Collective Curriculum

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2. Structure of the programme

			1st year	*2nd year*
Core Areas	10 ECTS	Business	10 ECTS	
	20 ECTS	Communication and Presentation	15 ECTS	5 ECTS
	25 ECTS	Design and Visualisation	20 ECTS	5 ECTS
	25 ECTS	Interaction Development	15 ECTS	10 ECTS
Elective subjects[1]	10 ECTS			10 ECTS
Internship	15 ECTS			15 ECTS
Final exam project	15 ECTS			15 ECTS
Total	***120 ECTS***		***60 ECTS***	***60 ECTS***

The curriculum for the Multimedia Design programme has been prepared on the basis of the guidelines in the Executive Order no. 1061 of 14 November 2012 on the Business Academy (AP) programme for Media and Communication (Multimedia Designer).

The programme is a full-time course that comprises two student full time equivalents (FTE). One student FTE is equivalent one student's full-time work for one year. A student FTE is equivalent to 60 points in the European Credit Transfer System (ECTS). The official duration of the study programme is 120 ECTS points.

3. The programme is governed by the following acts and orders

- Act no. 467 of May 8th 2013 on Academy Profession degree programmes and Professional Bachelor programmes.
- Executive Order no. 1521 of December 16th 2013 on Academy Profession and Professional Bachelor programmes.
- Executive Order no. 1061 of November 14th 2012 on Academy Profession degree programme (AP) for Media and Communication (Multimedia Designer).
- Executive Order no. 745 of June 24th 2013 on quality assurance and quality control in professionally oriented higher education programmes.
- Executive Order no. 223 of March 11th 2014 on access to Academy Profession degree programmes and Professional Bachelor programmes.
- Executive Order no. 1519 of December 16th 2013 on examination regulations in professionally oriented higher education programmes.
- Executive Order no. 262 of March 20th 2007 on grading scale and other types of evaluation.
- Executive Order no. 374 of April 4th 2014 on open education (professionally oriented adult education) etc.

The valid and current acts/orders are accessible at www.retsinfo.dk

[1] See the institutional part of the study curriculum.

3.1 Title of programme and graduates

The title of the programme is Academy Profession programme for Media and Communication.
The graduates are entitled to call themselves 'Multimedia Designer'.
In English the title is Academy Profession Degree in Multimedia Design and Communication.

4. Programme objectives

The programme aims at qualifying the student to independently design, plan, implement and manage multimedia tasks and to contribute to implementing, managing and maintaining multimedia productions.

Learning objectives for Multimedia Designer AP
Learning objectives for the programme consist of the knowledge, skills and competences achieved by the Multimedia Designer graduate during his/her course of study.

Knowledge
The graduate has knowledge about:

1. practice and central applied theory and methodology within analysis, concept development, design, planning, realisation and management of multimedia tasks and the implementation, management, and maintenance of multimedia production, as well as
2. the understanding of interdisciplinary issues within the multimedia field in relation to both individual and team-based project work.

Skills
The graduate is able to:

1. apply central methods and tools within analysis, concept development, design and planning as well as the realisation and management of multimedia tasks,
2. evaluate practice-oriented issues within the field of multimedia, list and choose solutions, and
3. communicate practice-oriented issues and solutions within the multimedia field to collaboration partners and users.

Competences
The graduate is able to:

1. independently handle analysis, concept development, design and planning as well as the realisation and management of multimedia tasks, and participate in the implementation, management and maintenance of multimedia productions,
2. handle development-oriented situations and, through innovative processes, adapt multimedia solutions according to commercial conditions,
3. acquire new knowledge, skills and competences within the field of multimedia,
4. participate in managerial and work-related functions in collaboration with others regardless of their educational, linguistic, and cultural background, and
5. participate professionally in and manage collaboration and communication within networks.

5. The programme's core areas and ECTS scope

The Programmes consists of the following key subjects

1. Business (10 ECTS)
2. Communication and presentation (20 ECTS)
3. Design and visualisation (25 ECTS)
4. Interaction development (25 ECTS)

Total 80 ECTS points

5.1 Core area: Business

The aim is to qualify the student to incorporate organisational aspects in multimedia development and application and to enable the student to plan, manage, and complete a development project.

ECTS scope
10 ECTS

Learning objectives

Knowledge
The student has development-based knowledge and understanding of

- central subjects in multimedia-related business law, including copyright, the Data Protection Act, and contract law
- the company's management, communication and decision-making processes
- the organisational consequences which the implementation of multimedia productions can have in an organisation
- central methods and tools for financial planning and control of multimedia productions
- central subjects within innovation and entrepreneurship

Skills
The student is able to

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

Competences
The student is able to

- handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competences in relation to the business area

5.2 Core area: Communication and presentation

The objective is to ensure that the student acquires knowledge, skills, and competences for handling communication in relation to multimedia tasks and to ensure that the student is able to handle communication paths and opportunities in complex organisations and networks, locally as well as globally

ECTS scope
20 ECTS

Learning objectives

Knowledge
The student has development-based knowledge and understanding of

- central theories and methods applied within communication in relation to multimedia
- central theories and methods applied within marketing in relation to multimedia
- central communicative instruments and applied genres

- central concepts within media sociology (historical and present use of media by different social groups)

Skills
The student is able to

- collect and assess empirical data on target groups and usage situations
- apply central methods and tools to describe a target group in relation to multimedia tasks
- assess and produce communication aimed at specific target groups
- apply central methods and tools for constructing and assessing information architecture including structuring, planning, and presentation of information
- apply central methods and tools for planning and implementing user tests
- conclude and present a development project in a report
- apply central methods and tools for presentations to stakeholders
- assess and apply communicative elements in different media productions
- assess the influence of cultural factors on national and global communication
- assess correlations between cultural identity and forms of expression
- prepare, choose, and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community

Competences
The student is able to

- handle communication and marketing across platforms
- handle digital marketing
- assess and apply communicative elements in different media productions
- assess the influence of cultural factors on national and global communication
- assess correlations between cultural identity and forms of expression
- prepare, choose, and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills, and competences in relation to the business area

5.3 Core area: Design and visualisation

The objective is that the student should to be able to apply methods and principles for multimedia design processes and concept development. The student must be able to apply methods to the design and development of interactive user interfaces for central digital platforms

ECTS scope
25 ECTS

Learning objectives

Knowledge
The student has development-based knowledge and understanding of

- central tools for the production of video and audio
- central methods for design documentation
- the history of design and aesthetics in relation to the multimedia field
- the correlation between usage and design in relation to the multimedia field
- central theories and methods in relation to animation techniques
- central theories and methods in relation to storytelling and production techniques

Skills
The students is able to

- assess and apply central methods for ideation and concept development
- design user interfaces for different digital platforms on the basis of central theories and assessment models
- assess and apply central methods for user-centered design
- assess and apply central principles for digital graphic design
- assess and apply aesthetic styles in relation to the multimedia field
- assess and prepare graphical material for further digital production
- present design-related problems and solutions to stakeholders
- assess and apply methods for documentation of interactive multimedia productions
- assess and apply production and postproduction techniques to video and audio productions
- communicate the choice of media elements to stakeholders

Competences
The students is able to

- handle and create the correlation between message and design
- handle and create the correlation between identity and design
- handle design and development of interactive user interfaces
- handle and integrate the expression of digital media on different digital platforms
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills, and competences in relation the business area

5.4 Core area: Interaction development

The student must be able to model, format, structure, document, and implement dynamic multimedia applications. The student must attain a basic understanding of systems development. The student must attain skills in the structuring and implementation of complex dynamic multimedia applications, including the integration of databases

ECTS scope
25 ECTS

Learning objectives

Knowledge
The student has development-based knowledge and understanding of

- the construction and usage of the internet
- object-oriented programming in relation to multimedia practice
- scope and limitations of development environments in practice
- elements applied in Content Management Systems (CMS) in practice
- central theories and methods applied within systems development
- interfaces for data exchange with third party services
- key security aspects of networks, multimedia applications and data communication

Skills
The student is able to

- assess and apply central methods and tools for search engine optimisation (SEO)
- prepare and present documentation according to current practice
- assess and apply contemporary formatting languages

- program client and server-based multimedia applications
- apply central methods and tools to model, structure, and implement functionality
- apply a currently used data manipulation language for databases
- apply key methods in data modelling and implementation of databases
- apply key methods for quality assurance by means of tests and debugging

Competences
The student is able to
- handle interactive communication in multimedia products
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills, and competences in relation to the business area

6. Mandatory elements within the programme's core areas

The mandatory elements are
1. Multimedia Production Basic (60 ECTS)
2. Multimedia Production Advanced (20 ECTS)

Total 80 ECTS

Both mandatory elements concludes with an exam.

6.1 Mandatory Element Multimedia Production Basic: Business, Communication and presentation, Design and visualisation and Interaction development.

ECTS scope
60 ECTS comprised of

- 10 ECTS from the core area 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

Content
This first mandatory element contributes aims to qualify the student to
- incorporate organisational aspects in multimedia development and application and to enable the student to plan, manage, and complete a development project
- acquire knowledge, skills, and competences for handling communication in relation to multimedia tasks
- to apply methods and principles for multimedia design processes and concept development The student must be able to apply methods to the design and development of interactive user interfaces for central digital platforms

Learning objectives

Knowledge (Business)
The student has development-based knowledge and understanding of
- central theories and methods applied within communication in relation to multimedia
- central theories and methods applied within marketing in relation to multimedia
- central communicative instruments and applied genres

- central concepts within media sociology (historical and present use of media by different social groups)

Knowledge (Communication and presentation)
The student has development-based knowledge and understanding of

- central theories and methods applied within communication in relation to multimedia
- central theories and methods applied within marketing in relation to multimedia
- central communicative instruments and applied genres
- central concepts within media sociology (historical and present use of media by different social groups)

Knowledge (Design and visualisation)
The student has development-based knowledge and understanding of

- central tools for the production of video and audio
- central methods for design documentation
- the history of design and aesthetics in relation to the multimedia field
- the correlation between usage and design in relation to the multimedia field
- central theories and methods in relation to animation techniques
- central theories and methods in relation to storytelling and production techniques

Knowledge (Interaction development)
The student has development-based knowledge and understanding of

- the construction and usage of the internet
- object-oriented programming in relation to multimedia practice
- scope and limitations of development environments in practice
- elements applied in Content Management Systems (CMS) in practice
- central theories and methods applied within systems development
- interfaces for data exchange with third party services
- key security aspects of networks, multimedia applications and data communication

Skills (Business)
The student is able to

- handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competences in relation to the business area

Skills (Communication and presentation)
The student is able to

- collect and assess empirical data on target groups and usage situations
- apply central methods and tools to describe a target group in relation to multimedia tasks
- assess and produce communication aimed at specific target groups
- apply central methods and tools for constructing and assessing information architecture including structuring, planning, and presentation of information
- apply central methods and tools for planning and implementing user tests
- conclude and present a development project in a report
- apply central methods and tools for presentations to stakeholders

Skills (Design and visualisation)
The students is able to

- assess and apply central methods for ideation and concept development
- design user interfaces for different digital platforms on the basis of central theories and assessment models
- assess and apply central methods for user-centered design
- assess and apply central principles for digital graphic design
- assess and apply aesthetic styles in relation to the multimedia field
- assess and prepare graphical material for further digital production
- present design-related problems and solutions to stakeholders

Skills *(Interaction development)*
The student is able to
- assess and apply central methods and tools for search engine optimisation (SEO)
- prepare and present documentation according to current practice
- assess and apply contemporary formatting languages
- program client and server-based multimedia applications
- apply central methods and tools to model, structure, and implement functionality

Competences (Business)
The student is able to
- handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills and competences in relation to the business area

Competences (Communication and presentation)
The student is able to
- handle communication and marketing across platforms
- handle digital marketing
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills, and competences in relation to the business area

Competences (Design and visualisation)
The student is able to
- handle and create the correlation between message and design
- handle and create the correlation between identity and design
- handle design and development of interactive user interfaces
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills, and competences in relation the business are

Competences (Interaction development)
The student is able to
- handle the modelling, structuring, and formatting of information according to current practice
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills, and competences in relation to the business area

This mandatory element concludes with an exam (1-year exam)

Evaluation
This exam is evaluated with an external examiner and is graded according to the 7-point scale.

Learning objective for this mandatory element is identical to the learning objectives for the exam.

Regarding exam form, exam planning, etc. please see the institutional part of the study curriculum.

6.2 Mandatory element Multimedia Production Advanced: Communication and presentation, Design and visualisation and Interaction development.

ECTS scope
20 ECTS comprised of

- 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

Content
This second mandatory element contributes aims to qualify the student to

- handle communication paths and the scope presented by complex organisations and networks, locally and globally.
- be able, on a methodical basis, to integrate digital media expressions on different digital platforms.
- achieve skills in the structuring and implementation of complex dynamic multimedia applications, including the integration of databases.

Learning objectives

Knowledge (Communication and presentation)
The student has development-based knowledge and understanding of

- central concepts within media sociology (historical and present use of media by different social groups)

Knowledge (Design and visualisation)
The student has development-based knowledge and understanding of

- central theories and methods in relation to animation techniques
- central theories and methods in relation to storytelling and production techniques

Knowledge (Interaction development)
The student has development-based knowledge and understanding of

- interfaces for data exchange with third party services
- key security aspects of networks, multimedia applications and data communication

Skills (Communication and presentation)
The student is able to

- assess and apply communicative elements in different media productions
- assess the influence of cultural factors on national and global communication
- assess correlations between cultural identity and forms of expression
- prepare, choose, and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community

Skills (Design and visualisation)
The students is able to

- assess and apply methods for documentation of interactive multimedia productions

- assess and apply production and postproduction techniques to video and audio productions
- communicate the choice of media elements to stakeholders

Skills (Interaction development)
The students is able to

- apply a currently used data manipulation language for databases
- apply key methods in data modelling and implementation of databases
- apply key methods for quality assurance by means of tests and debugging

Competences (Communication and presentation)
The student is able to

- handle interactive communication in multimedia products
- participate professionally in discipline-specific and interdisciplinary teams, internally and externall
- acquire new knowledge, skills, and competences in relation to the business area

Competences (Design and visualisation)
The student is able to

- handle and integrate the expression of digital media on different digital platforms
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills, and competences in relation to the business area

Competences (Interaction development)
The student is able to

- handle modelling, structuring, and programming of functionality
- handle the integration of different types of multimedia applications
- handle data persisting for dynamic multimedia applications
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally
- acquire new knowledge, skills, and competences in relation to the business area

This mandatory element concludes with an exam (3. semester exam)

Evaluation
This exam is evaluated with an external examiner and is graded according to the 7-point scale.

Learning objective for this mandatory element is identical to the learning objectives for the exam.

Regarding exam form, exam planning, etc. please see the institutional part of the study curriculum.

7. Number of exams in the mandatory elements

Both mandatory elements have to be completed with an exam. An overview of all exams during the study programme is located in section 10 – Overview of exams.

Below is an overview of the connection between the core areas and the mandatory elements of the study programme based on ECTS.

Mandatory elements	Multimedia Production Basic	Multimedia Production Advanced	Total

Core area			
Business *10 ECTS*	10 ECTS from the core area Business		**10 ECTS**
Communication and presentation *20 ECTS*	15 ECTS from the core area Communication and presentation	5 ECTS from the core area Communication and presentation	**20 ECTS**
Design and visualisation *25 ECTS*	20 ECTS from the core area Design and visualisation	5 ECTS from the core area Design and visualisation	**25 ECTS**
Interaction development *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 6.1	**Learning objectives for Multimedia Production Advanced: See 6.2**	
	60 ECTS	**20 ECTS**	**80 ECTS**

8. Internship

ECTS scope
15 ECTS

Learning objectives

Knowledge
The student has development-based knowledge and understanding of

- the application of theory, methods, and tools by the profession and multimedia discipline in practice

Skills
The student is able to

- apply diverse technical and analytical working methods related to employment within the business area
- assess practice-oriented issues and possible solutions
- communicate practice-oriented issues and motivated models for solutions

Competences
The student is able to

- handle development-oriented practical and professional issues in relation to the profession
- acquire new knowledge, skills, and competences in relation to the profession
- handle the structuring and planning of day-to-day tasks within the profession
- participate professionally in discipline-specific and interdisciplinary teams

The internship period concludes with an exam (Internship exam)

Evaluation
This exam is evaluated with an internal examiner and is graded according to the 7-point scale.

Learning objectives for this exam are identical to the learning objectives above in section 8.

Regarding exam form, exam planning, etc. please see the institutional part of the study curriculum.

9. Final exam project

ECTS scope
15 ECTS

Final project exam requirements
To demonstrate that the student is able, in a qualified manner, to combine theoretical, methodological, and practical elements and to present these. The final exam project at academy level is a major assignment in which the student acquires special insight into a well-defined multimedia-specific subject/area/problem, which is central in relation to the multimedia field. The project must include elements from the programme's four core areas. The problem formulation must be central to the multimedia profession and has to be drawn-up by the student in collaboration, as far as possible, with a public or private company. The institution must approve the problem formulation.
The project results in a report and a product. The product must be a digital multimedia production.

The final exam project is limited to a maximum size of 45 standard pages for one student + a maximum of 15 standard pages for each extra group member. Front page, index page, list of literature and appendices do not count towards the maximum number of pages.
One standard page is 2.400 keystrokes including spaces and footnotes.

Spelling and writing skills
Spelling and writing skills will be part of the assessment criteria for the final exam project. The assessment is expressed as an overall assessment of the professional and academic content as well as the student's spelling and writing skills. However, the academic content has priority in this overall assessment.

Students may apply for an exemption from the requirement that spelling and writing skills form part of the assessment criteria if the application is verified by physical or mental impairment The application should be submitted to the programme and directed to the attention of the programme director not later than 4 weeks before the exam is to be held.

Learning objectives
The final project exams has to document that the student has reached graduation level according to appendix 1 in executive order no. 1061 of November 14th 2012 on Academy Profession degree programme (AP) for Media and Communication (Multimedia Designer).

The learning objectives for the final project exam includes the knowledge, skills and competences that a multimedia designer must attain during the programme. See the learning objectives in section 4 of this study curriculum – Programme objectives.

Evaluation
This exam is evaluated with an external examiner and is graded according to the 7-point scale.

The final project exam consists of a project part and an oral part. One grade is given to cover all elements of the exam. The exam cannot be completed until all other exams have been passed – including the internship exam.

Regarding exam form, exam planning, etc. please see the institutional part of the study curriculum.

10. Overview of exams

This table presents an overview of the programme's total number of exams and their placement.

Time	Exam	120 ECTS distributed across exams	Evaluation
Conclusion of 2nd semester	1-year exam	60	7 – point scale External
Conclusion of elective course on 3rd semester	Elective course	10	7 – point scale Internal
Conclusion of 3rd semester	3. semester exam	20	7 – point scale Internal
Conclusion of internship	Internship exam	15	7 – point scale Internal
Conclusion of 4th semester	Final exam project	15	7 – point scale External

11. Transfer of credit

Passed educational elements are equal to corresponding educational elements in other educational institutions offering the programme. In each case, or according to stipulations in the curriculum, the institution may approve that transfer credit is awarded for completed educational elements from another Danish or foreign higher education. The decision will be made based on a professional assessment of the equivalence of the educational elements in question. On approval, the element is considered completed on the condition that it was passed according to the regulations for the study programme in question.

11.1 Advance credit approval

The student can apply for advance credit approval. The institution can approve that study elements which the student has passed (or intend to pass) at another Danish or international educational institution replace study elements from this curriculum. With an application for advance credit approval, the student agrees to the fact the final transferability/applicability of any credit has to be confirmed after the institution receives the final transcript and documentation.

On approval, the element is considered completed on the condition that it was passed (or will be passed) according to the regulations for the study programme in question.

12. Exemption from the curriculum

The institution has the authority to exempt from the rules and regulations of this collective study curriculum if it is considered necessary based on extraordinary circumstances. The institutions cooperate on establish-

ing a homogenous practice for administering exemptions.

13. Effective date and transition period

This curriculum will come into effect on September 1st 2014 and will apply to students who commence their study programme on September 1st 2014 and later. The curriculum dated January 1st 2013 will be repealed on August 31st 2014.
However, exams that were initiated prior to September 1st 2014 will be carried out in accordance with the curriculum dated January 1st 2013 until the August 31st 2015.