	11
7.	Final examination project	12
8.	Educational elements completed abroad	13
9.	Credits for local and elective educational elements	14
10.	Participation requirements	14
11.	Study activity	14
12.	Exam terms and conditions	14
12.1	Use of aids	14
12.2	Special examination conditions	15
12.3	Re-examinations due to illness, failing or non-attendance	15
12.3.1	Re-examination due to illness	15
12.3.2	Re-examination due to failing or non-attendance	15
13.	Errors or omissions during the exam	15
14.	Cheating offences and disruptive behaviour	16
14.1	Using one's own work and that of others - plagiarism	16
14.2	Disciplinary procedures	17
15.	Complaints about examinations and appeal decisions	17
15.1	Complaints about exams	17
15.2	Appeal of decision	18

15.3	Complaints concerning legal matters	18
15.4	Re-assessment and re-examination	18
16.	Exemptions.....	19

1. Curriculum framework

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

This curriculum is based on:

- Applicable Ministerial Order on Academies of Professional Higher Education
- Applicable Ministerial Order on Academy Profession Programmes and Professional Bachelor Programmes
- Applicable Ministerial Order on Examinations and Tests on Professionally and Business Oriented Higher Education Programmes (the Examination Order)
- Applicable Ministerial Order on Grading Scale for Education Programs at the Ministry of Higher Education and Science (the Grading Scale Order)
- Applicable Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes
- Applicable Ministerial Order on Admission to and Enrolment on Academy Profession Programmes and Professional Bachelor Programmes (the Admissions Order).

1.1. Effective date and transition period

This institution-specific section of the curriculum takes effect on 01.08.2026 and applies to all students enrolled on the programme on this date or later.

Current students at the Academy will complete their studies according to the curriculum valid at the initiation of their studies. With the exception of students on leave, they will continue their studies according to the curriculum valid at the time of enrolment.

1.2. The graduates title in Danish and English

The programme gives the graduate the right to use the title AP Graduate in Multimedia Design. The Danish title is Multimediedesigner AK.

1.3. Scope of the programme

The scope of the programme is to qualify the graduate to independently plan, design, realize and manage digital media production as well as to participate in the implementation and maintenance of complex digital media productions.

The programme is placed at level 5 in the qualification framework for higher education.

The programme corresponds to 120 ECTS-credits, which includes:

- Educational elements with a total scope of 90 ECTS-credits which are organized within the professional areas of the programme
- Internship with a total scope of 15 ECTS-credits
- Final examination project with a total scope of 15 ECTS-credits

2. The subject elements of the programme

The educational elements are organized within the following subject elements with a total scope of 90 ECTS-points and are mutually weighted in the ratio 6:2:2:1:1.

User interfaces: The subject element includes the design, development, realization and maintenance of digital user interfaces. The focus is on the development process based on relevant methods, principles and technologies.

User experiences: The subject element includes the design and development of digital user experiences. The focus is on the collection and use of relevant data, user understanding, the user's interaction with digital media productions as well as evaluation and testing of solutions.

Content: The subject element includes planning, organization and production of content for digital media productions, including understanding of digital media, relevant types of content as well as dissemination and use of data.

Business: The subject area includes an understanding of the company as a business, data understanding and the multimedia designer's roles and functions in the value chain.

Technology: The subject element contains an understanding and exploration of relevant technologies and digital trends which are relevant for the multimedia designer's work

3. Overview of the programme

1st semester	2nd semester	3rd semester	4th semester
Design & Development 1 10 ECTS	Design & Development 2 7,5 ECTS	Local Educational Components 30 ECTS	INTERNSHIP 15 ECTS
Content Creation 1 12,5 ECTS	Content Management System 5 ECTS		
User Experience 1 7,5 ECTS	Video Production 5 ECTS		FINAL EXAMINATION PROJECT 15 ECTS
	User Experience 2 7,5 ECTS		
	Content Creation 2 5 ECTS		

3.1. National programme elements

Appears in the national part of this curriculum.

3.2. Local and elective programme elements

In addition to the national part of this curriculum, the programme includes 30 ECTS local elements, organized as elective elements. Electives appear in the catalog on Moodle.

4. Teaching and working methods

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

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

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

5. Exams and prerequisites

Semester	Exam	ECTS credits	Internal/external	Evaluation
1st semester	The Study Start Test	–	Internal	Approved/ Not approved
	Multimedia Production 1	30	Internal	7-point grading
2nd semester	Multimedia Production 2	30	External	7-point grading
3rd semester	Local Educational Components	30	Internal	7-point grading
4th semester	Internship	15	Internal	7-point grading
	Final exam project	15	External	7-point grading

Information about time and place for the examinations will be posted on Moodle.

Joining the semester, the education element, etc. is also a registration for the corresponding exams. The student has three attempts for each exam, except for the Study Start Test where the student has two attempts. If the student has used all assigned attempts, the student cannot continue the study programme, and the enrolment will consequently be cancelled according to the rules in the Admissions Order.

All examinations are to be submitted/presented in understandable English or Danish. Students with other native languages can seek exemption from the fact that formulation and spelling skills can influence the evaluation of the final examination project or any exam for which the curriculum specifies that such skills are included in the evaluation. Application for the exemption should be sent to the head of department at least four weeks prior to the examination.

Prerequisites for the exam

In order to sit the exam, there may be one or more prerequisites that must be met. Prerequisites are described in the following at each exam.

Prerequisites can be several different elements, e.g. submission of a written project, participation in class, a presentation, etc.

Note that if one or more of the prerequisites is not met the student will not be allowed to sit the exam and will have used one exam attempt.

5.1. Scope and criteria for examinations

In the following, exams in each of the national compulsory elements is described, including:

- Prerequisites for taking the exam
- Exam form
- Assessment criteria
- Formal requirements if a written product is included, including requirements for individualization in group projects

5.1.1 The Study Start Test

According to the Executive Order on Examinations, the student must participate in and pass a study start test in order to continue on the study programme. The purpose of the study start test is to clarify whether the student has actually started the programme.

The study start examination is held no later than two months after the commencement of the study programme.

Test form

The study start test is an individual, written test, based on the student's reflection on prior knowledge and motivation for the study programme.

Assessment criteria

The study start test is internally assessed and is assessed with "Approved" or "Not approved".

If the student does not fulfil the study start test requirement in the first attempt, the student has another attempt, which must be conducted no later than three months after the commencement of the study programme. If the student does not fulfil the test in the second attempt, the student cannot continue the study programme, and his/her enrolment will consequently be cancelled.

5.1.2 Multimedia Production 1

Prerequisites for the exam

- To be eligible for the examination, the student must have a minimum attendance rate of 80% in the courses taught during the first semester. The student can monitor their attendance percentage in Attender.
- The report must fulfil the form requirements described below. Elaborated in the 'Guide to report writing', which can be found on the programme's official platform, Moodle
- The project must be handed in and uploaded on time, as detailed on the official platform

The student is only eligible to take the examination if all prerequisites have been fulfilled. If the prerequisites have not been met due to insufficient attendance, cf. prerequisite 1 above, the following applies.

If the student has not achieved a minimum attendance rate of 80% in all courses

The date on which attendance is assessed is stated in the academic calendar on Moodle. If the student has not achieved a minimum attendance rate of 80% in the courses (attendance and participation can be monitored in Attender), the student will be required to complete a compensatory assessment prior to the ordinary examination.

Failure to complete the compensatory assessment is regarded as failure to attend the examination, and the student will have used one examination attempt. A new compensatory assessment will be arranged prior to the first re-examination. Failure to complete this compensatory assessment is regarded as failure to attend the first re-examination. A third and final compensatory assessment will then be arranged. Failure to complete this final compensatory assessment means that the student will have used their third and final examination attempt.

Compensatory Assessment:

Students who have not fulfilled the mandatory attendance requirement may, at the discretion of the institution, be given the opportunity to demonstrate that they have achieved the intended learning outcomes by completing a practical compensatory assessment.

The practical compensatory assessment must be completed through physical attendance at the institution and has a total duration of six hours.

At the beginning of the assessment, the student will receive a case assignment, which must be completed individually within the given time. Following the practical assignment, the student must give an oral presentation explaining and justifying the proposed solution to the examiner.

The practical compensatory assessment is assessed on a pass/fail basis. A passed assessment is regarded as fulfilment of the mandatory attendance requirement.

Exam form and organization

The exam is an oral group examination, based on a project. It is assessed internally according to the 7-pointscale. One individual grade is given based on an overall evaluation of the written project, the product and oral examination.

40 minutes is allotted to each examination, divided into 10 minutes for the presentation, 20 minutes for the exam and 10 minutes for discussion of performance and announcement of grade.

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

The exam amounts to 30 ECTS credits.

The report's structure and requirements

The exam project report must include a written report, as well as a digital multimedia production. The report must not exceed 15 standard pages of text for one student + 5 standard pages per additional group member.

Frontpage, table of contents, models, literature lists, Illustration lists and appendices are not included in the maximum number of pages. Appendices are not included in the evaluation. A standard page consists of 2,400 characters including spaces and footnotes.

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

The multimedia production must fulfil the requirements listed in the project description.

Assessment criteria

Evaluation criteria are the learning objectives that appear in the national section of the curriculum pertaining to the national subject element in question.

Timing

The exam takes place at the conclusion of the 1st semester.

Further information regarding time and place can be found on the programme's official platform, Moodle, prior to the examination date.

Exam language

Danish or English.

5.1.3 Multimedia Production 2 – The First Year Exam

The First Year Exam must be passed within the student's first year of study.

If the student has not participated in or passed the First Year Exam the student cannot continue the study programme, and the enrolment will consequently be cancelled according to the Admissions Order.

Prerequisites for the exam

- To be eligible for the examination, the student must have a minimum attendance rate of 80% in the courses taught during the second semester. The student can monitor their attendance percentage in Attender.

- The report must fulfil the form requirements described below. Elaborated in the 'Guide to report writing', which can be found on the programme's official platform, Moodle
- The project must be handed in and uploaded on time, as detailed on the official platform

The student is only eligible to take the examination if all prerequisites have been fulfilled. If the prerequisites have not been met due to insufficient attendance, cf. prerequisite 1 above, the following applies.

If the student has not achieved a minimum attendance rate of 80% in all courses

The date on which attendance is assessed is stated in the academic calendar on Moodle. If the student has not achieved a minimum attendance rate of 80% in the courses (attendance and participation can be monitored in Attender), the student will be required to complete a compensatory assessment prior to the ordinary examination.

Failure to complete the compensatory assessment is regarded as failure to attend the examination, and the student will have used one examination attempt. A new compensatory assessment will be arranged prior to the first re-examination. Failure to complete this compensatory assessment is regarded as failure to attend the first re-examination. A third and final compensatory assessment will then be arranged. Failure to complete this final compensatory assessment means that the student will have used their third and final examination attempt.

Compensatory Assessment:

Students who have not fulfilled the mandatory attendance requirement may, at the discretion of the institution, be given the opportunity to demonstrate that they have achieved the intended learning outcomes by completing a practical compensatory assessment.

The practical compensatory assessment must be completed through physical attendance at the institution and has a total duration of six hours.

At the beginning of the assessment, the student will receive a case assignment, which must be completed individually within the given time. Following the practical assignment, the student must give an oral presentation explaining and justifying the proposed solution to the examiner.

The practical compensatory assessment is assessed on a pass/fail basis. A passed assessment is regarded as fulfilment of the mandatory attendance requirement

Exam form and organization

The exam is an individual, oral project exam. It is assessed externally according to the 7-pointscale. One individual grade is given based on an overall evaluation of the written project, the product and oral examination.

The oral examination begins with a presentation of the product and the report. Ten minutes are allocated for an individual presentation. For group examinations, an additional five minutes are allocated for each additional group member.

The presentation is followed by an individual oral examination of 20 minutes, based on the product.

Grading and announcement of the grade: 5 minutes.

Number of students	Group presentation	Individual examination	Grading
1	10	20	5
2	15	20	5
3	20	20	5
4	25	20	5

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

The exam amounts to 30 ECTS credits.

The report's structure and requirements

The exam project report must include a written report, as well as a digital multimedia production.

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

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

The multimedia production must fulfil the requirements listed in the project description.

Evaluation criteria

Evaluation criteria are the learning objectives that appear in the national section of the curriculum pertaining to the national subject element in question.

Time frame

The exam takes place at the conclusion of the 2nd semester.

Further information regarding time and place can be found on the programme's official platform, Moodle, prior to the examination date.

Exam language

Danish or English.

The exam must be passed prior to the beginning of the 3rd semester in order for the student to continue the program.

5.1.4 Local and elective educational elements

The local and elective educational components make a total of 30 ECTS during the 3rd semester. The contents of the local and elective educational components and their exams can be found on Moodle.

6. Internship

The learning objectives for the internship appear in the national part of this curriculum. The internship corresponds to 15 ECTS-credits.

Requirements and expectations

The internship allows the student to work with relevant issues and gain knowledge about relevant job functions.

During the internship the student are linked to one or more companies. The internship can be organized flexibly and differentiated and can form the basis for the student's final examination project.

The relation between theoretical learning and actual practice forms the basis for the student's objectives for the internship period.

Based on the learning objectives for the internship (see the national section of the Curriculum), the student, the internship company and the school supervisor collaborate to identify specific objectives for the internship period.

This then forms the basis for organizing the student's work during the internship period.

The internship can be compared to a full-time job, with demands regarding working hours, work to be done, involvement and flexibility that correspond to those that the student can expect to meet in their first job. If, for documented health reasons, the student cannot complete an internship for 37 hours per week, the student can apply for a dispensation to organize the internship period appropriately.

Prerequisites for the exam

- The student must have actively participated in the internship,
- internship report og video, on which the examination and the evaluation are based, must meet the requirements cf. below,
- the internship report or video must be handed in on time, cf. the exam schedule available on Moodle,
- and the student must have completed the evaluation of the internship (questionnaire).

The Examination and assessment criteria

The student may choose to submit the internship report either as a written report or as a video. The assessment is based on the written report or video. The examination is assessed internally according to the 7-point scale.

The exam amounts to 15 ECTS credits.

The report/video structure and requirements

The report/video must contain the following:

A short description of the company/organization and a reflection about the internship:

- a) How has the student managed to solve specific tasks in the company?
- b) How have the learning goals for the internship been met?
- c) What new knowledge has the students acquired?
- d) Which new competencies has the student acquired, subject knowledge-wise as well
- e) as personal?
- f) What has the student learnt about structuring and planning their work?
- g) What has the student learnt about collaboration with people from other professional groups (colleagues)?

The reflections are described with specific examples of tasks or situations, preferably including graphic examples.

The report must not exceed 8 standard pages (.pdf).

The video must not exceed 8 minutes (mp4/h264 format).

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

Evaluation criteria

Evaluation criteria are the learning objectives.

Time frame

The exam takes place at the conclusion of the internship period.

Further information regarding time and place will be provided by the student's internship councillor.

Exam language

Danish or English.

7. Final examination project

The final examination project and the internship exam together with the other exams must document that the learnings objectives of the programme are met.

Requirements regarding the final examination project as well as learning objectives can be found in the national section of this curriculum.

The examination is held at the end of 4th semester. Further information regarding time and place for the examination can be found on Moodle.

Prerequisites for the exam

Failure to submit the written project correctly means that the student will not be allowed to attend the exam, and the student will use one exam attempt.

The examination in the final project cannot be held until the internship exam and all other exams in the education have been passed.

The exam and organization

The exam is an individual, oral exam based on a group project. It is externally graded according to the 7-point scale. A single individual grade is given based on an overall evaluation of the project and oral presentation.

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

The oral examination begins with a group presentation of the product and the report. For group examinations, an additional five minutes are allocated for each additional group member – see table below. The presentation is followed by an individual oral examination of 20 minutes, based on the product. Grading and announcement of the grade: 5 minutes.

Number of students	Group presentation	Individual examination	Grading
1	10	20	5
2	15	20	5
3	20	20	5
4	25	20	5

The exam amounts to 15 ECTS credits.

The examination will be in Danish or English for AP in Multimedia Design.

Assessment criteria

The evaluation criteria for the examination are based on the learning objectives for the final project in the national section of the Curriculum.

Formulation and spelling skills can influence the evaluation of the final examination project.

Requirements for the written report

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.

8. Educational elements completed abroad

The student can – with pre-approval – obtain credit for any of the educational elements that the student complete abroad. In such cases the student must, after completion of the studies abroad, document the educational elements that have been completed. In connection with pre-approval the student must agree that the school is entitled to secure any necessary information about the educational elements.

With prior acceptance of credits, the specific educational element will be considered completed if the student has passed the course according to existing and relevant rules for the programme.

9. Credits for local and elective educational elements

Any elective and local educational element that has been passed is considered to be equivalent to the corresponding educational element offered by other educational institutions offering the education.

The student is to apply for prior approval if credit is wished for educational elements that are not included in the education.

10. Participation requirements

In order for the teaching methods to work and to achieve the learning objectives the student has participation requirements in the form of handing in/presenting assignments/projects etc.

Handing in/presenting assignments/projects etc. can be expressed as exam prerequisites that must be met before the student can take part in the exam. Prerequisites are described in section 5.

If a student does not comply with the participation requirements, the study programme will provide help and guidance.

11. Study activity

The student must be academically active to remain enrolled in the study programme. Lack of study activity is defined as *"the student not having passed any of the exams in the study programme for a continuous period of 1 year."*

Lack of study activity will imply the enrolment to be cancelled according to the rules of the Admissions Order.

12. Exam terms and conditions

Joining the semester, the education element, etc. is also a registration for the corresponding exams

Deregistration from an exam is only possible under special circumstances such as illness (documented with a medical certificate), death in the family or exceptional circumstances that affect the student's well-being. Exemption can be granted if the student is an elite athlete, and on that basis needs to deregister from the exam. Deregistration shall be provided to the head of department no later than at the start of the exam or as soon as possible thereafter. Written documentation must be provided before any dispensation can be granted for the used exam attempt.

12.1 Use of aids

Any rules for restrictions in the use of aids will be made clear in the specifications for the individual examination.

12.2 Special examination conditions

The student can apply for special examination conditions when warranted by physical or mental impairment. The application should be submitted to the head of department at least four weeks prior to the date of the examination. An exemption from this deadline can be given in the case of suddenly occurring health issues.

The application must be accompanied by a medical certificate, a statement from e.g. an institute dealing with speech, hearing or sight impairment or dyslexia, or other forms of documentation certifying serious health issues or relevant functional impairment.

12.3 Re-examinations due to illness, failing or non-attendance

12.3.1 Re-examination due to illness

If the student have not been able to sit an examination due to documented illness or other unforeseen circumstance, the student are given the opportunity to sit a re-examination as quickly as possible. In the case of an examination taking place at the end of the last examination period, the student are given the opportunity to sit the examination in the same examination period or immediately thereafter.

This examination can be identical to the next ordinary examination. It is the student's responsibility to investigate when the re-examination will be held.

Information about time and place for these re-examinations can be found on Moodle.

Illness must be documented by a medical certificate received by the institution three days at the latest after the examination has been conducted. If the student become acutely ill during an examination the student must document illness on the day in question.

If illness is not documented according to the above rules, the examination will count as one examination attempt spent.

Any costs for the medical certificate are the responsibility of the student.

12.3.2 Re-examination due to failing or non-attendance

By not passing or by not attending the examination, the student is automatically registered to sit the re-examination, provided that the student has not spent all three examination attempts. The re-examination can be identical with the next ordinary examination.

It is the student's responsibility to investigate when the re-examination will be held. Information about time and place for these re-examinations can be found on Moodle.

13. Errors or omissions during the exam

If errors and omissions are brought to attention during the exam, the head of department decides how the error or the omission can be remedied.

In the case of serious errors or omissions, or where it must be considered to be the most correct way to remedy the error, the head of department may cancel the exam in question and arrange a re-examination. In the case of a cancelled exam the assessment lapses.

In the case of other significant errors or omissions and extraordinary exam may be offered. The offer is given to all affected students. The student may choose to keep their original assessment even if they have participated in the extraordinary exam.

14. Cheating offences and disruptive behaviour

During any exam the student must behave considerately and follow the instructions given by the examination supervisor, examiner or censor.

Cheating on exams will be dealt with according to the rules in the existing Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (The examination order). It is referred to as cheating offences when the student:

- plagiarizes cf. section 14.1,
- counterfeits,
- conceals or misleads about own efforts or results,
- takes part in an unauthorized collaboration,
- receives or tries to receive help during the exam, or helps other students when it is not a group exam,
- uses unauthorized aids,
- has wrongfully obtained prior knowledge of the examination assignment,
- provides wrongful attendance information, or
- seeks to circumvent, disable or otherwise obstruct the intent of SEA's use of monitoring programs.

When submitting written material, the student must verify by signature that the material has been produced without undue assistance.

14.1 Using one's own work and that of others – plagiarism

Cheating in exams through plagiarism comprises instances where a written answer appears to be completely or partially produced personally by the examinee or examinees, but:

1. Comprises identical or almost identical rendering of the wording or work of others, without clearly identifying this using quotation marks, italics, indentation or other clear indications stating the source of the material, cf. the educational institution's requirements to written work on Moodle.
2. Comprises major pieces of text with choice of words or formulations so close to that of another piece of writing that it is possible to determine through comparison that the text could not have been written without using the source in question.
3. Comprises the use of words or ideas of others without giving reference to the source in an appropriate manner.
4. Re-uses text and/or central ideas from own previously assessed answers (self-plagiarism) without observing the provisions laid down in items 1 and 3 above.

14.2 Disciplinary procedures

Cheating or disruptive behaviour during an exam will result in the student not having the exam assessed and one examination attempt will be counted as used.

The student may also receive a written warning. Aggravating circumstances or repeated offences could lead to temporary or permanent expulsion.

15. Complaints about examinations and appeal decisions

Complaints about examinations will be dealt with according to the rules in chapter 11 in the existing Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (The examination order)

15.1 Complaints about exams

Complaints about the Study Start Test

Complaints about the study start test can be submitted to the educational institution, which will make a decision. The complaint must be sent to the head of department no later than 2 weeks (14 calendar days) after the assessment has been conducted. Academic questions regarding the institution's decision cannot be referred to another administrative authority. Legal questions regarding the institution's decision can be referred to the Danish Agency for Higher Education and Science, cf. section 15.2

Complaints about exams in educational elements and subtests

The student can submit a written complaint about legal or academic issues; including the examination process during an examination in an educational element or a subtest.

The complaint must be submitted to the head of department no later than 2 weeks (14 calendar days) after the assessment of the exam has been conducted. If the deadline is on a public holiday, the first workday hereafter will be considered the deadline.

If the complaint concerns academic issues, the educational institution will immediately request a statement from the examiners, i.e., the examiner and censor for the examination in question. The statement from the examiners must provide a basis for the institution's decision on academic questions. The institution normally sets a deadline of 2 weeks for submitting the statements, excluding the month of July. As soon as the examiners' statements are available, the complainant is given the opportunity to comment on the statements within a typical deadline of one week.

The decision is made by the institution based on the complaint, the examiners response and the complainant's potential comments on the statement. The decision must be in writing and justified, and can:

1. Offer the possibility of a new assessment (re-assessment). This applies to written exams only.
2. Offer the possibility of a new exam (re-examination) with new examiners.
3. Reject the complaint.
4. A combination of 1-3 if the exam includes a written assignment with oral examination.

15.2 Appeal of decision

Academic questions regarding the educational institution's decision, cf section 15.1, may be brought before an appeals panel. The appeal must be submitted two weeks at the latest after the decision has been communicated to the student.

The appeals panel consists of two authorised censors appointed by the chairman of the censors, 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 department.

The appeals panel makes decisions based on the material used by the educational institution in making its decision and the student's complaint. The appeals panel must make its decision no later than 2 months for winter exams and 3 months for summer exams after the appeal has been submitted.

The appeals panel's decision can:

1. Offer the possibility of a new assessment with new examiners (re-assessment). This applies to written exams only.
2. Offer the possibility of a new exam with new examiners (re-examination).
3. Reject the appeal.
4. A combination of 1-3 if the exam includes a written assignment with oral examination.

Academic questions regarding the appeals panel's decision cannot be referred to another administrative authority.

Legal questions regarding the appeals panel's decision can be referred to the institution which will make a decision. The complaint must be submitted to the institution no later than two weeks after the student has received the institution's decision. The institution's decision regarding legal matters can be referred to the Danish Agency for Higher Education and Science, cf. section 15.3.

15.3 Complaints concerning legal matters

The educational institution's final decisions can be referred to the Danish Agency for Higher Education and Science when the complaint concerns legal matters. The deadline for submitting a complaint is two weeks from the day the decision is communicated to the complainant. The complaint is submitted to the institution, which prepares a statement that the complainant must have the opportunity to comment on within a minimum period of one week. The institution then forwards the entire case for review by the agency.

15.4 Re-assessment and re-examination

If the decision is to offer re-assessment or re-examination, the complainant must be informed of the fact that the re-assessment or re-examination may result in a lower grade.

The student must accept the offer for re-assessment og re-examination within a deadline of 2 weeks after the decision has been communicated. If the student does not accept within the deadline, the re-assessment or re-examination will not be conducted.

The re-assessment or re-examination must take place as soon as possible. If the diploma has

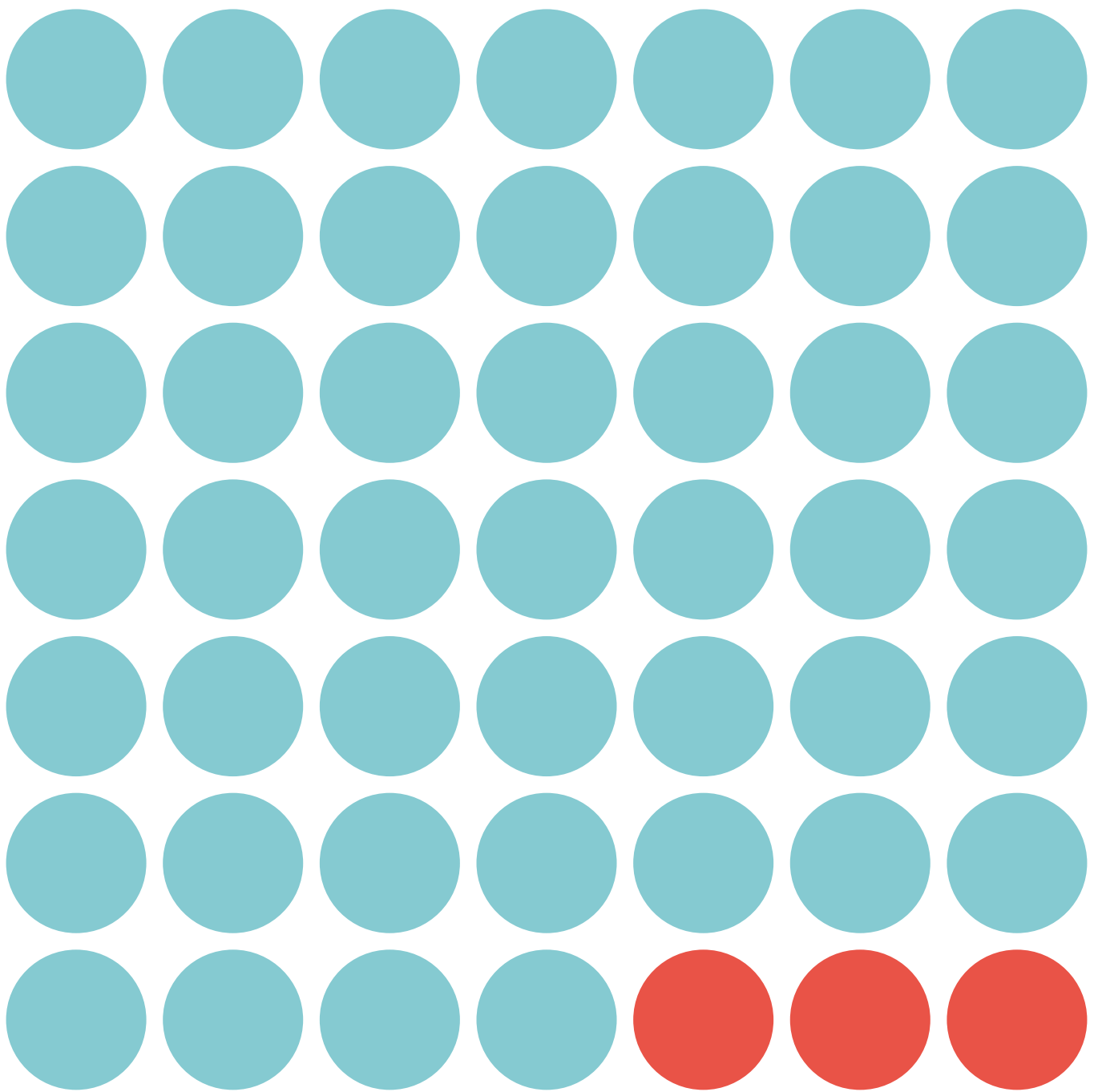
been issued, it must be withdrawn until the final assessment is available, after which a new diploma will be issued.

If the decision is to offer a re-assessment or re-examination, the head of department appoints new examiners. The chairman of the censors may appoint a censor. The new examiners must assess the submission based on the assignment text and task. The new examiners will then notify the institution of the reassessment result, accompanied by a written justification.

Academic questions regarding reassessment or re-examination cannot be brought before the educational institution again or another administrative authority. Legal questions can be referred to the institution, which will make a decision.

16. Exemptions

The institute can grant exemptions from rules in this institution-specific section of the curriculum in cases where such exemption is justified due to exceptional circumstances. The institutions offering this education cooperate to ensure a uniform exemption practice.



syddansk
erhvervsakademi