# CURRICULUM

for the AP degree programme in

Multimedia Design

Valid from 01.08.2022

**Contents**

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

This national part of the curriculum for the Academy Profession Degree Programme in Multimedia Design has been released in accordance with section 22(1) of the Ministerial Order for Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented with an institutional part of the curriculum, which is provided by the individual institution that offers the programme.

The national part has been developed by the educational network for Multimedia Design and approved by all the institutions that offer it.

## 1. The programme's goals for learning outcomes

### Knowledge

The graduate will have knowledge about:

- practice and applied theory and methods in planning, design, realisation and management of digital user interfaces and media production, as well as implementation and maintenance of complex digital media productions
- practice of the profession and the theory, methods and technology applied to digital interfaces, user experience and content.

### Skills

The graduate will have the skills to:

- apply and combine methods and technologies for the design, development, implementation and maintenance of digital user interfaces, digital user experiences and content production for digital media productions
- assess practice-orientated problems in digital user interfaces and digital media productions and use data to adjust processes and digital products
- communicate practice-orientated problems and solutions related to digital user interfaces and media production to business partners, including users.

### Competencies

The graduate will be able to:

- engage in development-orientated and interdisciplinary work processes within digital media production and digital user interfaces
- manage clearly defined tasks and processes related to complex digital media production
- in a structured context, acquire new knowledge, skills and competencies within the profession.

## 2. The programme includes 2 national subject elements

### 2.1. Multimedia Production 1

### Contents

The subject element deals with fundamental, interdisciplinary principles for planning, designing and developing digital user interfaces and media productions based on an understanding of clearly defined development processes as well as the relevant users. The subject element focuses on practice-orientated technology, methods and principles for front-end development and design, basic methods for understanding users, user tests and the design of user experiences, as well as basic principles for content organisation, production and presentation. Furthermore, technologies and aspects of law relevant to the practices of a graduate in multimedia design will also be introduced.

### Learning objectives for Multimedia Production 1

### Knowledge

The student will gain knowledge about:

*User interfaces*

- basic development methods and models applied by the profession

- digital exchange formats applied by the profession
- practice-orientated principles and methods for the design of user interfaces
- front-end technologies applied by the profession

*User Experiences*

- key theories and methods of understanding users
- applied principles and theories of user experience and user interaction with digital media productions

*Contents*

- digital media, content types and forms of expression
- practice-orientated principles and methods for content planning and production

*Business*

- the roles of the multimedia designer in relation to the practice of the profession
- intellectual property rights and licensing practices and their importance to the practice of the profession

*Technology*

- selected technologies relevant to user interfaces and digital media production.

**Skills**

The student will get the skills to:

*User interfaces*

- apply practice-orientated methods and tools in design processes
- apply key principles, theories and methods to the design of user interfaces based on a brief
- apply basic modelling and structuring principles to the development of user interfaces
- apply current front-end technologies and environments to the development and validation of user interfaces
- communicate practice-orientated design and development processes and solutions to partners

*User Experiences*

- collect, analyse and apply empirical data on users and use situations
- apply the basic methods, principles and technologies of the profession to the design of digital user experiences
- take a practice-orientated approach to the planning, design and dissemination of user tests

*Content*

- apply data and fundamental principles and methods to the organisation of user interface content
- apply data and key technologies, tools and methods to the production and presentation of digital content based on a brief.

**Competencies**
The student will learn to:

- manage basic development and production of user interfaces, user experiences and content based on a given brief
- manage practice-orientated, interdisciplinary work processes, taking a systematic approach
- under supervision, acquire new knowledge, skills and competencies related to the practices of a multimedia designer.

**ECTS weight**
Multimedia Production 1 is worth 30 ECTS credits.

## 2.2. Multimedia Production 2

**Contents**
The subject element deals with the principles for the design, programming and maintenance of complex digital user interfaces and media productions applied by the profession. The subject element focuses on adopting solutions to practice-orientated problems through team-based development, technologies for programming, theories and methods for handling complex design processes, user-centred methods and technologies for developing user experiences, as well as production of content based on data, theory and technology. It also focuses on the balance between business and user needs, as well as the current use of data storage and exchange technologies by the profession.

**Learning objectives for Multimedia Production 2**

**Knowledge**
The student will gain knowledge about:

*User interfaces*
- practice-orientated methods, principles and tools for the planning and estimation of clearly defined development tasks and processes
- current programming paradigms relevant to front-end development in practice
- theories, principles and methods applied by the profession to the design of user interfaces

*User Experiences*
- methods and tools applied to user-centred design processes by the profession
- key practice-orientated principles, theories and technologies for the design and development of digital user experiences

*Contents*
- tools and data applied by the profession to optimise digital media production
- key applied theories and methods for planning and producing selected types of digital content

*Business*

- the commercial foundation of the company and the multimedia designer's management of clearly defined functions in the practice of the profession
- the importance of data and data management for the commercialisation of the company.

**Skills**

The student will get the skills to:

*User interfaces*

- select and apply practice-orientated development methods and models to team-based work process management
- assess practice-orientated problems, manage complex design processes and implement theory-based solutions
- select and apply key principles and technologies to complex user interface programming, implementation and maintenance
- evaluate and process visual material to ensure a consistent expression in interfaces
- document key development and design processes and communicate them to business partners and users
- use key technologies and formats for the presentation of data
- assess and apply technologies to the storage, structuring and exchange of data currently applied by the profession.

*User Experiences*

- assess practice-orientated problems and select and apply user-centred methods and tools to complex digital media production
- select and combine key theories, methods and technologies for the design, implementation and evaluation of digital user experiences
- communicate and explain solutions to users and partners

*Contents*

- assess and implement relevant forms of content and expression in digital media production
- assess and apply data, theory and methods to the organisation, structuring and production of content
- apply key technologies to handling and displaying digital content
- competently evaluate and communicate digital content production to stakeholders

*Business*

- in collaboration with businesses, manage digital media production and navigate between business and user needs

*Technology*

- apply selected technologies and digital trends relevant to the practices of a graduate in multimedia design.

**Competencies**

The student will learn to:

- manage complex development, production and maintenance of user interfaces, user experiences and content in digital media production
- manage professional, interdisciplinary team-based work processes, taking account of both user and business needs
- under supervision, acquire new knowledge, skills and competencies related to the practices of a graduate in multimedia design.

**ECTS weight**
Multimedia Production 2 is worth 30 ECTS credits.

## 3. Internship

### Learning objectives for the programme's internship

**Knowledge**
The student will gain knowledge about:
- clearly defined functions of the intern in multimedia design in the practice of the internship company
- theory, methods and technology applied by the profession and the internship company in question

**Skills**
The student will get the skills to:
- apply technical, analytical and production principles and methods associated with employment in the profession
- assess practice-orientated problems within clearly defined multimedia design functions and develop and implement possible solutions
- communicate practice-orientated problems and well-founded solutions to partners, customers or users during the internship.

**Competencies**
The student will learn to:
- deal with development-orientated situations relevant to multimedia design during the internship
- participate in disciplinary and interdisciplinary cooperation in the internship company, taking a professional approach.
- under supervision, acquire new knowledge, skills and competencies related to the practice of the profession.

**ECTS weight**
The internship is worth 15 ECTS points.

**Number of exams**
The internship is completed with 1 exam.

## 4. Requirements for the final exam project.

The final exam project, together with the other exams in the programme and the internship exam, must document that the learning objectives for the programme have been achieved.

The final exam project must also demonstrate the student's understanding of practices and centrally applied theory and methods in relation to a practice-orientated problem. The problem statement must be based on a specific task within the programme's area. The problem statement must be central to the programme and the profession and be prepared by the student, possibly in cooperation with a public or private company. The institution must approve the problem statement.

**Exam for the final exam project**
The final exam project completes the programme once all the preceding exams have been passed.

**ECTS weight**
The final exam project is worth 15 ECTS points.

**Examination form**
The examination consists of a project report and an oral defence. The exam has an external co-examiner, and one overall individual mark for the project and oral exam will be given according to the 7-point scale.

## 5. Rules on credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme

The students are obliged to inform the institution of any completed programme elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with the application for prior credit approval, the students must give the institution permission to obtain any required information after the completion of their studies.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

## 6. Commencement

This national part of the curriculum is valid from 1 August 2022.

This curriculum applies to all students who start on the programme after the date of commencement.

### 6.1. Transitional scheme

For students already enrolled, the following transitional schemes apply:
Students who have started the programme before the commencement date must follow the national part of the curriculum from 01.08.2018 until 01.02.2023.