# Curriculum
# Multimedia Design
# and Communication

Academy Profession Degree Programme in Multimedia
Design and Communication
Erhvervsakademiuddannelse inden for medie og
kommunikation (multimediedesigner AK)

Approved 25 August 2014

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COPENHAGEN BUSINESS ACADEMY

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# 1. FRAMEWORK

This curriculum, covering the study programme Academy Profession Degree Programme in Multimedia Design and Communication, hereinafter referred to as the study programme or the programme, is composed in compliance with the ministerial order no. 1521 of 16 December 2013 on academy profession programmes and bachelor programmes by the Danish institutions of higher education approved to offer the particular programme.

*Joint parts and institution specific parts of the curriculum*
Parts of the curriculum have been stipulated conjointly with the institutions in the respective national education network for business academies, whilst others have been determined by Cphbusiness alone. The joint parts are incorporated in this document and constitute the following subsections: 3.2, 3.3, 3.5, 5.2, 5.4 and 6.1. The remaining parts are institution specific.

The joint parts have been co-created by the institutions mentioned below, which have committed themselves to ensuring national competence and uniform practices regarding exemptions.

The joint parts of the curriculum have been determined by:

**Business Academy Aarhus**
www.baaa.dk

**EA Business Academy SouthWest**
www.easv.dk/index.php/en/

**Business Academy of Higher Education MidWest**
www.eamv.dk

**IBA International Business Academy**
www.uk.iba.dk/

**Copenhagen Business Academy**
www.cphbusiness.dk/english

**Lillebaelt Academy of Professional Higher Education**
www.eal.dk/eal/International-58.aspx

**Copenhagen School of Design and Technology**
www.kea.dk/en/

**University College of Northern Denmark**
www.ucnorth.dk

**Danish Academy of Business and Technology**
www.eadania.dk/en.aspx

**Zealand Institute of Business and Technology**
www.zibat.dk

The joint parts of the curriculum have been agreed upon by the national education network for business academies during the summer of 2014.

The curriculum as a whole has been approved by Cphbusiness in compliance with the institution's internal approvals procedure on 25 August 2014.

## 1.1. Purpose and Objectives of the Study Programme

The purpose of the Academy Profession Degree Programme in Multimedia Design and Communication is to qualify the graduate to independently design, plan, implement and manage multimedia tasks as well as to contribute to the implementation, management and maintenance of multimedia productions.

***Learning objectives and outcomes***
The learning outcome includes the knowledge, skills and competences an AP Graduate in Multimedia Design and Communication will achieve from the programme, cf. the ministerial order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication, appendix 1.

*Following is an English translation of the Danish ministerial order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication, appendix 1, published in Lovtidende, which is the Danish national gazette. In the event of a discrepancy between the translated version and the Danish version, the latter is thus valid.*

*Knowledge*
The graduate will possess knowledge of:
- actual and centrally 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
- the understanding of interdisciplinary issues within the multimedia field in relation to both individual and team-based project work

*Skills*
The graduate will be able to:
- apply main methods and tools within analysis, concept development, design and planning as well as the realisation and management of multimedia tasks,
- assess practical issues within the field of multimedia, set out and choose solutions, and
- present practical issues and solutions within the field of multimedia to collaborative partners and users

*Competencies*
The graduate will be able to:
- independently handle analysis, concept development, design and planning as well as the realisation and management of multimedia tasks, and contribute to the implementation, management and maintenance of multimedia productions
- handle development-oriented situations and, through innovative processes, adapt multimedia solutions according to commercial conditions
- acquire new knowledge, skills and competences within the field of multimedia

- participate in managerial and work-related functions in collaboration with others regardless of their educational, linguistic, and cultural background
- participate professionally in and manage collaboration and communication within networks

## 1.2. Title, Duration and Certificate

*Title*
Upon completion of the programme, graduates are entitled to use the title *AP Graduate in Multimedia Design and Communication* (in Danish: *multimediadesigner AK*).

In agreement with the Danish Qualification Framework for Lifelong Learning, the programme is graded at level 5.

*Duration and maximum length of study*
With 60 ECTS credits (European Credit Transfer System) corresponding to one full-time year of study, cf. section 9 in the ministerial order no. 1521 of 16 December 2013 on academy profession programmes and bachelor programmes (*BEK nr. 1521 af 16/12/2013: Bekendtgørelse om erhvervsakademiuddannelser og professionsbacheloruddannelser*), the programme amounts to 120 credits in total. According to section 5, subsection 2, in the Order on Academy Profession Programmes and Bachelor Programmes, the study programme shall be completed within the number of years corresponding to twice the nominal length of study, meaning four years. Under exceptional circumstances, Cphbusiness is entitled to grant exemptions from this rule.

*Certificate*
Upon completion of the Academy Profession Degree Programme in Multimedia Design and Communication, a certificate is issued to the student by Cphbusieness.

## 1.3. Commencement and Transitional Arrangements

This curriculum is effective as of 1 August 2014, and the terms and conditions stated herein apply to students enrolled at and starting the programme in the autumn of 2014. Simultaneously, any Cphbusiness curriculum prior to the present that applies to this study programme is repealed and superseded by this curriculum. Students covered by curricula prior to the present may however request that they be covered by these until their completion of the programme, provided that they meet the previously listed requirements regarding the maximum length of study, cf. subsection 1.2. Under special circumstances, including circumstances relevant to the individual student, Cphbusiness may grant exemptions from the rule stipulated in this subsection, cf. subsection 1.3., entailing that an otherwise repealed curriculum still applies.

As regards the release of a new curriculum, or in the event of substantial alterations to the present, transitional arrangements will be laid down in the new curriculum.

## 1.4. Legal Framework

The legal framework that applies to this study programme is constituted by the latest versions of the following acts and ministerial orders:

*Following are English translations of Danish national acts and orders published in Lovtidende, which is the Danish national gazette. In the event of a discrepancy between the translated version and the Danish version, the latter is valid.*

- Act no. 214 of 27 February 2013 on academies of professional higher education (*the Academy Profession Act*)
- Act no. 467 of 8 May 2013 on academy profession programmes and professional bachelor programmes (*LEP-loven*)
- Ministerial order no. 1521 of 16 December 2013 on academy profession programmes and bachelor programmes (*the Order on Academy Profession Programmes and Bachelor Programmes*)
- Ministerial order no. 1519 of 16 December 2013 on examinations (*the Examination Order*)
- Ministerial order no. 223 of 11 March 2014 on admission and enrolment on academy profession programmes and bachelor programmes (*the Admission and Enrolment Order*)
- Ministerial order no. 262 of 20 March 2007 on the grading scale and other forms of assessment (*the Grading Scale Order*)
- Ministerial order no. 1061 of 14 September 2012 on the academy profession programme in Multimedia Design and Communication

The respective acts and orders can be obtained through *Retsinformation* at www.retsinfo.dk (in Danish).

# 2. ADMISSION TO THE PROGRAMME
## 2.1. Entry Requirements

Admission to the programme requires a qualifying examination as well as fulfilment of the programme specific entry requirements. The entry requirements are stipulated in the order on admission and enrolment on academy profession programmes and bachelor programmes in force, and should doubts arise from the formulations used in this subsection, the formulations in the order apply. For the programme specific entry requirements, please visit Cphbusiness' website.

## 2.2. Eligibility for Admission

In order to become eligible for admission to the programme, applicants must meet the entry requirements stated in subsection 2.1. If these are fulfilled, the applicant is qualified for, however not guaranteed, admission to the programme. Provided that the number of eligible applicants, cf. subsection 2.1., exceeds the number of spaces available, Cphbusiness may specify additional selection criteria on the grounds of which applicants in quota 2 are accepted as long as spaces are available.

The additional selection criteria will be published at Cphbusiness' website, taking due account of the time limits provided by the Ministry of Higher Education and Science.

# 3. PROGRAMME CONTENT

## 3.1. Programme Structure

As a prerequisite for completing the study programme, students must attend and pass educational elements equivalent to a total workload of 120 ECTS credits. A full-time semester encompasses educational elements, corresponding to 30 ECTS credits.

The programme comprises compulsory educational elements equivalent to 80 ECTS credits, electives equivalent to 10 credits, an internship equivalent to 15 credits and a final examination project equivalent to 15 ECTS credits.

| Educational Elements | | 1st year | 2nd year |
|---|---|---|---|
| Key subject areas | Business (10 ECTS) | 10 ECTS | |
| | Communication and Presentation (20 ECTS) | 15 ECTS | 5 ECTS |
| | Design and Visualisation (25 ECTS) | 20 ECTS | 5 ECTS |
| | Interaction Development (25 ECTS) | 15 ECTS | 10 ECTS |
| Electives | | | 10 ECTS |
| Internship | | | 15 ECTS |
| The final examination project | | | 15 ECTS |
| **In total** | (80 ECTS) | **60 ECTS** | **60 ECTS** |

The sum of all educational elements and other study activities may not exceed the prescribed 120 ECTS credits. All educational elements, including the final examination project, are assessed and evaluated according to the subsection on examinations in this curriculum, cf. chapter 5, and where the outcome of the assessment is either 'passed' or at a minimum the grade 02, the educational element concerned is perceived as passed. For more information on examinations, please read chapter 5 in this curriculum and the "Catalogue of Examinations and other Tests at Multimedia Design and Communication".

## 3.2. Key Subject Areas

The programme covers four overarching subject areas to which the educational elements are related, cf. subsection 3.1. The subject areas comprise educational elements, corresponding to 80 ECTS credits. The contents of the subject areas as well as the distribution of ECTS credits have been determined collaboratively by the institutions of higher education approved to offer the particular programme. The subject areas include the following:

| Business |
|---|
| **Work load:** 10 ECTS |
| **Content:** 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. |
| **Learning objectives:**<br>*Knowledge*<br>The graduate has development-based knowledge and understanding of:<br>• central subjects in multimedia-related business law, including copyright, the Data Protection Act, and contract law<br>• the company's management, communication and decision-making processes<br>• the organisational consequences which the implementation of multimedia productions can have in an organisation<br>• central methods and tools for financial planning and control of multimedia productions<br>• central subjects within innovation and entrepreneurship<br><br>*Skills*<br>The graduate will be able to:<br>• assess the vision, mission, and values as well as the strategy and business culture of organisations in relation to multimedia production<br><br>*Competences*<br>The graduate will be able to:<br>• handle relevant theories, methods, and IT-tools for the purpose of planning, managing, and quality assuring development projects<br>• participate professionally in discipline-specific and interdisciplinary teams, internally and externally<br>• acquire new knowledge, skills and competences in relation to the business area |

| Communication and Presentation |
|---|
| **Work load:** 20 ECTS |
| **Content**: 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.

**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 graduate will be 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

*Competencies*

The graduate will be 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

| Design and Visualisation |
|---|
| **Work load:** 25 ECTS |
| **Content:** 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. |
| **Learning objectives:**<br>*Knowledge*<br>The student has development-based knowledge and understanding of:<br>• central tools for the production of video and audio<br>• central methods for design documentation<br>• the history of design and aesthetics in relation to the multimedia field<br>• the correlation between usage and design in relation to the multimedia field<br>• central theories and methods in relation to animation techniques<br>• central theories and methods in relation to storytelling and production techniques<br><br>*Skills*<br>The students will be able to:<br>• assess and apply central methods for ideation and concept development<br>• design user interfaces for different digital platforms on the basis of central theories and assessment models<br>• assess and apply central methods for user-centered design<br>• assess and apply central principles for digital graphic design<br>• assess and apply aesthetic styles in relation to the multimedia field<br>• assess and prepare graphical material for further digital production<br>• present design-related problems and solutions to stakeholders<br>• assess and apply methods for documentation of interactive multimedia productions<br>• assess and apply production and postproduction techniques to video and audio productions<br>• communicate the choice of media elements to stakeholders<br><br>*Competencies*<br>The graduate will be able to:<br>• handle and create the correlation between message and design<br>• handle and create the correlation between identity and design<br>• handle design and development of interactive user interfaces<br>• handle and integrate the expression of digital media on different digital platforms<br>• participate professionally in discipline-specific and interdisciplinary teams, internally and externally<br>• acquire new knowledge, skills, and competences in relation the business area |

| Interaction Development |
| --- |
| **Work load:** 25 ECTS |
| **Content**: 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. |
| **Learning objectives:**<br><br>*Knowledge*<br>The student has development-based knowledge and understanding of:<br>• the construction and usage of the internet<br>• object-oriented programming in relation to multimedia practice<br>• scope and limitations of development environments in practice<br>• elements applied in Content Management Systems (CMS) in practice<br>• central theories and methods applied within systems development<br>• interfaces for data exchange with third party services<br>• key security aspects of networks, multimedia applications and data communication<br><br>*Skills*<br>The graduate will be able to:<br>• assess and apply central methods and tools for search engine optimisation (SEO)<br>• prepare and present documentation according to current practice<br>• assess and apply contemporary formatting languages<br>• program client and server-based multimedia applications<br>• apply central methods and tools to model, structure, and implement functionality<br>• apply a currently used data manipulation language for databases<br>• apply key methods in data modelling and implementation of databases<br>• apply key methods for quality assurance by means of tests and debugging<br><br>*Competencies*<br>The graduate will be able to:<br>• handle interactive communication in multimedia products<br>• participate professionally in discipline-specific and interdisciplinary teams, internally and externally<br>• acquire new knowledge, skills, and competences in relation to the business area |

## 3.3. Compulsory Educational Elements

The key subject areas cover a range of education elements that correspond to 80 ECTS credits. This part of the curriculum has been determined collaboratively by the institutions of higher education approved to offer the particular programme, and these educational elements are mandatory. The compulsory educational elements are all concluded with an examination and include the following:

*Diagrammatic outline of educational elements on semesters*

| Educational elements distributed on semesters | 1st semester | 2nd semester | 3rd semester | 4th semester | ECTS |
|---|---|---|---|---|---|
| Key Subject Areas | Compulsory Educational Elements | | | | 80 |
| | Multimedia Production Basic | Multimedia Production Advanced | | | |
| Business | 10 | | | | 10 |
| Communication and Presentation | 15 | 5 | | | 20 |
| Design and Visualisation | 20 | 5 | | | 25 |
| Interaction Development | 15 | 10 | | | 25 |
| Elective Educational Elements | | | | | 10 |
| Electives | | | 10 | | 10 |
| Internship and final examination project | | | | | 30 |
| Internship and project | | | | 15 | 15 |
| Final examination project | | | | 15 | 15 |
| I alt | 30 | 30 | 30 | 30 | 120 |

In the following, the compulsory educational elements will be elaborated on.

| Multimedia Production Basic |
|---|
| **Key Subject Areas:** Business, Communication and Presentation, Design and Visualisation and Interaction Development |
| **Timing:** 1st and 2nd semester |
| **Work load:** 60 ECTS, of which:<br>• 10 ECTS stem from key subject area Business<br>• 15 ECTS stem from key subject area Communication and Presentation<br>• 20 ECTS stem from key subject area Design and Visualisation<br>• 15 ECTS stem from key subject area Interaction Development |
| **Content:** This first mandatory element contributes aims to qualify the student to:<br>• 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

**Examination and Assessment:**
- 2nd semester: 1st year exam. 7-point grading scale.

| Multimedia Production Advanced |
|---|
| **Key Subject Areas:** Communication and Presentation, Design and Visualisation and Interaction Development |
| **Timing:** 3rd semester |
| **Work load:** 20 ECTS, of which:<br>• 5 ECTS stem from key subject area Communication and Presentation<br>• 5 ECTS stem from key subject area Design and Visualisation<br>• 10 ECTS stem from key subject area Interaction Development |
| **Content:** This second mandatory element contributes aims to qualify the student to:<br>• handle communication paths and the scope presented by complex organisations and networks,<br>locally and globally<br>• be able, on a methodical basis, to integrate digital media expressions on different digital platforms<br>• achieve skills in the structuring and implementation of complex dynamic multimedia applications, including the integration of databases |
| **Learning Objectives:**<br>*Knowledge (Communication and presentation)*<br>The student has development-based knowledge and understanding of:<br>• central concepts within media sociology (historical and present use of media by different social groups)<br><br>*Knowledge (Design and visualisation)*<br>The student has development-based knowledge and understanding of:<br>• central theories and methods in relation to animation techniques<br>• central theories and methods in relation to storytelling and production techniques<br><br>*Knowledge (Interaction development)*<br>The student has development-based knowledge and understanding of:<br>• interfaces for data exchange with third party services<br>• key security aspects of networks, multimedia applications and data communication<br><br>*Skills (Communication and presentation)*<br>The student is able to:<br>• assess and apply communicative elements in different media productions<br>• assess the influence of cultural factors on national and global communication<br>• assess correlations between cultural identity and forms of expression<br>• 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

**Examination and Assessment:**
- 3rd semester: 3rd semester exam. 7-point grading scale.

## 3.4. Elective educational elements: Electives and specialisation

In addition to the compulsory educational elements, the programme comprises elective elements corresponding to 30 ECTS credits. These are offered as a means for students to specialise themselves in particular subjects related to multimedia design and communication in line with the purpose and objectives of the study programme. The electives offered by Cphbusiness take into account the needs of local business communities, contemporary tendencies as well as requests from students. The available electives are outlined in the Electives Catalogue.

## 3.5. Internship

The Academy Profession Degree Programme in Multimedia Design and Communication includes both theory and practical experience with the purpose of supporting the student's continuous learning process and contributing to the fulfilment of the learning objectives specified for the study programme. During the internship, students are faced with professionally relevant issues, just as they become familiarised with relevant job functions. Students must actively and independently seek a placement with one or more private or public companies, and Cphbusiness ensures that the internship settings are satisfactory.

The internship is unpaid.

| Internship |
| --- |
| **Timing:** 4th semester |
| **Work load:** 15 ECTS |
| **Content:**<br>The purpose of the internship is that the student:<br><br>• gains an insight into companies' requirements and expectations to a multimedia designer's knowledge, skills and attitude towards work<br>• experiences  everyday activities and work tasks within the profession over an extended period of time<br>• works with development tasks in practice in line with the learning objectives of the internship<br>• tests the knowledge and skills attained through the Multimedia Design and Communication programme in practice<br>• gains experience with other working methods and tools for finding solutions to specific work tasks<br><br>An additional purpose of the internship, if appropriate, is that the student:<br>• develops ideas for the final examination project and forms a basis for same |

**Learning Objectives:**

*Knowledge*

The graduate will possess knowledge of:

- companies' requirements and expectations of multimedia designers' knowledge, skills and attitude towards work
- the application of theory, methods, and tools by the profession and multimedia discipline in practice

*Skills*

The graduate will be 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 graduate will be 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

**Examination and Assessment:**

- 4th semester: Internship Exam graded according to the 7-point grading scale. Details about the internship exam are described in the "Catalogue of Examinations and Other Tests at Multimedia Design and Communication"

## 3.5.1. Rules Regarding the Internship

*Requirements for the parties involved*

The hosting company, offering the internship, provides a contact person who must be at the student's disposal for the duration of the internship. The contact person and the student must draw up an internship agreement in collaboration, and this agreement, which must be in writing, should outline the types of tasks and assignments the student will face during his/her internship. The internship agreement must take into account not only the learning objectives of the internship stipulated in this curriculum but also the student's prior knowledge, training and qualifications.

The internship agreement should afterwards be submitted for approval at Cphbusiness.

Close contact will be established between the student and one of the Cphbusiness appointed internship supervisors, who will act as the student's sparring partner for the entire duration of the internship and in addition hereto the examiner on the

report.

A manual, describing the internship process in greater detail, is available through Cphbusiness.

Upon completion of the internship period, both the student and the hosting company will have to participate in an evaluation of the intership period. The student must complete the evaluation in order to attend the exam.

*Roles and responsibilities of the parties involved*

| Student | Company | Cphbusiness |
|---|---|---|
| Seeks a placement with a company | Provides a contact person | Ensures satisfactory internship settings<br><br>Appoints a Cphbusiness internship supervisor |
| The student and hosting company collaboratively draw up an internship agreement that takes into account the learning objectives of the internship | | Discusses the internship agreement with the student<br><br>Approves the submitted internship agreement, provided that it meets Cphbusiness' demands |
| The student and hosting company cooperate during the internship<br><br>The contact person and the internship supervisor support the student for the duration of the internship | | |
| (Prepares for the internship examination) | | |
| Participates in an evaluation of the internship | Participates in an evaluation of the student and the internship | |
| (Attends the exam) | | (Conducts the exam) |

### 3.6. Teaching and Working Methods

At Cphbusiness, various teaching methods are practised. Among these are lectures, cases, assignments, practical and theoretical exercises, laboratory work, oral presentations, homework/study assignments, excursions/field trips, etc.
The teaching may be thematised, just as it may be divided into different courses.

The purpose of the varied teaching methods is that students, by means of the selected teaching modes, acquire knowledge, skills and competencies within the programme's key subject areas, and that students apply these in accordance with the programme's learning objectives.

### 3.7. Language of Instruction

Multimedia Design and Communication is an English taught programme, and all teaching is in English. In some cases, students may be able to choose electives in Danish, and students are free to enter into an internship agreement with a company in which the spoken language is Danish. [1]

# 4. INTERNATIONALISATION

## 4.1. Study Abroad

All full-time studies at Cphbusiness shall be organised in a manner that allows students the opportunity to take at least one of the study programme components abroad within the nominal length of study.

The possibilities of studying abroad pertaining to the Academy Profession Degree Programme in Multimedia Design and Communication include:

- 2nd or 3rd semester
- The internship

Educational elements taken abroad can be approved for credit transfer provided that they are compatible with and meet the requirements regarding contents and level stipulated in this curriculum.

Students, wishing to study abroad, have to apply for credit transfer before the period is initiated in due time to receive a pre-approval for credit transfer. The decision as to whether the educational elements can be approved for credit transfer rests on Cphbusiness' evaluation of the contents and standards offered by the educational institution or host company. When the period abroad is completed, students who

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[1] The Multimedia Design and Communication programme is offered as a Danish taught programme as well. For a description of the study programme with Danish as the language of instruction, please consult the Danish version of this curriculum (Studieordning for multimediedesigner).

have received a pre-approval for credit transfer have to document that they have successfully completed the pre-approved educational elements. As part of the pre-approval process, students shall concur that Cphbusiness has the right to obtain information relevant to the final credit transfer after the student has returned from the period of study abroad. A pre-approved educational element will be regarded as successfully completed, if the student has passed the element in accordance with the rules and regulations in effect at the hosting educational institution.

# 5. EXAMINATION AND ASSESSMENT

## 5.1. General Rules Regarding the Exam

For exams at Cphbusiness, the following rules apply:

- The ministerial order no. 1519 of 16 December 2013 on examinations (the Examination Order), as well as
- The ministerial order no. 262 of 20 March 2007 on the grading scale and other forms of assessment (the Grading Scale Order)

In addition, the Cphbusiness rules and regulations regarding examination in effect at the time in question apply to examinations.

## 5.2. Description of Assessment of Educational Elements

In the following, an overview of the examinations at the Multimedia Design and Communication programme is provided. Requirements and details on the specific examinations, including examination period, form and materialities, the use of aid during examination, etc., are available in the "Catalogue of Examinations and other Tests at Multimedia Design and Communication".

Each examination, which may test several educational elements concurrently, will appear with one grade on the final diploma.

*Diagrammatic outline of the connection of the examinations, the educational elements and the structure of the study programme*

| Semester | Name of the examination | Educational element (key subject area) | ECTS | Note on the final diploma | Internal/external |
|---|---|---|---|---|---|
| 2nd semester | 1st Year Exam | Multimedia Production Basic (Business, Communication and Presentation, Design and Visualisation and Interaction Development) | 60 | One grade | External |
| 3rd semester | 3rd Semester Exam | Multimedia Production Advanced (Communication and Presentation, Design and Visualisation and Interaction Development) | 20 | One grade | Internal |
| | Electives Exam | Electives | 10 | One grade | Internal |
| 4th semester | Internship Exam | Internship | 15 | One grade | Internal |
| | Final Examination Project | Final Examination Project | 15 | One grade | External |

## 5.3. Other Requirements for Completion of Activities

Besides the examinations mentioned above, students are required to attend and have a number of obligatory study activities approved in order to attend the exam and continue their studies, cf. the Examination Order section 9 and section 5, subsection 2.

### 5.3.1. Mandatory Learning Activities: Requirements for Participation and Submission of Assignments

In order to attend some of the exams, students must have a number of mandatory learning activities approved. In case the mandatory learning activity is not approved, the student cannot attend the exam, which counts as an attempt at the exam. The student is automatically signed up for the re-examination, however, the student must still pass the mandatory learning activity, as it is the prerequisite for attending the exam.

The mandatory learning activities vary, depending on the educational elements. Examples of mandatory learning activities include requirements for participation, presentations, assignments, etc. The mandatory learning activities for the Multimedia Design and Communication programme can be found in the "Catalogue of Examinations and other Tests at Multimedia Design and Communication".

## 5.3.2 The Study Start Test

Cphbusiness conducts study starts tests on all full-time study programmes. A student must fulfil the study start test requirement in order to remain enrolled at the study programme, cf. the Examination Order section 9.

| Study Start Test |
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| **Timing:** The study start test must be conducted no later than two months after commencement of the study programme |
| **Form:** Details about the study start test are described in the "Catalogue of Examinations and Other Tests at Multimedia Design and Communication" |
| **Assessment:** Approved/Not approved. |
| **Admission criteria:** None |
| **Consequences of not passing:** If the student does not fulfil the study start test requirements in the first attempt, it is possible to participate in a"re-examination", which will be held no later than three months after commencement of the study programme. If the re-exam is not approved, the student cannot continue the study programme and his/her enrolment will be terminated, cf. the Examination Order section 9. |
| **Special conditions and specifications for the study start test:** The study start test is not covered by the regulations on complaints regarding examinations, cf. the Examination Order section 9, subsection 4. Under special circumstances, such as serious illness or other unsual circumstances, Cphbusiness is entitled to grant exemptions from rules stipulated in this section. Students will have to submit a request for exemption, which must specify and document the reasons for exemption. |

## 5.3.3 The First-Year Exam

Students must meet a study activity requirement called the first-year exam. In order to meet this requirement, students must pass a specific exam before the end of their first year of study. At the Academy Profession Degree Programme in Multimedia Design and Communication, the first-year exam includes the 1st Year Exam: Multimedia Production Basic.

**Consequences of not passing the first-year exam**

In the event that a student does not pass the respective exam within the stipulated time frame, the enrolment of the student will be terminated, cf. the Examination Order section 8, subsection 2, and the Admission and Enrolment Order section 36, subsection 1, number 4.

## 5.4. The Final Examination Project

The final examination project, concluding the Multimedia Design and Communication programme, must document the students' abilities to understand and analyse a practice-based problem related to their respective fields of study by means of relevant theory and methodology. Thus, central subjects from the programme should be covered by the project, and a problem statement, which must be key to not only the programme but also the respective type of industry/profession, has to be formulated by the student, and if desired in cooperation with a private or public company. Cphbusiness will subsequently approve the problem statement.

The final examination project is conducted as an external examination, which, together with the internship report and other programme examinations, should document that the programme's learning objectives and requirements are met. The examination comprises a written part and an oral part that result in a single joint grade. The examination can only take place after the student has passed all other educational elements. For more information about the final examination project, see section 5.2. in this curriculum and the final examination project manual.

| Final Examination Project |
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| **Timing:** 4th semester |
| **Work load:** 15 ECTS |
| **Purpose:** 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. |
| **Learning Objectives:** The exam in the final examination project must document that the student has reached graduation level according to appendix 1 in ministerial order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication, appendix 1.<br><br>*Knowledge*<br>The graduate will possess knowledge of:<br>• actual and centrally 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<br>• the understanding of interdisciplinary issues within the multimedia field in |

relation to both individual and team-based project work

*Skills*

The graduate will be able to:

- apply main methods and tools within analysis, concept development, design and planning as well as the realisation and management of multimedia tasks,
- assess practical issues within the field of multimedia, set out and choose solutions, and
- present practical issues and solutions within the field of multimedia to collaborative partners and users

*Competencies*

The graduate will be able to:

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

**Examination and Assessment:**

- 4th semester: This exam is evaluated with an external examiner and is graded according to the 7-point grading scale. The final project exam consists of a written part and an oral part. One grade is given to cover all elements of the exam. The examination can only take place after the student has passed all other educational elements.

# 6. OTHER RULES

## 6.1. Credit Transfer and Change of Study Programme

In some cases, Cphbusiness may be able to transfer ECTS and educational elements, or parts hereof, completed at other educational institutions, provided that the elements in question correspond to elements included in this curriculum. Cphbusiness bases the decision about a possible credit transfer on an assessment of the element's content, level etc.

A transferable educational element from a stay abroad will be regarded as successfully completed, if the student has passed the element in accordance with the rules and regulations in effect at the educational institution, at which the element was taken. Students are obliged to notify Cphbusiness of any previously passed educational elements at a higher educational level, which includes educational elements from both Danish and foreign higher educational institutions, presumed to be transferable. Cphbusiness handles all applications for credit transfer according to these rules.

*Change of study programme*
A student requesting a change to another study programme at the same educational institution or at another educational institution or requesting transfer to the same programme at another educational institution shall apply for enrolment at the relevant programme. Change of study programmes are regulated by the rules that apply at the receiving educational institution.

Transfer to the same study programme at another educational institution can only take place after the student has passed study elements quivalent to the first year of the study programme, to which the applicant wishes to change or transfer, or to which the applicant wants to be admitted, at the receiving institution.

It shall be a condition for enrolment that the study programme has vacant places. Under special circumstances, the receiving institution may permit that transfer within the same programme may take place through enrolment even though the applicant has not passed study elements equivalent to the first year, cf. the Admission and Enrolment Order section 35, subsection 2.

## 6.2. Exemptions from the Curriculum

Under special circumstances, Cphbusiness is entitled to grant exemptions from certain rules stipulated in this curriculum. Students have to submit a request for exemption, which must specify and document the reasons for exemption. Cphbusiness will subsequently process the request and notify the student of the decision once it is made.