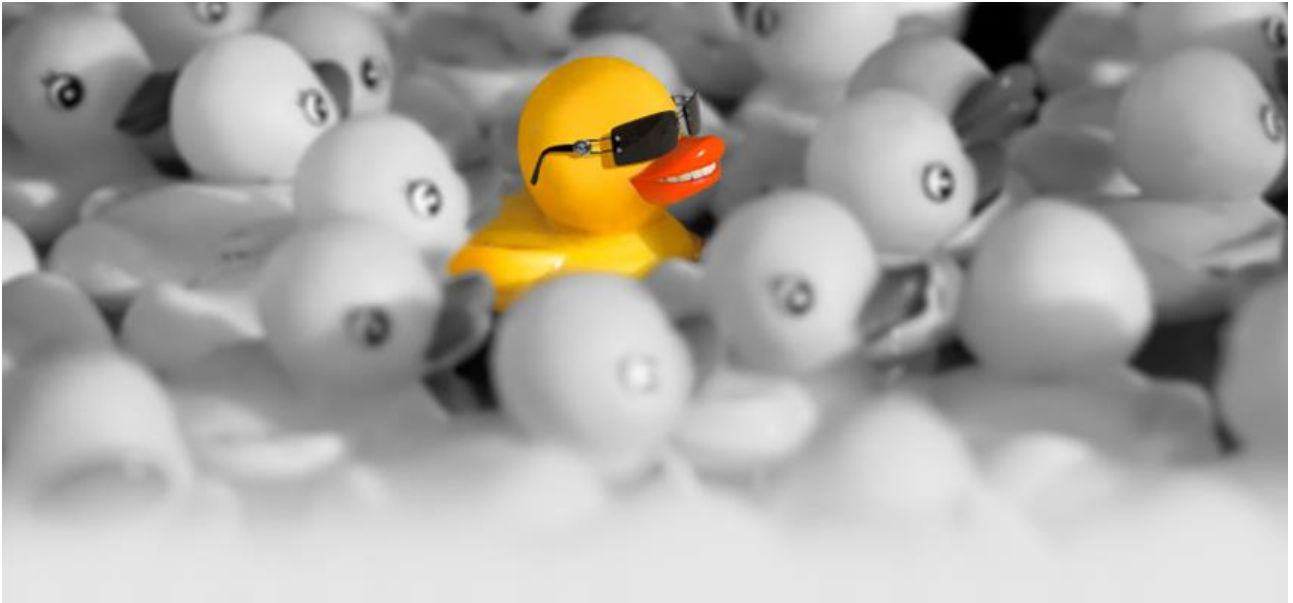


## Portfolio exam | UX | Fall 2019



The first exam project on 3rd semester is a 10 ECTS portfolio exam. It is an individual project where you practice how to present yourself as the future professional multimedia designer you want to be.

The purpose of this project is to find the core of your professional identity and build up a professional portfolio with content that displays your skills. During the exam period, you should acquire new knowledge and improve existing and/or develop new skills in relation to the profession within UX/UI design.

### Important dates

Exam project kick-off Thursday August 29, 2019

Hand-in on Wiseflow, no later than Thursday September 19, 2019

## Formal requirements of the exam

The exam is an individual examination based on a written portfolio report and a digital product produced on your domain (it is optional if you want to code it yourself or use a WordPress solution). The portfolio report can be written either in English or Danish as well as the language on the online portfolio can be one of these two.

An internet link (URL) to your online portfolio must be included on the front page of the portfolio report. In addition, it must be handed-in digitally through the administration system WISEflow according to instructions available on Study Update.

The portfolio report **must be a maximum of 8 standard pages**. A standard page consists of 2.400 characters. Illustrations, figures etc. and appendices are not included.

The front page must include the following information:

- Portfolio exam project, Fall 2019
- Multimedia Design and Communication, Business Academy Aarhus.
- URL for the digital product
- Full name of student and supervisors (teachers)

## Criteria for assessment

The students are awarded an individual mark based on an overall assessment of:

- The portfolio report
- The online portfolio including the quality and relevance of the website's content

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

*It is extremely important that you see this assignment as an opportunity to start the process towards a portfolio where you showcase your professional as well as personal competencies to other professionals. You will be given the chance to discuss and review your own personal take on the Multimedia design programme, and which direction it is taking you, in terms of your professional career.*

## Structure of a portfolio report

- Intro
- Analysis and description of your own professional identity (sender)
- Research of internship and job postings and the knowledge, skills and competencies required in the industry (receiver)
- A Creative Brief (max 1 page)
- Argumentation for the content curated and produced for the portfolio
- Argumentation for TOV and information architecture
- Argumentation for choice of typography, colors and imagery on the portfolio – and documentation of the design process
- Argumentation for choice of technical solution
- Summary
- Bibliography
- Appendix