CURRICULUM

for the

Academy Profession Degree Programme in Multimedia Design

Revised 1 August 2018

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This national part of the Curriculum for the Academy Profession Degree Programme in Multimedia Design has been issued pursuant to section 18(1) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented by the institution-specific part of the curriculum, which is laid down by the individual institution offering the programme.
The curriculum has been prepared by the educational network for the AP Degree Programme in Multimedia Design and approved by the boards of directors of all the institutions offering the programme – or by their rectors subject to authorisation – and following consultations with the institutions' education committees and the chairmanship of co-examiners for the programme.

1. Intended learning outcome of the programme:

Knowledge
The graduate has acquired:

- knowledge of professional practices within the field as well as key applied theories and methods of relevance to the analysis, ideation, design, planning, realisation and management of digital media tasks as well as the implementation, administration and maintenance of digital media productions
- an understanding of practices and key theories and methods as well as an understanding of the use of theories and methods in the digital media profession.

Skills
The graduate has acquired the skills needed to:

- apply key methods and tools relevant to the analysis, ideation, design, planning, realisation and management of digital media tasks, and apply skills of relevance to employment within digital media
- assess practice-oriented issues within digital media and propose and select possible solutions
- communicate practice-oriented issues and possible solutions within digital media to partners and users.

Competencies
The graduate has acquired the competencies needed to:

- engage in development-oriented activities, including undertaking the analysis, ideation, design and planning as well as realisation and management of digital media tasks, and be innovative in tailoring digital media solutions to commercial conditions
- in a structured context acquire new knowledge, skills and competencies within digital media
- participate in disciplinary and interdisciplinary cooperation within digital media in connection with implementation, administration and maintenance, taking a professional approach.

2. The programme contains four national programme elements

2.1. Design and programming of digital user interfaces 1

Table of contents
The programme element covers basic principles for the design and programming of digital solutions, with a particular focus on the design and structuring of the user interface.
The programme element includes user-centred methods for the testing of design and solution.
Solutions are designed and programmed using selected development methods, and an introduction is given to technologies that form part of the design and programming of user interfaces.

Learning objectives for Design and programming of digital user interfaces 1

Knowledge

The student has acquired:

- knowledge of a practice-oriented development methods for digital media production
- an understanding of the methods applied by the profession in connection with user testing of digital productions
- knowledge of basic principles for the composition and layout of digital media productions
- knowledge of practice-oriented design processes and documentation forms used in digital media productions
- knowledge of digital exchange formats currently used in digital media productions
- knowledge of basic methods for modelling, structuring and developing digital user interfaces
- knowledge of key technologies applied, including client-server relations, and their impact on the development of user interfaces.

Skills

The student has acquired the skills needed to:

- apply basic theories, methods and tools for managing simple multimedia productions of relevance to professional practices in the field
- plan and conduct user tests of digital media productions, including selection of the right user test for a given digital media production
- apply and document key processes in the design and development of digital media productions, and communicate the processes to stakeholders with professional insights
- apply basic theories, methods and tools to the design and development of user interfaces
- apply basic modelling and structuring methods in the development of digital user interfaces
- apply and assess basic technologies and development environments for the development of user interfaces, including methods and technologies for version control.

Competencies

The student has acquired the competencies needed to:

- participate in interdisciplinary work processes in connection with the design and development of digital user interfaces
- under supervision, acquire basic knowledge, skills and competencies within the design and development of digital user interfaces.

Number of ECTS points

The programme element Design and programming of digital user interfaces 1 equates to 15 ECTS points.

2.2. Design and programming of digital content 1

The programme element covers the design, programming and production of simple digital content solutions for selected media platforms. The programme element focuses on the production of simple content for media platforms based on data-driven user understanding. Solutions are designed, pro-

grammed and produced on the basis of a content and business strategy, and an introduction is given to key technologies and business models of relevance to the design and programming of digital content.

Learning objectives for Design and programming of digital content 1

Knowledge
The student has acquired:

- a practice-oriented understanding of intellectual property rights and licensing methods in digital media production
- knowledge of the multimedia designer's role in the value chain in digital productions
- knowledge of digital media and digital media platforms used by the profession
- knowledge of key forms of expression and content in digital media
- knowledge of the key technologies applied by the profession in connection with the production of digital content
- knowledge of basic methods and theories regarding user understanding within digital content production.

Skills
The student has acquired the skills needed to:

- collect and apply empirical data about users and situations of use
- plan and evaluate a digital content production based on a given brief
- produce basic-level digital content based on user understanding and based on a given strategic brief
- apply and assess technologies for the presentation and production of digital content
- communicate the development process for digital content production to stakeholders with professional insights.

Competencies
The student has acquired the competencies needed to:

- participate in interdisciplinary work processes in connection with the design and development of digital content
- under supervision, acquire basic knowledge, skills and competencies within the design and development of digital content.

Number of ECTS points
The programme element Design and programming of digital content 1 equates to 15 ECTS points.

2.3. Design and programming of digital user interfaces 2

The programme element covers the design and programming of complex digital solutions with a special focus on user interfaces. As part of the programme element, key methods for testing the user

experience of digital solutions are applied. Solutions are designed and programmed in teams applying technologies and development methods that support teamwork.

Learning objectives for Design and programming of digital user interfaces 2

Knowledge
The student has acquired:

- an understanding of the company's external environment, including its stakeholders, and the company's resource base
- knowledge of key technologies for data management in relation to optimising user experiences
- knowledge of key methods and tools related to project management and estimation of digital media productions
- knowledge of relevant theories, tools and methods for the design and programming of digital user experiences, and the ability to account for the choice of tools and methods based on practice
- knowledge of key and current programming paradigms for programming complex digital user interfaces, and the ability to account for the choice of programming practice based on practice.

Skills
The student has acquired the skills needed to:

- plan and evaluate project management in team-based digital media productions
- assess and argue in favour of the value-adding elements in solutions for digital user interfaces
- select and argue in favour of the choice of key theories, tools and methods for the design of complex digital user interfaces
- apply and document key design processes in complex digital media productions, and communicate them to stakeholders from the digital media industry
- select and apply key principles, technologies and methods to the programming of complex digital user interfaces
- communicate and explain solutions for digital user interfaces to business partners
- assess and apply a user-centred method in connection with a digital media production.

Competencies
The student has acquired the competencies needed to:

- identify relevant theories, methods and tools for the execution of complex digital media productions
- acquire new knowledge and skills within the programming and design of complex user-centred user interfaces.

Number of ECTS points

The programme element Design and programming of digital user interfaces 2 equates to 15 ECTS points.

2.4. Design and programming of digital content 2

The programme element covers the design and programming of complex digital content solutions for multiple types of media. The programme element focuses on multiple types of digital content, multiple types of media and related production methods. In the production of content, technologies are applied to manage and present content, and the communication of data forms part of the production of digital content.

Learning objectives for Design and programming of digital content 2

Knowledge

The student has acquired:

- knowledge of the key tools and data applied in the profession to optimise digital media production
- knowledge of the methods and theories applied in the profession for complex digital content production
- knowledge of the methods and theories applied in the profession for the presentation of data
- an understanding of the technologies used to store and exchange data, and the ability to account for the choice of technologies based on practice
- an understanding of the relationship between the business models used and complex digital content production
- knowledge of key methods and theories regarding digital user experiences, and the ability to account for the choice of tools and methods based on practice.

Skills

The student has acquired the skills needed to:

- apply key tools and data to optimise digital media production
- plan and assess project management in user-oriented content production
- apply key theories, methods and tools for the production of digital user experiences
- communicate and justify digital solutions for content production vis-à-vis stakeholders from the digital media industry
- apply and combine forms of expression for the design and production of digital user experiences on selected media platforms
- assess and process given visual material to ensure consistency in a digital media production
- apply key technologies for handling and displaying digital content
- apply key technologies, methods and formats for exchanging and presenting data.

Competencies

The student has acquired the competencies needed to:

- identify relevant theories, methods and tools for the production of complex digital content in teams
- acquire new knowledge, skills and competencies within the design and production of complex digital content.

Number of ECTS points
The programme element Design and programming of digital content 2 equates to 15 ECTS points.

2.5. Number of exams in the national programme elements

In the first year of study, national programme elements equate to 60 ECTS points, of which a minimum of 45 ECTS points are included in the exam(s) which constitute the first-year exam[1].

In addition, a single exam is held in the other national programme elements, as well as an additional single exam in the final exam project. For information on the number of internship exams, reference is made to section 3.

For a comprehensive overview of all exams on the programme, reference is made to the institution-specific part of the curriculum. Please note that exams in the national programme elements described in this curriculum can be combined with exams held in programme elements laid down in the institution-specific part of the curriculum.

[1] The first-semester exam, which equates to 30 ECTS points, is held after the first semester. The second-semester exam, which equates to 30 ECTS points, is held after the second semester.

3. Internship

Learning objectives for internship on the programme

Knowledge
The student has gained development-based knowledge and an understanding 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 theories, methods and tools by the profession and within the field.

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 present possible solutions
- communicate practice-oriented issues and reasoned solution proposals.

Competencies
The student has acquired the competencies needed to:

- engage in development-oriented practical and professional activities of relevance to the profession
- acquire new knowledge, skills and competencies of relevance to the profession
- undertake the structuring and planning of day-to-day tasks within the profession
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.

Number of ECTS points
The internship is equivalent to 15 ECTS points.

Number of exams
The internship is concluded with a single exam.

4. Final exam project requirements.

The learning objectives for the final exam project are identical to the learning objectives for the programme, which can be seen in section 1 above.

The final exam project must document the student's understanding of practice and key applied theories and methods in relation to a practice-oriented issue based on a specific assignment within the area of the programme. The problem statement must be central to the programme and the profession

and be prepared by the student, possibly in cooperation with a public or private company. Alternatively, the final exam project can be based on the student starting up his or her own business. The educational institution must approve the problem statement.

The project concludes with a report and a product. The product must be a digital media production. For other requirements for the project report, reference is made to the institution-specific part of the curriculum.

The final exam project must not exceed 30 standard pages for one student + 10 standard pages for each additional group member. Front page, table of contents, bibliography and appendices are not included in the maximum number of pages. Appendices will not be assessed. A standard page is 2,400 characters with spaces and footnotes.

Exam in final exam project
The exam project concludes the programme in the last semester when all other exams have been passed.

Number of ECTS points
The final exam project equates to 15 ECTS points.

Exam form
The exam consists of an oral and a written part with an external co-examiner, where a single aggregate individual grade according to the 7-point grading scale is awarded for the written project and the oral performance.

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

5. Credit transfer rules

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 any 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 job experience comparable to subjects, programme elements and internships.
The decision is based on an academic evaluation.

In case of pre-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 pre-approval, the student must consent to the institution requesting the necessary information after the student has completed the period of study.
If a credit transfer is granted as described above, programme elements are deemed to have been completed if they have been passed in accordance with the rules applicable to the programme in question.

6. Effective date and transitional arrangements

Effective date
This national part of the curriculum takes effect on 1 August 2018 and applies to students enrolled on the programme after 1 August 2018.

Transitional arrangements
Students who have been admitted up until 1 August 2018 will transfer to this curriculum as of 1 August 2018; however, exams initiated before 1 August 2018 may be concluded under the previous curriculum until 1 February 2019.