

Curriculum for the Academy Profession Degree Programme in Multimedia Design and Communication

September 2016

Copenhagen School of Design and Technology – KEA

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1. Curriculum framework

This is a translated version of the Danish curriculum. In case of discrepancies between the Danish and the English version of the curriculum, the rules in the Danish version apply.

The latest versions of the following acts and ministerial orders apply to the programme:

Danish (Consolidated) Act on Academies of Professional Higher Education

Danish (Consolidated) Act on Academy Profession Programmes and Professional Bachelor Programmes

Ministerial Order on Academy Profession Programmes and Professional Bachelor Programmes

Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (the Examination Order)

Ministerial Order on Admission to and Enrolment on Academy Profession Programmes and Professional Bachelor Programmes (the Admissions Order)







Ministerial Order on the Grading Scale and Other Forms of Assessment of Study Programmes Offered under the Ministry of Higher Education and Science (the Grading Scale order)

Ministerial Order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication (AP Graduate in Multimedia Design and Communication). [Link to the Ministerial Order at retsinformation.dk](http://retsinformation.dk).



The curriculum has been prepared by the Network of Danish Academies providing the Academy Profession programme (AP) in Multimedia Design and Communication (common part) and the Copenhagen School of Design and Technology (institution-specific part). The programme is offered by the following institutions of higher education:

Cphbusiness Nørgaardsvej 30 DK-2800 Kgs. Lyngby	
Business Academy Aarhus Ringvej Syd 104 DK-8260 Viby J	

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<p>Dania Academy of Higher Education Arvikavej 2A DK-7800 Skive and N.P. Josiassens Vej 44A DK-8500 Grenaa</p>	
<p>Business Academy Kolding, IBA Ålegården 2 DK-6000 Kolding</p>	
<p>Lillebaelt Academy Munkebjergvej 130 DK-5230 Odense M</p>	
<p>Business Academy MidtVest Gl. Landevej 2 DK-7400 Herning</p>	
<p>Zealand Institute of Business and Technology Bredahlsgrade 1 DK-4200 Slagelse and Lyngvej 19-25 DK-4600 Køge</p>	
<p>Business Academy Southwest Østergade 53 DK-6400 Sønderborg and Spangsbjerg Kirkevej 103 DK-6700 Esbjerg</p>	

Curriculum for the Academy Profession Degree Programme in Multimedia Design and Communication

Copenhagen School of Design and Technology Lygten 16 DK-2400 Copenhagen NV	
UCN, University College Nordjylland Sofiendalsvej 60 DK-9200 Aalborg SV	

The curriculum has been approved by

Rector Ingo Østerskov

1.1. Programme title

The programme title is Academy Profession Degree Programme in Multimedia Design and Communication. The Danish programme title is *Erhvervsakademiuddannelsen inden for medie og kommunikation*. Programme graduates have the right to use the title AP Graduate in Multimedia Design and Communication. The Danish title is *Multimediedesigner AK*.

The programme is an academy profession programme corresponding to 120 ECTS credits and a level-5 programme in the Danish Qualifications Framework for Higher Education.

1.2. Programme objective

The objective of the programme is to provide graduates with the qualifications needed to independently design, plan, realise and manage multimedia tasks and to assist in the implementation, administration and maintenance of multimedia productions.

The intended learning outcome includes acquisition of the knowledge, skills and competencies set out in the Ministerial Order on the Academy Profession Degree Programme in Multimedia Design and Communication. Details of the learning objectives are stated below.

Knowledge

The graduate has acquired:

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- knowledge of practice and key applied theory and method relevant to analysis, ideation, design, planning, realisation and management of multimedia tasks as well as the implementation, administration and maintenance of multimedia productions
- an understanding of interdisciplinary multimedia issues in relation to both individual and team-based project work.

Skills

The graduate has acquired the skills needed to:

- apply key methods and tools relevant to analysis, ideation, design and planning as well as the realisation and management of multimedia tasks
- evaluate practice-oriented issues in the multimedia field and propose and select possible solutions
- communicate practice-oriented issues and possible solutions in the multimedia field to partners and users.

Competencies

The graduate has acquired the competencies needed to:

- independently undertake analysis, ideation, design and planning as well as the realisation and management of multimedia tasks and to participate in the implementation, administration and maintenance of multimedia productions
- handle development-oriented situations and be innovative in the tailoring of multimedia solutions to commercial conditions
- acquire new knowledge, skills and competencies in the multimedia field
- engage in management and cooperation with others regardless of educational, linguistic and cultural background
- participate in and manage cooperation and communication in networks based on a professional approach.

1.3. Effective date

The curriculum takes effect on 22 August 2016.

1.4. Transitional arrangements

The curriculum takes effect on 22 August 2016 for all students enrolled on the programme. Exam activities commenced under the previous curriculum which have not been completed by 21 Au-

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gust 2016 must be completed in accordance with the rules set out in the previous curriculum. Such activities include projects or make-up exams.

1.5. Reading instructions

Black text applies at institutional level, i.e. topics specifically applicable to KEA. Blue text applies to the common part, i.e. all institutions offering the programme.

2. Admission

Admission to the programme is subject to the rules set out in the Admissions Order.

3. Programme elements and modules

The programme is a full-time programme equating to two student full-time equivalents. One student full-time equivalent corresponds to one year of full time-time study. One student full-time equivalent corresponds to 60 ECTS credits in the European Credit Transfer System (ECTS). The programme thus equates to a total of 120 ECTS credits.

The programme is a level-5 programme in the Danish Qualifications Framework for Higher Education.

3.1. Overview of programme elements, internships and exams

The programme comprises two compulsory programme elements: *Multimedia Production Basic* (60 ECTS) and *Multimedia Production Advanced* (20 ECTS). The programme also includes an internship (15 ECTS), elective programme elements (10 ECTS) and a final project (15 ECTS). The programme totals 120 ECTS.



Study programme structure

Programme elements		
Fourth semester	Final exam project (15 ECTS)	
	Internship (15 ECTS)	
Third semester	Multimedia Production Advanced (20 ECTS)	Elective programme elements (10 ECTS)
Second semester	Multimedia Production Basic (60 ECTS)	
First semester		

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3.2. Core areas

The programme covers the core areas the Business (10 ECTS), Communication and Presentation (20 ECTS), Design and Visualisation (25 ECTS) and Interaction Development (25 ECTS). The core areas total 80 ECTS.

Compulsory programme elements	Multimedia Production Basic First and second semesters	Multimedia Production Advanced Third semester	In total
Core areas			
<i>The Business</i> 10 ECTS	10 ECTS from the core area the Business		10 ECTS
<i>Communication and Presentation</i> 20 ECTS	15 ECTS from the core area Communication and Presentation	5 ECTS from the core area Communication and Presentation	20 ECTS
<i>Design and Visualisation</i> 25 ECTS	20 ECTS from the core area Design and Visualisation	5 ECTS from the core area Design and Visualisation	25 ECTS
<i>Interaction Development</i> 25 ECTS	15 ECTS from the core area Interaction Development	10 ECTS from the core area Interaction Development	25 ECTS
	Learning objectives for Multimedia Production Basic: see section 3.8.	Learning objectives for Multimedia Production Advanced: see section 3.9.	
	60 ECTS	20 ECTS	80 ECTS

Core area the Business

Contents

The core area is intended to provide the student with the qualifications needed to incorporate organisational aspects into multimedia development and use, and to enable the student to plan, manage and carry out a development project.

No. of ECTS

10 ECTS

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Learning objectives

Knowledge

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

- key topics within multimedia-related commercial law, including copyright, data protection law and contract law
- a company's control, communication and decision-making processes
- the possible organisational consequences of implementing multimedia productions in an organisation
- key methods and tools related to financial planning and control of multimedia productions
- key innovation and entrepreneurship topics.

Skills

The student has acquired the skills needed to:

- assess the vision, mission and values as well as the strategy and culture of organisations in relation to multimedia productions.

Competencies

The student has acquired the competencies needed to:

- apply relevant theories, methods and IT tools for planning, control and quality assurance of development projects
- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

Core area Communication and Presentation

Contents

The core area is designed to contribute to the acquisition of the knowledge, skills and competencies needed to handle communication in relation to multimedia tasks. The student is able to handle communication channels and opportunities in complex organisations and networks, both locally and globally.

No. of ECTS

20 ECTS

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Learning objectives

Knowledge

The graduate has acquired knowledge of:

- key communication theory and method applied in the multimedia field
- key marketing theory and method applied in the multimedia field
- key applied communicative tools and techniques and genres
- key concepts in the field of media sociology (the use of digital media by different social groups, both historically and currently).

Skills

The student has acquired the skills needed to:

- collect and assess empirical data on target groups and situations
- apply key methods and tools to describe a target group in relation to multimedia tasks
- assess and produce communication aimed at selected target groups
- apply key methods and tools to build and assess information architecture, including structuring, planning and communicating information
- apply key methods and tools to plan and conduct user tests
- summarise and communicate a development project in the form of a report
- apply key methods and tools for stakeholder presentations
- assess and apply communication elements in various media productions
- assess the importance of cultural factors to national and international communication
- assess connections between cultural identity and forms of expression
- identify, select and present communication strategies and forms of communication for undertaking multimedia tasks in a globalised society.

Competencies

The student has acquired the competencies needed to:

- handle communication and marketing across platforms
- handle digital marketing
- handle interactive communication in multimedia products
- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach

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- acquire new knowledge, skills and competencies of relevance to the profession.

Core area Design and Visualisation

Contents

The core area is designed to enable the student to apply multimedia design and concept development principles on a methodological basis. The student is also to acquire the skills needed to design and develop interactive user interfaces for key digital platforms on a methodological basis. In addition, the student is to be able to integrate different types of digital media on various digital platforms on a methodological basis.

No. of ECTS

25 ECTS

Learning objectives

Knowledge

The student has acquired knowledge of:

- key tools for video and audio production
- key methods for documenting design
- the history of design and aesthetics in relation to the multimedia field
- the connection between application and design in the multimedia field
- key theory and method in relation to animation techniques
- key theory and method in relation to narrative and production techniques.

Skills

The student has acquired the skills needed to:

- assess and apply key methods for ideation and concept development
- design user interfaces for different digital platforms based on key theory and assessment
- assess and apply key user-oriented design methods
- assess and apply key digital graphic design principles
- assess and apply aesthetic styles in relation to the multimedia field
- assess and prepare graphic material for further digital production
- present design-related problems and issues as well as possible solutions to stakeholders
- assess and apply methods for documenting interactive multimedia productions
- assess and apply techniques for the production and post-processing of video and audio
- present the choice of media mechanisms to stakeholders.

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Competencies

The student has acquired the competencies needed to:

- manage and realise the connection between message and design
- manage and realise the connection between identity and design
- manage the design and development of interactive user interfaces
- manage and integrate the expression of digital media on different digital platforms
- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

Core area Interaction Development Contents

The core area is designed to enable the student to model, format, structure, document and implement dynamic multimedia applications. The student is also to obtain a basic understanding of system development. Furthermore, the student is to acquire the skills needed to structure and implement complex dynamic multimedia applications with the integration of databases.

No. of ECTS

25 ECTS

Learning objectives

Knowledge

The student has acquired knowledge of:

- the structure and use of the Internet
- object-oriented programming in relation to multimedia practice
- technical possibilities and limitations of development environments applied in practice
- elements of Content Management Systems (CMS) applied in practice
- key applied theory and method in relation to system development
- interfaces for exchanging data with third-party services
- important security aspects of networks, multimedia applications and data communication.

Skills

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The student has acquired the skills needed to:

- assess and apply key methods and tools for search engine optimisation (SEO)
- prepare and present documentation in accordance with practice
- assess and apply current formatting languages
- program client and server-based multimedia solutions
- apply key methods and tools for modelling, structuring and implementing functionality
- use a database manipulation language applied in practice
- apply key methods for modelling data and implementing databases
- apply key methods for assuring quality through testing and troubleshooting.

Competencies

The student has acquired the competencies needed to:

- manage modelling, structuring and formatting of information in accordance with practice
- manage modelling, structuring and programming of functionality
- manage integration of different media types in multimedia applications
- handle data persistence for dynamic multimedia applications
- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

3.3. Compulsory programme elements

Compulsory programme elements include:

1. Multimedia Production Basic (60 ECTS), first and second semesters
2. Multimedia Production Advanced (20 ECTS), third semester

A total of 80 ECTS

The two compulsory programme elements are both concluded with an exam.

Compulsory programme element Multimedia Production Basic

The compulsory programme element Multimedia Production Basic is equivalent to 60 ECTS credits, including

- 10 ECTS from the core area the Business
- 15 ECTS from the core area Communication and Presentation
- 20 ECTS from the core area Design and Visualisation
- 15 ECTS from the core area Interaction Development

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The first compulsory programme element is intended to provide the student with the qualifications needed to:

- incorporate organisational aspects into multimedia development and use, and to plan, manage and carry out a development project
- acquire the knowledge, skills and competencies needed to handle communication in relation to multimedia tasks
- apply multimedia design and concept development principles on a methodological basis. The student is to acquire the skills needed to design and develop interactive user interfaces for central digital platforms on a methodological basis
- model, format, structure, document and implement dynamic multimedia applications. The student is to obtain a basic understanding of system development.

Learning objectives

Knowledge (the Business)

The student has acquired knowledge of:

- key topics within multimedia-related commercial law, including copyright, data protection law and contract law
- a company's control, communication and decision-making processes
- the possible organisational consequences of implementing multimedia productions in an organisation
- key methods and tools related to financial planning and control of multimedia productions
- key innovation and entrepreneurship topics.

Knowledge (Communication and Presentation)

The student has acquired knowledge of:

- key communication theory and method applied in the multimedia field
- key marketing theory and method applied in the multimedia field
- key applied communicative tools and techniques and genres.

Knowledge (Design and Visualisation)

The student has acquired knowledge of:

- key tools for video and audio production
- key methods for documenting design
- the history of design and aesthetics in relation to the multimedia field
- the connection between application and design in the multimedia field.

Knowledge (Interaction Development)

The student has acquired knowledge of:

- the structure and use of the Internet
- object-oriented programming in relation to multimedia practice
- technical possibilities and limitations of development environments applied in practice
- elements of Content Management Systems (CMS) applied in practice
- key applied theory and method in relation to system development.

Skills (the Business)

The student has acquired the skills needed to:

- assess the vision, mission and values as well as the strategy and culture of organisations in relation to multimedia productions.

Skills (Communication and Presentation)

The student has acquired the skills needed to:

- collect and assess empirical data¹ on target groups and situations
- apply key methods and tools to describe a target group in relation to multimedia tasks
- assess and produce communication aimed at selected target groups
- apply key methods and tools for building and assessing information architecture, including structuring, planning and presenting information
- apply key methods and tools to plan and conduct user tests
- summarise and communicate a development project in the form of a report
- apply key methods and tools for stakeholder presentations.

Skills (Design and Visualisation)

The student has acquired the skills needed to:

- assess and apply key methods for ideation and concept development
- design user interfaces for different digital platforms based on key theory and assessment
- assess and apply key user-oriented design methods

¹ “Empirical evidence is material which is subject to examination and which can be referred to (observations, data, statements, texts, sources).” Rienecker L. & Jørgensen P.S. 2005, “Den gode opgave – håndbog i opgaveskrivning på videregående uddannelser” (Handbook for writing assignments on higher education programmes), 3rd edition, Frederiksberg: Samfundslitteratur.

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- assess and apply key digital graphic design principles
- assess and apply aesthetic styles in relation to the multimedia field
- assess and prepare graphic material for further digital production
- present design-related problems and possible solutions to stakeholders.

Skills (Interaction Development)

The student has acquired the skills needed to:

- assess and apply key methods and tools for search engine optimisation (SEO)
- prepare and present documentation in accordance with practice
- assess and apply current formatting languages
- program client and server-based multimedia solutions
- apply key methods and tools for modelling, structuring and implementing functionality.

Competencies (the Business)

The student has acquired the competencies needed to:

- apply relevant theories, methods and IT tools for planning, control and quality assurance of development projects
- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

Competencies (Communication and Presentation)

The student has acquired the competencies needed to:

- handle communication and marketing across platforms
- handle digital marketing
- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

Competencies (Design and Visualisation)

The student has acquired the competencies needed to:

- manage and realise the connection between message and design
- manage and realise the connection between identity and design
- manage the design and development of interactive user interfaces

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- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

Competencies (Interaction Development)

The student has acquired the competencies needed to:

- manage modelling, structuring and formatting of information in accordance with practice
- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

The compulsory programme element is concluded with an exam (first-year exam).

Assessment

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

The learning objectives defined for the programme element are identical to the learning objectives for the exam.

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

Compulsory programme element Multimedia Production Advanced

Multimedia Production Advanced is equivalent to 20 ECTS points, including

- 5 ECTS from the core area Communication and Presentation
- 5 ECTS from the core area Design and Visualisation
- 10 ECTS from the core area Interaction Development

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The second compulsory programme element is to provide the student with the qualifications needed to:

- manage communication channels and opportunities in complex organisations and networks, both locally and globally
- integrate different types of digital media on various digital platforms on a methodological basis
- acquire the skills needed to structure and implement complex dynamic multimedia applications with the integration of databases.

Learning objectives

Knowledge (Communication and Presentation)

The student has acquired knowledge of:

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- key concepts in the field of media sociology (the use of digital media by different social groups, both historically and currently).

Knowledge (Design and Visualisation)

The student has acquired knowledge of:

- key theory and method in relation to animation techniques
- key theory and method in relation to narrative and production techniques.

Knowledge (Interaction Development)

The student has acquired knowledge of:

- interfaces for exchanging data with third-party services
- important security aspects of networks, multimedia applications and data communication.

Skills (Communication and Presentation)

The student has acquired the skills needed to:

- assess and apply communication elements in various media productions
- assess the importance of cultural factors to national and international communication
- assess connections between cultural identity and forms of expression
- identify, select and present communication strategies and forms of communication for undertaking multimedia tasks in a globalised society.

Skills (Design and Visualisation)

The student has acquired the skills needed to:

- assess and apply methods for documenting interactive multimedia productions
- assess and apply techniques for the production and post-processing of video and audio
- present the choice of media mechanisms to stakeholders.

Skills (Interaction Development)

The student has acquired the skills needed to:

- use a database manipulation language applied in practice
- apply key methods for modelling data and implementing databases
- apply key methods for assuring quality through testing and troubleshooting.

Competencies (Communication and Presentation)

The student has acquired the competencies needed to:

- handle interactive communication in multimedia products

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- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

Competencies (Design and Visualisation)

The student has acquired the competencies needed to:

- manage and integrate the expression of digital media on different digital platforms
- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

Competencies (Interaction Development)

The student has acquired the competencies needed to:

- manage modelling, structuring and programming of functionality
- manage integration of different media types in multimedia applications
- handle data persistence for dynamic multimedia applications
- participate in disciplinary and interdisciplinary teams both internally and externally based on a professional approach
- acquire new knowledge, skills and competencies of relevance to the profession.

The compulsory programme element is concluded with an exam (third-semester exam).

Assessment

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

The learning objectives defined for the compulsory programme element are identical to the learning objectives for the exam.

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

3.4. Elective programme elements (elective subjects)

The programme includes elective programme elements corresponding to 10 ECTS, which are referred to as 'elective subjects'. The elective subjects equate to either 5 or 10 ECTS and are offered in the third semester of the programme.

Elective subjects allow students to specialise within a particular academic/professional subject area. The elective subjects offered are described in an electives catalogue published at the beginning of the third semester. The catalogue includes a description of the scope, learning objectives and ECTS weighting of each elective subject.

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Students can choose between elective subjects within one or more of the following subject areas:

- the Business
- Communication and Presentation
- Interaction Development
- Design and Visualisation

KEA Copenhagen School of Design and Technology reserves the right to cancel elective subjects if the number of registered participants is below the required minimum number of participants, as well as to limit the maximum number of participants for each elective subject. Students affected by this will be allowed to choose a new elective subject.

Each elective subject is concluded with an exam (third-semester elective subject exam(s)) in accordance with the electives catalogue.

3.5. Internship

Internships take place in the fourth semester and must correspond to 15 ECTS.

Learning objectives

Knowledge

The student has acquired knowledge of:

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

Skills

The student has acquired the skills needed to

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

Competencies

The student has acquired the competencies needed to:

- handle development-oriented, practical and professional situations of relevance to the profession
- acquire new knowledge, skills and competencies of relevance to the profession

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- manage the structuring and planning of day-to-day tasks within the profession
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.

Assessment

The internship is concluded with an exam (internship exam). The exam is internal and assessed according to the 7-point grading scale. The learning objectives defined for the programme element are identical to the learning objectives for the exam. For further information on exam form and structure etc., reference is made to the institution-specific part of the curriculum.

3.6. Rules on completion of the internship

The internship can form the basis of the student's final project and can be organised in a flexible and differentiated manner. Students can choose to combine internships in two or more organisations or different types of internships. The conditions governing internships are described in more detail on the learning platform for the Multimedia Design and Communication programme before the fourth semester begins.

The internship is unpaid.

Based on the general learning objectives for the internship period, students develop their own individual learning objectives for their internship in cooperation with the host company and the institution.

During the internship, students are assigned a supervisor from the programme and a contact/supervisor from the host organisation.

The internship is concluded with an exam (internship exam).

3.7. Teaching and working methods

The teaching is a combination of classroom instruction, lectures, workshops, study groups, exercises, major project work and not least supervision. The teaching is planned on the basis of relevant business practice and applied theory.

On the programme, teaching methods are used which are aimed at developing the students' independence as well as their collaborative and innovative skills.

In so far as is relevant, the programme covers issues like entrepreneurship, environmental problems and the dynamics of intercultural encounters.

Practice-oriented learning

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The teaching is interdisciplinary and practice-oriented. It primarily takes place in an open environment rather than the traditional classroom setting. The learning environment is designed to be flexible, so as to allow teachers and students to meet in both formal and informal settings to resolve interdisciplinary problems in connection with projects and tasks undertaken for public and private organisations.

Academic/professional progression

The programme is structured around four core areas, which are further divided into a number of sub-topics each with their own learning objectives. The core areas, courses and learning objectives are divided between three compulsory semesters to ensure the same academic/professional progression and level of complexity for all students. The specialisation takes place in connection with the elective subjects in the third semester. The internship in the fourth semester ensures that students acquire practical knowledge about the profession and learn how to tackle practical issues. The final project in the fourth semester adds new perspectives to the student's specialisation and internship through the application of academic theory and method to a practical issue or problem.

Project work

KEA places great emphasis on project work, on contact with the business community and on use of the latest technologies. The project-based working method provides students with important teamwork experience, and as part of the problem-oriented study environment, students acquire experience with the formulation of problem statements and problem solving. Process and method are essential parts of the learning environment at all times and also form part of the basis for assessment in connection with tests and exams.

Motivation

An important prerequisite for completing the programme is active participation in classes, project work and supervision interviews. Students are expected to share in the responsibility for their own learning, which requires motivation and commitment, independence, self-initiative and critical thinking. This is a condition for active participation in the organisation of the students' own work – not least in connection with projects.

3.8. Differentiated teaching

N/A.

3.9. Reading foreign-language texts

The teaching takes place in an international environment where many different nationalities are represented. Even for students whose chosen line of study is taught in Danish, one or more courses, or parts thereof, may be taught in English. Furthermore, texts, assignments and presentations may also be in English. The level corresponds to level C, the level required for admission to the programme.

4. Internationalisation

KEA helps students find programmes at foreign educational institutions with learning objectives equivalent to the Multimedia Design and Communication programme.

4.1. Studying abroad

KEA may grant the transfer of programme elements or parts thereof according to this curriculum which are passed at another educational institution and which are equivalent to programme elements or parts thereof in this curriculum. If the programme element in question has been assessed according to the 7-point grading scale at the institution where the exam has been taken and is equivalent to a course in this curriculum, the grade may be transferred.

KEA may grant the transfer of programme elements completed at another Danish or foreign institution of higher education to replace programme elements covered by this curriculum. If a credit transfer is granted, programme elements are deemed to have been completed if they have been passed in accordance with the rules applicable to the programme in question. The assessment is transferred as 'passed'.

4.2. Agreements with foreign educational institutions on parallel programmes

Having passed the first-year exam, students can choose to complete either the entire programme or parts of it abroad. KEA Copenhagen School of Design and Technology offers multiple possibilities for international study, including the fourth-semester internship. Information on partner institutions, international internships, credit transfer and procedures are published regularly by KEA Copenhagen School of Design and Technology.

5. Programme tests and exams

Students who have commenced a semester cannot withdraw from the exams scheduled for that semester. To pass the exam, students must at least be awarded the grade 02.

5.1. Programme exams

All programme elements are concluded with an exam, which is assessed according to the 7-point grading scale. An overview of the scheduling of programme exams is found below.

Overview and scheduling of exams on the programme

Time	Exam	No. of ECTS per exam (120 in total)	Assessment
At the end of the second semester	First-year exam	60	7-point grading scale External
At the end of the elective programme element in the third	Elective programme element	10	7-point grading scale

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semester			Internal
At the end of the third semester	Third-semester exam	20	7-point grading scale Internal
At the end of the internship	Internship exam	15	7-point grading scale Internal
At the end of the fourth semester	Final exam project	15	7-point grading scale External

To pass the exam, students must at least be awarded the grade 02.

All exams must be passed before students can take the final exam in the fourth semester.

5.1.1. Exam forms

The programme contains different exam forms reflecting the content and working methods of the various courses.

5.1.2. Prerequisites – compulsory attendance and submission

First semester – portfolio evaluation

At the end of the first semester of the programme, students are evaluated individually based on a presentation of one or more examples of products submitted in the first semester. During the first semester, students work on a digital portfolio where they submit and evaluate their own assignments together with the teachers. This is registered in a portfolio. The internal evaluation of the portfolio and product presentation provides a framework for dialogue on the students' learning and potential for development later in the programme.

The first-semester portfolio evaluation is a precondition for students being registered for the exam in the compulsory programme element in the second semester (first-year exam).

5.1.3. Exam procedure

First-year exam – Multimedia Production Basic

No. of ECTS

60 ECTS

First-year exam requirements

The objective is to test the students' understanding of the theory, method and tools acquired through participation in the compulsory programme element Multimedia Production Basic.

The exam is to demonstrate that the student is able to:

- communicate visually to a target group
- develop an interactive digital product, taking into account the stakeholders
- carry out a project* in a team.

External exam

Oral individual or group exam based on project work carried out in groups. The exam is held after the second semester.

Project work, product and report

Project work must be interdisciplinary and problem-oriented, resulting in a functioning digital prototype and a report documenting the development work and the product.

A detailed description of the project requirements can be found on the learning platform for the Multimedia Design and Communication programme and is intended to ensure that essential areas in the first year of study are broadly combined. The project description sets out the requirements regarding group size, product scope and process documentation. It is made available to the students, examiner and co-examiner.

Submission

Students must submit a functioning digital prototype and a project report. The report may not exceed 10 standard pages, plus 8 standard pages per group member. Front page, table of contents, bibliography and appendices are not included in the maximum number of pages.

A standard page is 2,400 characters with spaces and footnotes.

In connection with group reports, the individual student's contribution must be clearly stated.

Learning objectives

The learning objectives for the first-year exam are identical to the learning objectives for the first year of study. See the learning objectives in section 3.3 of this curriculum.

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Exam

The exam covers the core areas of the compulsory programme element in the first year of study with focus on product, report and process.

The exam consists of three elements:

1. Presentation
2. Examination
3. Grading and feedback

The specific requirements as regards the duration of the exam are published on the learning platform for the Multimedia Design and Communication programme, and are forwarded to the co-examiner.

Assessment

The exam is assessed by the examiner and an external co-examiner according to the 7-point grading scale. An individual grade is awarded based on an overall assessment of the report, digital prototype, presentation and the individual exam. The performance is assessed on the basis of whether the goals and learning objectives of the first year of study have been fulfilled as described in the curriculum.

Re-exam

Students who fail the first exam attempt are offered two more attempts. The re-exam is held immediately after the beginning of the following semester. The extent of the re-exam is based on an academic assessment of the reason for the need for a re-exam. The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other acceptable reasons are held immediately before or at the beginning of the following semester.

If KEA estimates that the student has been almost fully active in the project work, a make-up exam will be held based on the project work.

If KEA estimates that the student has not been almost fully active in the project work, the make-up exam will take the form of a new project exam.

Third-semester exam – compulsory element: Multimedia Production Advanced

No. of ECTS

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20 ECTS

Third-semester exam requirements

The objective is to test the students' understanding of the theory, method and tools acquired through the compulsory programme element Multimedia Production Advanced, and the students' ability to develop a professional profile in relation to the current requirements in the area.

An exam assignment constitutes the basis for the exam:

The specific requirements regarding the exam assignment are published on the learning platform for the Multimedia Design and Communication programme.

Learning objectives

The learning objectives for the third-semester exam are identical to the learning objectives for the third-semester compulsory programme element. See the learning objectives in section 3.3 of this curriculum.

Exam

The exam consists of

- Presentation
- Examination
- Grading and feedback

The specific requirements regarding the duration of the exam are published on the learning platform for the Multimedia Design and Communication programme.

Assessment

The exam is assessed by the examiner and an internal co-examiner according to the 7-point grading scale.

Students are awarded one grade for their overall performance, covering production, profile, presentation and exam. The performance is assessed on the basis of whether the students have understood the third-semester goals and learning objectives, as described in the curriculum, and how they are presented.

Re-exam

Students who fail the first exam attempt are offered two more attempts.

The re-exam is held immediately before the beginning of the following semester.

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The extent of the re-exam is based on an academic assessment of the reason for the need for a re-exam.

The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other acceptable reasons are held before the beginning of the following semester.

If KEA estimates that the student has been almost fully active in the compulsory programme elements, the make-up exam will be based on the production and profile. If KEA estimates that the student has not been almost fully active in the compulsory programme elements, the make-up exam will be based on a substitution assignment.

Third-semester exam – elective subject

ECTS credits

10 ECTS

Requirements for elective subject exam

The elective subject is concluded with a presentation and a discussion, either individually or in groups, of one or more products which the students have developed in connection with the elective subject. The requirements for the presentation and product(s) are made available on the learning platform for the Multimedia Design and Communication programme.

Exam

The exam form may vary depending on the objective of the elective subject in question. The exam is described under each elective subject on the learning platform for the Multimedia Design and Communication programme.

Learning objectives

The learning objectives for the elective subject exam are identical to the learning objectives for the elective subject. The learning objectives can be found in the electives catalogue published on the learning platform for the Multimedia Design and Communication programme.

Assessment

The exam is assessed by the examiner and an internal co-examiner according to the 7-point grading scale.

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Students are awarded one grade for their overall performance, covering product(s), presentation and discussion. The performance is assessed on the basis of whether the students have understood the elective subject goals and learning objectives, as described in the electives catalogue, and how they are presented.

Re-exam

Students who fail the first exam attempt are offered two more attempts.

The re-exam is held immediately before or at the beginning of the following semester.

The extent of the re-exam is based on an academic assessment of the reason for the need for a re-exam.

The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other acceptable reasons are held before the beginning of the following semester.

If KEA estimates that the student has been almost fully active in the elective programme elements, the re-exam will be based on the products developed by the student in the course of the elective subject.

If KEA estimates that the student has not been almost fully active in the elective programme elements, the make-up exam will be based on a substitution assignment.

Fourth-semester exam – internship

ECTS credits

15 ECTS

Internship exam requirements

The internship is concluded with an internship report, a presentation and a discussion of one or more products developed by the student during the internship, as well as of the professional experience gained by the student. The requirements for the report and presentation are described under the guidelines for forth-semester internships.

Learning objectives

The learning objectives for the internship exam are identical to the learning objectives for the internship. See the learning objectives in section 3.5 of this curriculum.

Exam

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The exam is internal and intended to assess the students' individual learning based on the learning objectives for the internship.

The exam consists of

- Presentation
- Examination
- Grading and feedback

Assessment

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

Students are awarded one grade for their overall performance, covering a report, a presentation and a discussion. The performance is assessed on the basis of whether the students have understood the internship goals and learning objectives, as described in the curriculum, and how they are presented.

Re-exam

Students who fail the first exam attempt are offered two more attempts.

The re-exam is held immediately after the first attempt.

The extent of the re-exam is based on an academic assessment of the reason for the need for a re-exam.

The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other acceptable reasons are held before the final exam in the fourth semester.

If KEA estimates that the student has been almost fully active during the internship, the re-exam will be based on the report and the products produced by the student in the course of the internship.

If KEA estimates that the student has not been almost fully active during the internship, the student must complete another internship.

5.1.4. Exams with external assessment

See overview in section 5.1.

5.2. Scheduling of exams during the programme

See overview in section 5.1.

5.3. Passing the first-year exam

Students must pass the first-year exam before the end of the first year of study to be able to continue on the programme.

5.4. Requirements for written assignments and projects

See under the individual exam.

5.5. Requirements for the final project

No. of ECTS 15 ECTS

The objective of the final exam project is to document whether the student has acquired the qualifications needed to combine theoretical, methodological and practical elements and to communicate these.

The problem statement must be central to the multimedia profession and be prepared by the student in cooperation with a public or private company. Alternatively, the final exam project can be based on the students starting up their own business. KEA must approve the problem statement. The project is concluded with a report and a product, which must be a digital multimedia production.

The final exam project must not exceed 45 standard pages for one student + 15 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.

The requirements for the report, presentation and product(s) are described in the fourth-semester guide for final projects, which is available on the learning platform for the Multimedia Design and Communication programme. The project description defines group size, the scope of the product(s) and process documentation as well as submission deadlines and requirements. The project description is made available to students, teachers and the co-examiner.

Students who are able to document a relevant, specific impairment may apply for an exemption from the requirement that spelling and writing skills are included in the assessment. The application must be submitted to the head of education no later than four weeks prior to the exam.

Learning objectives

The final exam project is intended to demonstrate that the level of achievement expected at the end of the programme has been reached, see Annex 1 of Ministerial Order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication:

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The intended learning outcome includes the knowledge, skills and competencies that an AP Graduate in Multimedia Design and Communication is to acquire during the programme.

See the learning objectives for the programme in section 1.2 of the curriculum – Programme objective.

Assessment

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

The exam consists of a project and an oral part. One aggregate grade is awarded. To sit the exam, students must have passed their internship exam and all other exams on the programme.

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

Exam

The exam is external and covers the core areas of knowledge, qualifications and competencies which a multimedia designer is to acquire during the programme.

The exam consists of

- Presentation
- Examination
- Grading and feedback

The specific requirements as regards the duration of the exam are published on the learning platform for the Multimedia Design and Communication programme, and are forwarded to the co-examiner.

Re-exam

Students who fail the first exam attempt are offered two more attempts.

Re-exams are held within two months of the first attempt.

The extent of the re-exam is based on an academic assessment of the reason for the need for a re-exam.

The purpose of the re-exam is the same as for the ordinary exam.

Re-exam due to illness or for other acceptable reasons

Re-exams due to documented illness or for other acceptable reasons are held within two months of the ordinary exam.

If KEA estimates that the student has been almost fully active during the exam project period, the re-exam will be based on the initial problem statement.

If KEA estimates that the student has not been almost fully active during the exam project period, the re-exam will be based on a new problem statement.

5.5.1. How important are writing and spelling skills in the assessment?

Spelling and writing skills are taken into account in the assessment of the final exam project. The assessment should be regarded as an overall evaluation of the academic content and the student's spelling and writing skills; however, with the greatest emphasis being placed on the academic content. If the project contains a large number of major spelling and writing mistakes, the grade awarded may be lowered by one increment, for example from 7 to 4.

5.6. Use of materials and aids

All materials and aids are permitted unless otherwise expressly stated for the individual exam.

5.7. Special exam arrangements

5.8. Make-up exams and re-exams

Stated under the individual exams.

5.9. Exam language

Exams are held in Danish. Exams can also be held in Swedish or Norwegian rather than Danish.

5.10. Commencement of studies exam

KEA holds a commencement of studies exam for the Multimedia Design and Communication programme. KEA informs students about this shortly after the start of the programme. Students on the Multimedia Design and Communication programme must participate in and pass the commencement of studies exam to continue on the programme.

The commencement of studies exam is intended to establish whether students have actually commenced their studies. The exam consists of a number of tasks related to fundamental elements from the first 7-8 weeks of the programme. The commencement of studies exam must be held no later than two months after the start of the programme, and the result must be announced to the students within two weeks of the exam.

The commencement of studies exam is assessed internally as 'Pass' or 'Fail'. Students who fail the exam have the opportunity to participate in a re-exam (only one), which is held no later than three months after the start of the programme. Students are entitled to two attempts to pass the commencement of studies exam. The commencement of studies exam is not covered by the rules on exam appeals set out in the Examination Order.

5.11. Use of own works and the works of others (plagiarism)

Projects and other material in connection with exams must be prepared by the students independently.

Students who unlawfully present other people's work as being their own (plagiarism) or who use their own previously assessed work without stating the source will be expelled from the exam.

Students may also be expelled after the exam.

Expulsion from an exam due to cheating means that any grade already awarded will be withdrawn, and the student will have used one exam attempt.

For information about plagiarism, see www.stopplagiat.nu.

5.12. Cheating and disruptive behaviour during exams

Cheating at exams will be handled in accordance with the rules set out in the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (the Examination Order).

Students who cheat at an exam will be expelled from the exam.

In case of aggravating circumstances, students may be suspended from the institution for a long or short period of time. In such event, students must be issued with a written warning stating that repeated cheating may result in permanent expulsion.

Cheating includes:

- Obtaining unlawful help during an exam
- Providing unlawful help to other students during an exam
- Presenting other people's work as one's own (plagiarism – see www.stopplagiat.nu), see also section 5.15
- Using own previously assessed work without stating the source, see also section 5.15
- Using materials and aids not permitted for the exam in question

Expulsion from an exam due to cheating means that the awarded grade will be withdrawn, and the student will have used one exam attempt.

Students who exhibit **disruptive behaviour** during an exam may be ordered to leave the exam. In less serious cases, KEA will first warn the students.

6. Other rules governing the programme

6.1. Rules on compulsory attendance

There are no rules on compulsory attendance, but there are rules and criteria for study activity – section 6.5.

6.2. Credit transfers

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

Students are obliged to provide information on completed programme elements from other Danish or foreign higher education programmes and on employment for which credit transfer may be granted. On a case-by-case basis, the educational institution approves credit transfers based on completed programme elements and employment comparable to subjects, programme components and internships. The decision is based on an academic and professional evaluation.

6.2.1. Pre-approved credit transfer

Students may apply for pre-approved credit transfer. In case of preliminary approval of a period of study in Denmark or abroad, the student is obliged, after completing the period of study, to document the programme elements completed during the approved period of study. Upon obtaining the preliminary approval, the student must consent to the institution requesting the necessary information after the student has completed the period of study.

In connection with pre-approved credit transfer, programme elements are deemed to have been completed if passed in accordance with the rules applicable to the programme.

6.3. Credit transfer agreements on subjects covered by the common part of the curriculum

Not specified

6.4. Credit transfer agreements on subjects covered by the institution-specific part of the curriculum

Not specified

6.5. Criteria for assessment of study activity

Students must actively participate in study activities, compulsory projects and assignments, tests and exams in accordance with the conditions described in this curriculum and in applicable acts and ministerial orders. KEA Copenhagen School of Design and Technology regularly evaluates student activity.

To be considered active, students must participate in

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- Project start-up meetings
- Compulsory meetings with their supervisor/teacher
- Project work, including submission of assignments on the learning platform for the Multimedia Design and Communication programme
- Project presentations and evaluations
- Tests and exams as described in this curriculum
- A number of compulsory assignments each semester. These assignments must be approved for students to be able to register for exams in the semester in question.

Students who are unable to participate in study activities due to documented illness or for other acceptable reasons must contact the service centre for the Multimedia Design and Communication programme immediately. The service centre will inform the student about the necessary procedures, including the need to obtain a medical certificate. Students must pay for any medical certificates themselves.

Students who do not meet one or more of the above requirements will be invited to a meeting to discuss their insufficient study activity.

6.6. Disenrolment due to insufficient study activity

Enrolment can be terminated for students who have not passed at least one exam within a consecutive period of at least one year.

6.7. Exemption rules

KEA may, due to exceptional circumstances, grant exemptions from those rules in this curriculum that are solely laid down by KEA or in cooperation with the other educational institutions offering the programme.

6.8. Appeals

Appeals against exams are treated in accordance with the rules set out in Part 10 of Ministerial Order no. 1519 of 16 December 2013 on Examinations on Professionally Oriented Higher Education Programmes (the Examination Order).

When should an appeal be submitted? Appeals relating to exams and grading must be submitted within two weeks of the assessment (grade) being announced or published.

How should an appeal be submitted? Appeals must be submitted to kvalitet@kea.dk individually and in writing, stating the reasons for the appeal. Appeals submitted jointly by two or more students may be rejected.

What may appeals concern? You can submit an appeal concerning the basis for examination, the exam process or the assessment (grade).

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Who handles the appeal? Appeals are normally handled by KEA Quality Assurance. This does not, however, apply to appeals concerning the basis for examination if the exam is organised by the Danish Agency for Higher Education. In such cases, the appeal is forwarded to the agency together with KEA's opinion.

7. Appendix: Exam regulations

Exam registration and exam project period

When students begin a new semester and are thus registered as enrolled, they are also registered for the internal or external tests or exams scheduled for the semester in question. Students who fail to participate in a test or an exam will have used one attempt.

Students who are unable to participate in a test or an exam due to illness or for other acceptable reasons will have the opportunity to take a re-exam. If students fail a test or an exam, they will automatically be registered for a re-exam.

Exam periods, times and dates

KEA determines the exam period at the beginning of the semester. The deadline for the submission of projects is determined on an ongoing basis and specifically in connection with the detailed descriptions for the relevant project. The time schedule for the individual exams will be published on the learning platform for the Multimedia Design and Communication programme after the project submission deadline.

Place of submission

Exam assignments must be submitted electronically in KEA's exam system, unless otherwise determined for the individual exam.

Rules regarding submission of written assignments and digital prototypes

- All members of a group are responsible for the digital prototype as well as the content of the written assignment.
- All papers/written assignments etc. must be submitted within the deadline specified for the submission of assignments.
- If the deadline is exceeded, the submitted material will not be accepted, and the student will therefore have used one attempt.

Rules on delay or non-appearance at oral exams

Students who are late for a test or an exam must immediately contact the service centre for the Multimedia Design and Communication programme. The head of education will decide whether the student may be granted permission to take the test or exam on the same day. Students who are delayed by more than one day will be registered as having failed to attend.

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Failure to attend a test or an exam means that the student will no longer be entitled to take the test or exam in question in the same exam period. The student will thus have used one of three attempts and will be able to participate in the re-exam.

Rules concerning illness

Students who are unable to participate in an exam due to documented illness or for other acceptable reasons must contact the service centre for the Multimedia Design and Communication programme immediately. The service centre will inform the student about the necessary procedures, including the need to obtain a medical certificate. Students must pay for any medical certificates themselves.

Rules concerning cheating and attempts to cheat

Students who submit or present material containing work which they have previously submitted or presented, without stating the source, or copied or plagiarised work, will receive a written warning and be denied participation in the exam. This rule applies regardless of whether the attempt to cheat is discovered before, during or after the exam.

Teachers and supervisors may allow cooperation in connection with individual exams, if expressly stated in the project description for the exam. On the front page of the submitted material, students must state who they have been working with, and what each student has contributed.

Students who are caught cheating will have used one attempt. In cases of repeated cheating, students will be expelled and will not be allowed to finish their studies.

Rules concerning disturbances during exams

If an unauthorised person causes a disturbance during an exam, or if an exam is interrupted by external events, the students are entitled to start again. Unauthorised persons must be expelled by the examiner, the co-examiner and, if necessary, another teacher, to allow the students to continue their exam. Students must comply with the rules governing conduct during exams which apply to the Multimedia Design and Communication programme, and students who violate the rules will be expelled from the exam, thereby using one exam attempt.

Group work and group size

A group has been formed when the group members have registered with the teacher/supervisor who is responsible for the group formation process. The group formation process is not complete until all students in the class/semester are part of a group. Once it is announced that the groups have been formed, the students are officially members of a group, which means that all group members are responsible for the material produced by the group.

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Requirements regarding group size are stated in the project description for the individual exam. The head of education may grant an exemption from the requirements regarding group size based on a written application, which must be submitted during the exam project period.

Dissolution of group

If the members of a group decide to dissolve the group in the middle of the process, all the members of the group will be entitled to use the material which has been prepared by the group up until the time of dissolution. A group is not considered dissolved until the supervisor has been informed.

Exclusion of group member

If a group member is excluded from a group, the excluded group member must be allowed to use the material which the excluded member has produced. A group member is not considered excluded until the group's supervisor has been informed.

Exemption from exam regulations due to impairment

Students who are able to document a relevant, specific impairment may apply for an exemption from the provisions of the exam regulations. Students must contact the service centre for the Multimedia Design and Communication programme, which will inform the students about the necessary procedures, including the documentation which must be provided.

Exams abroad

Students who wish to take a test or an exam abroad may obtain approval based on a written application which must be submitted to the head of education before the exam project period begins. The head of education defines the requirements for taking the exam in the letter of approval. Costs associated with tests and exams taken abroad are borne by the student.

Appeals regarding grades and exams:

Appeals regarding tests, exams or other forms of assessment regulated by this curriculum must be submitted within two weeks of the grade being announced or published.

Appeals must be justified in writing and be submitted individually. Appeals submitted jointly by two or more students may be rejected. Appeals must be submitted to KEA via e-mail to kvalitet@kea.dk.

Appeals are treated in accordance with the rules set out in Part 10 of Ministerial Order no. 1519 of 16 December 2013 on Examinations on Professionally Oriented Higher Education Programmes.