

Effective date of the Curriculum August 24th, 2020

# Curriculum for Multimedia Design

(Academy Profession Degree in Multimedia Design)  
Institutional part of the curriculum

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## **1. Institutional part of the curriculum for the Academy Profession Degree Programme in Multimedia Design**

The curriculum for the programme is comprised of two parts (i.e. two sets of regulations):

1. The national part
2. The institutional part

The national part is laid down by the study programme network with a view to ensuring that the academic contents of parts of the study programme are identical for all educational institutions providing the study programme.

The institutional part is laid down by the study programme at the University College of Northern Denmark (UCN) and is designed to accommodate local and regional needs.

The institutional part of the curriculum (as well as the national part) has been approved by UCN in accordance with all regulations applying to the programme, including Ministerial Order no. 1014 of 2 July 2018 on technical and mercantile academy profession degree programmes and profession-oriented bachelor's degree programmes (*Bekendtgørelse om de tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser*). In the event of any discrepancy between this curriculum and other regulations governing the study programme, the other regulations have priority.<sup>1</sup>

<sup>1</sup> In the event of any discrepancies between this English translation and the original Danish version of the curriculum, the Danish version takes precedence.

## 2. Distribution of national and local programme elements, internship, and exams during the course of the study programme.

	National programme elements	Local programme elements, including electives	ECTS	Internal/ External	Also called
1.	Design and programming of digital user interfaces 1		15	Internal	Multimedia production 1. Development, design and production of basic digital user interfaces
	Design and programming of digital content 1		15		
2.	Design and programming of digital user interfaces 2		15	External	Multimedia production 2. Development, design and production of complex digital user interfaces
	Design and programming of digital content 2		15		
3.		User interface development and technology	10	Internal	Multimedia production 3. Development, design, and production of advanced digital user interfaces.
		Business and content production	5		
		User experiences and technology	5		
		Elective	10	Internal	Elective component exam
4.	Internship		15	Internship exam	
	Final degree project		15	Final degree exam	
<b>Total ECTS credits</b>			120		

Overview of all exams and their order. All exams are assessed according to the 7-point grading scale.

Find information about the time and venue for the exams on Canvas.

## 3. Local programme elements, including electives

The programme features 30 ECTS credits worth of local programme elements, including 10 ECTS credits worth of electives.

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## 3.1 Local programme element User interface development and technology

### Learning objectives

#### Knowledge

The student has acquired knowledge about:

- key and current libraries and frameworks for the development of advanced digital user interfaces
- data structures, data formats and the exchange of complex data sets with servers
- methods for the integration of visual materials in digital user interfaces

#### Skills

The student has acquired the skills needed to:

- assess and apply innovative methods in multimedia production
- apply key technologies for the exchange and presentation of complex data sets in digital user interfaces
- select and apply current libraries and frameworks for the innovative development and adaptation of advanced digital user interfaces
- assess and apply key methods and international development trends for the design, development, adjustment, and maintenance of advanced digital user interfaces
- apply and combine current technologies for the design of interactive user interfaces
- present the development process to stakeholders.

#### Competences

The student has acquired the competences needed to:

- autonomously stay informed and acquire new knowledge within international, innovative methods and technologies for the development and maintenance of the user interface in advanced multimedia productions

#### ECTS credits

- The programme element User interface development and technology is worth 10 ECTS credits.

#### Contents

The programme element User interface development and technology deals with the application of innovative methods, international development trends and libraries and frameworks in design and development of advanced digital user interfaces. Furthermore, there is focus on managing and presenting digital data sets in digital user interfaces, including the exchange of data sets with servers and the exploration and application of current technologies for the development, design, and maintenance of digital user interfaces.

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## 3.2 Local programme element Business and content production

### Learning objectives

#### Knowledge

The student has acquired knowledge about:

- digital business models used in practice
- multimedia production budgeting
- key theories and methods for planning user interaction in digital media productions

#### Skills

The student has acquired the skills needed to:

- assess and analyse data and propose solutions as the basis for the development of multimedia productions
- apply key theories, methods and tools for strategic planning and development of content
- assess and produce innovative content solutions in advanced, digital multimedia productions

#### Competences

The student has acquired the competences needed to:

- autonomously stay informed and acquire new knowledge within business aspects and the development and production of content for advanced digital multimedia productions

### 3.2.2 ECTS credits

The programme element Business and content production is worth 5 ECTS credits.

### 3.2.3

#### Contents

The programme element Business and content production deals with understanding selected business and revenue models. Furthermore, there is focus on the business use of digital tools and data as well as theories and methods for strategic planning, development, and production of content to support user interaction in advanced, digital multimedia productions.

### 3.3.1

## 3.3 Local programme element User experiences and technology

### Learning objectives

#### Knowledge

The student has acquired knowledge about:

- international digital trends and various user groups' application of digital media and technologies
- current international digital design development trends



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## Skills

The student has acquired the skills needed to:

- translate knowledge of current design and user trends into planning and development of user experiences in advanced digital media productions
- assess and apply key methods and international development trends for the planning, design, and evaluation of advanced digital user experiences
- present the support of user experiences in digital media productions to stakeholders

## Competences

The student has acquired the competences needed to:

- autonomously stay informed and acquire new knowledge about user experiences and the users' application of technologies in an international digital media landscape

## ECTS credits

3.3.2 The programme element User experiences and technology is worth 5 ECTS credits.

## Contents

3.3.3

The programme element User experiences and technology deals with the relationship between digital trends and the users' application of media and technologies in the planning and production of digital user experiences. Based on key theories, methods and the application of technologies, focus is on the planning and design of user experiences in advanced, digital multimedia productions.

## 3.4 Elective

The electives give the students the opportunity to qualify their study-related and professional competences through specialisation and contextualisation of subjects that are broadly related to the field of multimedia.

The students choose one of the programme elements: Web API Development or Promotional Video. Lessons in both electives are taught in English.

3.4.1 The students may also design and plan their elective programme element on their own either as a theoretical and/or a practical learning process, which must be approved by the study programme.

3.4.2

### Elective Web API Development

#### Learning objectives

#### Knowledge

The student has acquired knowledge about:

- web services and interfaces for data exchange on the web
- key security aspects of authentication and authorisation in multimedia applications

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## Skills

The student has acquired the skills needed to:

- plan, design and program user and administration interfaces in multimedia applications
- apply practice-based standards when implementing structure and content in web services
- 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 has acquired the competences needed to:

- independently acquaint themselves with new topics within the theory or practice of the programme element
- contextualise and relate the selected topics(s) to the other programme elements of the study programme.

## ECTS credits

3.4.3 The elective Web API Development is worth 10 ECTS credits.

## 3.4.4 Contents

The elective Web API Development deals with the technical production and programming of web-based services. The programme element introduces and focuses on server-side programming and the work with databases and connecting to the user interface. Students will work with practical production of functional prototypes of web-based services implementing the REST (Representational State Transfer) architectural style. The programme element also has focus on documentation and presentation of web-based solutions for external stakeholders so that the student receives relevant feedback from professionals having insight and experience with web development in the profession.

## 3.4.6 Elective Promotional video

### Learning objectives

#### Knowledge

The student has acquired knowledge about:

- theory and practice in relation to structure, appeal, and integration of interactive video
- the relevance of structure and planning for the production of interactive video

#### Skills

The student has acquired the skills needed to:

- capture audio and video on a production set, including both technical and practical aspects
- plan and produce interactive video in relation to its intended purpose, including the development of appropriate documentation
- integrate and manipulate interactive video content in digital user interfaces

- 
- assess and apply video editing principles in the post-production of interactive video
  - assess and combine relevant theory and method for the design of interactive user experiences

### **Competences.**

The student has acquired the competences needed to:

- independently acquaint themselves with new topics within the theory or practice of the programme element
- contextualise and relate the selected topics(s) to the other programme elements of the study programme.

### **ECTS credits**

The elective Promotional Video is worth 10 ECTS credits.

3.4.7

### **Contents**

3.4.8 The elective deals with the production of interactive promotional video specifically for digital user interfaces. The academic content involves the practical, aesthetic, and technical aspects of the entire production process from idea generation and planning to the production and integration of interactive video. Focus is on going deeper into the user experience and the production process in relation to promoting a product, a service, or an idea via interactive video.

The programme element also focuses on the presentation of interactive video for external stakeholders so that the student receives relevant feedback from professionals having insight and experience with video production in the profession.

## **4. Framework and criteria for study programme exams**

The following describes the framework and criteria for all study programme exams.

### **4.1 Automatic registration for all exams**

A programme element is completed by way of an exam that takes place immediately after the end of the element. When a student commences a programme element, (s)he is automatically registered for the ordinary examination for that programme element.

A student cannot withdraw from study programme exams.

If an exam has not been passed, the student will continue to be registered for that particular exam and must attend a resit. The student has three attempts at passing an exam. If the exam is not passed after three attempts, the student's enrolment in the programme will be terminated.

However, if the student is on leave of absence, (s)he will not automatically be registered for exams. After the end of a student's leave of absence, (s)he will automatically be registered for the exams that complete the semester (s)he begins on his/her return, as well as prior exams, if any, that have not been passed. It is the student's responsibility to stay informed of the time and venue for exams.

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Please see the current *Examination Regulations*, which are available on UCN's website.

## **5. 1<sup>st</sup> semester**

### **5.1 Academic aptitude examination**

#### **Examination method and procedure**

The examination consists of an internal, individual, on-site written exam based on reflections on the start of study.

5.1.1

#### **Contents and formal requirements**

5.1.2 The examination is based on lessons and lectures given as well as activities completed between the start of study and the date of the examination. The exam aims to determine whether the student has in fact begun his/her studies.

The student must answer, in writing, a number of questions regarding these completed activities. The examination will take as its starting point the student's knowledge of UCN's foundation for learning, study programme administration as well as student rights and obligations.

5.1.3

#### **Examination schedule**

The academic aptitude examination will take place no later than two months after the start of the study programme.

5.1.4

#### **A resit will take place no later than three months after the start of the study programme**

5.1.5 Further information on time and place can be found in the syllabus and via announcements on Wiseflow.

5.1.6

#### **Use of aids**

All aids are permitted.

5.1.7

#### **Exam language**

5.1.8 The examination language is English.

#### **ECTS credits**

The exam does not yield any ECTS credits and does not appear on the final diploma.

#### **Assessment criteria**

A student passes or fails the exam based on an assessment of his/her exam paper, which must correspond to the description in 'Contents and formal requirements' above. If the student fails the exam, (s)he

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will have the opportunity to resit the exam no later than a week after the ordinary exam. This means that a student has a total of two attempts to pass the exam.

### **Failing the exam**

If a student also fails the resit, the student will be de-registered from the study programme in accordance with Ministerial Orders no. 1495 of 11 December 2017, subsection 37, no. 3 (*Bekendtgørelse om adgang til erhvervsakademiuddannelser og professionsbacheloruddannelser*) and no. 1500 of 2 December 2016, subsection 10(2) (*Bekendtgørelse om prøver i erhvervsrettede videregående uddannelser*).

### **Complaints**

The academic aptitude examination is not subject to the complaint's regulations stipulated in Ministerial Order no. 1500 cited above. This means that a student cannot lodge complaints about any of the following:

- the basis for examination, including exam questions, assignments or similar
- the course of an examination; or
- the assessment

### **Exemption**

The study programme may exempt individual students from the deadlines that have been set for passing the academic aptitude examination, on the grounds of illness, maternity or paternity leave, or exceptional circumstances.

## **5.2 The exam Multimedia production 1. Development, design, and production of basic, digital user interfaces**

### **Exam prerequisites**

Students must meet the following requirements in order to sit the exam:

Correct observance of the obligation to participate in and to attend the programme elements of the semester:

- Submission of theme assignments 1, 2 and 3. The assignments are described in the Theme plans for the programme elements. The theme assignments must be submitted with an academically honest content.
- The students are under an obligation to participate at the evaluation of Theme assignments 1, 2 and 3. In case of non-compliance with the obligation to attend, the student must submit a replacement assignment of 5 standard pages (one standard page is 2,400 key strokes including spaces) in which the student reflects on the following: what is the students most important

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learning under this theme within each of the programme elements of the study programme?  
What can the student do to improve his/her learning outcomes?<sup>2</sup>

- Students are under an obligation to attend the library introduction. In case of non-compliance with the obligation to attend, the student must submit a replacement assignment of 3 standard pages (one standard page is 2,400 key strokes including spaces), in which the student answers essential questions about the library services and the use of the library and documents a physical visit at the library by performing a specific task.<sup>3</sup>

If a student does not meet all exam prerequisites, the student will have used one (1) exam attempt, leaving him/her with two (2) remaining attempts to pass the exam.

### **Examination procedure**

The examination is an internal, individual, oral examination in the national programme elements Design 5.2.2 and programming of digital user interfaces 1 and Design and programming of digital content 1 based on a written group project (report and multimedia production) and individually prepared portfolio work.

The group project must be prepared by 4 students. A student cannot choose to work alone.  
The portfolio work must be prepared individually.

The group project and the individual portfolio work make up both the assessment basis and the examination basis. The group product, the individual portfolio work, the oral presentation and the examination are assessed as a whole, leading to one single grade. The exam is assessed according to the 7-point grading scale.

The written group project and the individually prepared portfolio work must:

- meet the formal requirements stated below, and
- be submitted in due time and correctly according to the exam plan on Canvas

#### **Formal requirements for the group project**

The group project consists of a written report (1) as well as a multimedia production (2):

##### **1. Requirements for the written report**

The written report must observe the formal requirements and structure specified in Mathiesen, L., 2019. *Portfolio and project work on the Multimedia Design programme at UCN* or later versions of the guide, which is available at all times on Canvas.

The minimum length of the report is 16 standard pages and the maximum length is 21 standard pages for four students.

One standard page is 2,400 characters including spaces and footnotes, but not including the front page, table of contents, process reflection, literature list and appendices. Appendices are not assessed.

2. An exact assignment title will be given with the submission deadline.

3. As above.

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## **2. Requirements for the multimedia production**

The production must be a prototype of a digital user interface, implemented and technically realised. The product may not contain place holder text or place holder images. The multimedia production must be available online, also to persons with no technical skills.

### **Requirements for the individual portfolio work**

The portfolio work must be a digital user interface demonstrating the student's individual, practical and interdisciplinary skill. The portfolio work may not be made up of something previously submitted during the study programme.

### **ECTS credits**

The examination is worth 30 ECTS credits.

#### **5.2.3**

### **Assessment criteria**

5.2.4 The assessment criteria for the examination are the learning objectives for the national programme elements Design and programming of digital user interfaces 1 and Design and programming of digital content 1.

The learning objectives are described in the national part of the curriculum.

#### **5.2.5**

### **Examination schedule**

The exam will take place at the end of the first semester. Further details about time, venue and the submission of the group project and the individual portfolio work are available on Canvas.

A student must pass the exam before the end of the 1<sup>st</sup> year of study in order to continue his/her studies.

5.2.6 The study programme may exempt individual students from the deadline that has been set for passing the exam if the grounds for exemption are illness, maternity or paternity leave, or exceptional circumstances.

#### **5.2.7**

### **Exam language**

The exam language is English.

### **Aids**

Books and electronic aids are allowed, however, not during the oral part of the examination. For the presentation and demonstration of the multimedia production and portfolio work at the oral examination, the use of a pc, telephone or tablet is allowed.

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## 6. 2<sup>nd</sup> semester

### 6.1 The exam Multimedia production 2. Development, design, and production of complex digital user interfaces.

#### Exam prerequisites

Students must meet the following requirements in order to sit the exam:

6.1.1 Correct observance of the obligation to participate in and to attend the programme elements of the semester:

- Submission of theme assignments 1, 2 and 3. The assignments are described in the Theme plans for the programme elements. The theme assignments must be submitted with an academically honest content.
- The students are under an obligation to participate at the evaluation of Theme assignments 1, 2 and 3. In case of non-compliance with the obligation to attend, the student must submit a replacement assignment of 5 standard pages (one standard page is 2,400 key strokes including spaces) in which the student reflects on the following: what is the students most important learning under this theme within each of the programme elements of the study programme? What can the student do to improve his/her learning outcomes?<sup>4</sup>

If a student does not meet all examination prerequisites, the student will have used one (1) exam attempt, leaving him/her with two (2) remaining attempts to pass the exam.

6.1.2

#### Examination procedure

The examination is an externally assessed, individual, oral examination in the national programme elements Design and programming of digital user interfaces 2 and Design and programming of digital content 2 based on a written group project (report and multimedia production) prepared in collaboration with a private or public company which the group finds and with which the group enters into an agreement.

A group must have 3–4 members. A student cannot choose to work alone.

The group project makes up both the assessment basis and the examination basis. The report, the multimedia production, the oral presentation and the examination are assessed as a whole, leading to one single grade. The exam is assessed according to the 7-point grading scale.

The written group project must:

- meet the formal requirements stated below, and
- be submitted in due time and correctly according to the exam plan on Canvas

4. An exact assignment description will be given with the submission deadline.



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## **Formal requirements for the group project**

The group project consists of a written report (1) as well as a multimedia production (2):

### **1. Requirements for the written report**

The written report must observe the formal requirements and structure specified in Mathiesen, L., 2019. *Portfolio and project work on the Multimedia Design programme at UCN* or later versions of the guide, which is available at all times on Canvas.

The minimum length of the report is 18 standard pages and a maximum of 25 standard pages for groups of three students, and a minimum of 22 standard pages and a maximum of 30 standard pages for groups of four students.

One standard page is 2,400 characters including spaces and footnotes, but not including the front page, table of contents, process reflection, literature list and appendices. Appendices are not assessed.

### **2. Requirements for the multimedia production**

The production must be a technically realised, digital user interface. The product must contain multiple media such as audio, images, animation, video, text etc., and must have interactive functionalities or content. The product may not contain place holder text and/or place holder images. The multimedia production must be available online, also to persons with no technical skills.

#### **6.1.3 ECTS credits**

The examination is worth 30 ECTS credits.

#### **6.1.4**

##### **Assessment criteria**

The assessment criteria for the examination are the learning objectives for the national programme elements Design and programming of digital user interfaces 2 and Design and programming of digital content 2.

#### **6.1.5**

The learning objectives are described in the national part of the curriculum.

##### **Examination schedule**

The exam will take place at the end of the second semester. Further details about time and venue and the submission in of the written group project are available on Canvas.

A student must pass the exam before the end of the 2<sup>nd</sup> year of study in order to continue his/her studies.

The study programme may exempt individual students from the deadline that has been set for passing the exam if the grounds for exemption are illness, maternity or paternity leave, or exceptional circumstances.

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### **Exam language**

The exam language is English.

### **Aids**

6.1.6 Books and electronic aids are allowed, however, not during the oral part of the examination. For the presentation and demonstration of the multimedia production at the oral examination, the use of a pc, telephone or tablet is allowed.

6.1.7

## **7. 3<sup>rd</sup> semester**

### **7.1 Elective component exam**

#### **Exam prerequisites**

7.1.1 Students must meet the following requirements in order to sit the exam:

The multimedia production and the reference list which make up the assessment basis as well as the examination basis for the elective component exam must:

- meet the formal requirements, see below
- be submitted in due time and correctly according to the exam plan on Canvas.

non-performance of one or more exam prerequisites means that the student will not be allowed to sit the exam and that one exam attempt will have been used.

#### **Formal requirements for the multimedia production**

The product must be a technically realised, functional digital prototype.

#### **Formal requirements for the reference list**

7.1.2 The reference list must be an annotated list including a complete outline of applied theories, methods and standard data and the group's own data collection. Each source must include a brief explanation, i.e. stating for which purpose the source has been used.

#### **Examination procedure**

The exam is an internally assessed, oral group exam based on a multimedia production and a reference list prepared by the group. The multimedia production and the reference list make up the assessment basis as well as the examination basis. The group must have at least two and a maximum of 3 members. There is no option for an individual exam.

The product, the reference list, the presentation, and the exam are assessed as a whole, leading to one single grade.

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

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### ECTS credits

The examination is worth 10 ECTS credits.

### Assessment criteria

7.1.3 The assessment criteria for the examination are the learning objectives for the elective. The learning objectives for the electives are stated in 3.4 above.

### 7.1.4 Examination schedule

The exam will take place at the end of the electives in the third semester. Information about the time and venue for the exam can be found on Canvas.

7.1.5

A student must pass the exam before the end of the 2<sup>nd</sup> year of study in order to continue his/her studies.

In case of illness, maternity/paternity leave or exceptional circumstances, a student may be granted exemption from the deadline set for passing the exam.

### Exam language

7.1.6

The examination language is English. A group that exclusively consists of Danish-speaking students may choose to do the exam in Danish. If Danish and international students are working together, the exam language will be English.

7.1.7

### Aids

Books and electronic aids are allowed, however, not during the oral part of the examination. For the presentation and demonstration of the multimedia production at the oral examination, the use of a pc, telephone or tablet is allowed.

## 7.2 The exam **Multimedia production 3. Development, design, and production of advanced digital user interfaces.**

7.2.1

### Examination prerequisites

Students must meet the following requirements in order to sit the exam:

Correct observance of the obligation to participate in and to attend the local programme elements of the semester.

- Submission of Theme assignments 1 and 2. The assignments are described in the Theme plans for the programme elements. The theme assignments must be submitted with an academically honest content.
- The students are under an obligation to participate at the evaluation of Theme assignments 1 and 2. In case of non-compliance with the obligation to attend, the student must submit a replacement assignment of 5 standard pages (one standard page is 2,400 key strokes including spaces) in which the student reflects on the following: what is the students most important

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learning under this theme within the three local programme elements of the study programme?  
What can the student do to improve his/her learning outcomes?<sup>5</sup>

If a student does not meet all examination prerequisites, the student will have used one (1) exam attempt, leaving him/her with two (2) remaining attempts to pass the exam.

### **Examination procedure**

7.2.2 The examination is an internally assessed, individual, oral examination in the local programme elements User interface development and technology, Business and content production and User experiences and technology based on a written group project (report and multimedia production) and individually prepared portfolio work.

The group project must be prepared by 2-3 students. A student cannot choose to work alone.

The portfolio work must be prepared individually.

The group project and the individual portfolio work make up both the assessment basis and the examination basis. The group product, the individual portfolio work, the oral presentation and the examination are assessed as a whole, leading to one single grade. The exam is assessed according to the 7-point grading scale.

The written group project and the individually prepared portfolio work must:

- meet the formal requirements stated below, and
- be submitted in due time and correctly according to the exam plan on Canvas

#### **Formal requirements for the group project**

The group project consists of a report (1) as well as a multimedia production (2):

##### **1. Requirements for the written report**

The written report must observe the formal requirements and structure specified in Mathiesen, L., 2019. *Portfolio and project work on the Multimedia Design programme at UCN* or later versions of the guide, which is available at all times on Canvas.

The minimum length of the report is 26 standard pages and the maximum length is 34 standard pages for 2–3 students.

One standard page is 2,400 characters including spaces and footnotes, but not including the front page, table of contents, process reflection, literature list and appendices. Appendices are not assessed.

##### **2. Requirements for the multimedia production**

The multimedia production must be a digital media production that takes into account international development trends within media usage, data application, design, and technology. The product may not contain place holder text and/or place holder images. If the production is made up of a website or the like, it must be made available online, also to persons with no technical skills.

5. An exact assignment description will be given with the submission deadline.

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### **Requirements for the individual portfolio work**

The portfolio work must be an individually prepared, professional portfolio in the form of a website demonstrating the student's practical and interdisciplinary skill and individual, professional profile. The professional portfolio must be available online, also to persons with no technical skills.

#### **ECTS credits**

The examination is worth 20 ECTS credits.

#### **7.2.3 Assessment criteria**

The assessment criteria for the examination are the learning objectives for the local programme elements

7.2.4 User interface development and technology, Business and content production and User experiences and technology. The learning objectives of the programme elements are described above.

#### **Examination schedule**

#### **7.2.5**

The exam will take place at the end of the 3rd semester. Further details about time, venue and the submission of the group project and the individual portfolio work are available on Canvas. A student must pass the exam before the end of the 2<sup>nd</sup> year of study in order to continue his/her studies.

In case of illness, maternity/paternity leave or exceptional circumstances, a student may be granted exemption from the deadline set for passing the exam.

#### **7.2.6**

#### **Exam language**

The exam language is English.

#### **7.2.7**

#### **Aids**

Books and electronic aids are allowed, however, not during the oral part of the examination. For the presentation and demonstration of the multimedia production at the oral examination, the use of a pc, telephone or tablet is allowed.

### **8.1.1 8. 4<sup>th</sup> semester**

#### **8.1 Internship exam**

#### **Internship requirements and expectations**

During the internship, the student works on issues that are relevant to his/her profession while achieving knowledge of relevant work functions. The relationship between theoretical, methodical, and practical teaching and learning activities and the internship will be the starting point for the student's internship learning objectives.

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Based on the internship learning objectives – see the national part of the curriculum – the student and the internship supervisor will collaborate on defining specific objectives for the student's internship.

The objectives must be made in writing and saved in the student internship portal. These objectives will then guide how the student's work during the internship should be planned, including the writing of the student's internship report.

The internship should be considered similar to a full-time job with the same requirements in terms of number of working hours, effort, commitment, and flexibility that a graduate can expect to meet in their first job. The student is subject to the internship company's instructions during the internship.

The internship may be organised in a flexible and personalised manner and may form the basis of the student's final degree project.

### **Exam prerequisites**

- 8.1.2 The project report must meet the formal requirements, and it must be submitted correctly and in due time, see the exam plan on Canvas.

If the student does not meet the examination prerequisites, the student will have used an examination attempt. This means that two examination attempts remain for the student to pass the exam.

### 8.1.3 **Formal requirements to the written internship report**

- Introduction
- About the company: brief introduction and description of the internship host company
- My duties: description of your duties and how they are completed
- Reflection: on the learning objectives of the internship and individual objectives for the internship
- Conclusion
- Literature list/reference list
- Appendices

- 8.1.4 The minimum length of the report is 8 standard pages and the maximum length is 10 standard pages. A standard page is 2,400 characters, including spaces and footnotes. The cover page, table of contents, bibliography and appendices do not count as standard pages. Appendices are not assessed. The report must be prepared and written individually.

### **The internship examination**

The internship period is finalised by an examination based on the written internship report.

The examination is an oral, internally assessed, and individual examination based on the written internship report.

The written internship report, the oral presentation and the examination are assessed as a whole, leading to one single grade. The exam is assessed according to the 7-point grading scale

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The examination is worth 15 ECTS credits.

### **Assessment criteria**

The assessment criteria for the exam are the learning objectives for the internship. The learning objectives are described in the national part of the curriculum.

### **Examination schedule**

8.1.5

The exam will take place at the end of the internship in the middle of the fourth semester. Information about the time and venue for the exam can be found on Canvas.

8.1.6

The exam must have been passed before the end of the second academic year. The study programme may exempt individual students from the deadline that has been set for passing the exam if the grounds for exemption are illness, maternity or paternity leave, or exceptional circumstances.

The examination must have been passed before the student can attend the final degree project examination.

### **Exam language**

8.1.7

The exam language is English.

8.1.8

### **Aids**

Books and electronic aids are allowed, however, not during the oral part of the examination. For the presentation and demonstration of the multimedia products at the oral examination, the use of a pc, telephone or tablet is allowed.

## **8.2 The final degree project**

8.2.1 For the requirements for the final degree project as well as the intended learning outcome, please see the national part of the curriculum.

### **Formal requirements to the examination**

The written group project (report and digital media production) that make up the assessment basis as well as the examination basis must

- meet the formal requirements for the final degree project
- be submitted correctly and in due time as per the exam plan on Canvas

Late submission of the project report (report and digital media production) or non-compliance with the formal requirements means that the student will not be allowed to sit the examination and that one exam attempt will have been used.

The exam cannot take place until the internship exam and the other exams of the study programme have been passed.

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### **Formal requirements for the written report**

The written report must observe the formal requirements and structure specified in Mathiesen, L., 2019. *Portfolio and project work on the Multimedia Design programme at UCN* or later versions of the guide, which is available at all times on Canvas.

The minimum length of the report is 27 standard pages and the maximum length is 30 standard pages for 1 student; minimum 36 and maximum 40 standard pages for 2 students and minimum 45 and maximum 50 standard pages for 3 students.

### **Requirements for the digital media production**

The product must be a developed and realised digital media production.

### **Examination procedure**

The exam is an externally assessed, individual, oral examination based on a written group project (report 8.2.2 and digital media production) prepared by the group.

The group must have at least one and a maximum of three members.

The report, the digital multimedia production, the oral presentation, and the examination are assessed as a whole, leading to one single, individual grade.

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

#### **8.2.3 Spelling and writing skills**

Spelling and writing skills will be assessed as part of the assessment and grading of the written exam project. Spelling and writing skills may, however, only increase or decrease the student's grade by one grade at the most. The assessment expresses an overall assessment of the professional and academic 8.2.4 content as well as the student's spelling and writing skills.

#### **8.2.5 ECTS credits**

The examination is worth 15 ECTS credits.

#### **8.2.6 Assessment criteria**

The assessment criteria for the examination are the intended learning outcomes of the study programme, see the national part of the curriculum.

#### **8.2.7**

### **Examination schedule**

The exam will take place at the end of the final semester of the study programme. Information about the time and venue for the exam can be found on Canvas.

### **Exam language**

The examination language is English. If Danish and international students are working together, the exam language will be English.



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## Aids

Books and electronic aids are allowed, however, not during the oral part of the examination. For the presentation and demonstration of the digital multimedia production at the oral examination, the use of a pc, telephone or tablet is allowed.

### 8.2.8 9. Programme elements that may be completed abroad

One or more programme elements in the third and fourth semesters of the study programme may be completed abroad if the student applies for and is granted pre-approval of credit transfer by the study programme. However, this can only take place after the student has passed the Multimedia production 2 examination.

The following programme elements may take place abroad:

- Elective (10 ECTS credits)
- The local programme elements User interface development and technology, Business and content production and User experiences and technology (20 ECTS credits). Please note that because of the design of the study programme, it is not possible to complete merely one or two of the three programme elements abroad
- Internship (15 ECTS credits)

In cases of pre-approved study-abroad periods, the student has a duty to document completion of the programme elements upon completion of the study-abroad period. When applying for pre-approval, the student must consent to the education institution collecting any required information after the student's completion of the study-abroad period.

On final approval of pre-approved credit transfer, the programme element is considered completed if it was passed according to the regulations governing the study programme.

UCN has a wide network of partner institutions abroad, and UCN International may help students who wish to complete part of their study programme abroad. Please contact UCN International for more information. However, please note that study-abroad periods require the student to perform a considerable amount of work. The individual student is responsible for finding out which subjects can be studied abroad etc. at the desired higher education institution. UCN International will offer advice and help to students, but the department will not go into the detailed planning of a study abroad period. This is the student's responsibility.

## 10. Withdrawal from exams

The rules for withdrawal from exams can be found at [ucn.dk/English](http://ucn.dk/English) in the *Examination Regulations*.

## 11. Applied teaching methods

UCN's study programs are based on Reflective Practice-Based Learning (RPL), enabling the students to develop competences to act professionally in a changing world. Throughout the study programme, the student develops professional, social, and personal competences, which enables the student to relate

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theoretical reflection to practical actions, thus, taking into account the relevant theories, own experiences, and prior knowledge.

In the study programmes, RPL promotes teaching and learning activities that link practical knowledge, theoretical knowledge, and research-based knowledge. Six fundamental principles guide teaching and learning activities at UCN. The six fundamental principles aim to create constructive conditions for reflection to take place:

- Fundamental Principle No. 1: The students' own experiences are incorporated into teaching and learning activities
- Fundamental Principle No. 2: Teaching and learning activities are designed to include appropriate disturbances
- Fundamental Principle No. 3: Teaching and learning activities are organised as exploration
- Fundamental Principle No. 4: The content of teaching and learning activities is based on the good example
- Fundamental Principle No. 5: Lecturers and students work together on learning processes
- Fundamental Principle No. 6: Lecturers and students create room for dialogue

The six fundamental principles may unfold in different ways in different study programmes, semesters, and subjects. Active participation and involvement in relation to the student's own and fellow students' learning is, however, a shared characteristic for all six fundamental principles.

### **Methods at the Multimedia Design programme**

At the Multimedia Design programme, the framing of RPL is supported through practice-based learning activities, which are the focal point of teaching, guidance, feedback, group work, individual assignments, collaboration between students and between students and lecturers. The production of digital user interfaces is a craft that is trained and qualified with knowledge from practice, method, and theory and by the common experience and understanding brought into play with the practical production focus of the programme. Hence it is the multimedia designer's practice, i.e. production of digital user interfaces, which sets the starting point for the organisation of the teaching and the student's theoretical and methodical reflection.

The learning focus for the first three semesters of the programme can be expressed as "basic", "complex" and "advanced". This signifies a progression in the programme, with the first semester focusing on processes and methods; second semester on creating a more complex whole and synergy between practical and theoretical knowledge and skill; and third semester on the synthesis of development-based knowledge, practice knowledge and theoretical knowledge.

At the same time, "basic", "complex" and "advanced" denote the level of skill and context in relation to production. In this context, "basic" stands for digital user interfaces with basic functionality, design, and user experience. "Complex" stands for digital user interfaces with multimodal content and design, programmed functionality and data exchange. Finally, "advanced" stands for highly developed digital user interfaces with full interactivity in both functionality and design as well as content and user experience.

At the Multimedia Design programme, Work- and Presentation portfolio, Rubrics, Evaluation and Problem-oriented project work serve as some of the specific methods that support Reflective Practice-Based Learning.

With Work- and Presentation portfolio, experience, exploration, and reflection are framed in the programme, while also offering the student the opportunity to follow her/his learning progress. The

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student's Work portfolio is private to the individual. Here materials, notes, assignments, exercises, questions and wonder as well as own works are collected. The student is encouraged to reflect on and over her/his experiences, challenges, and insights in the programme.

Presentation portfolio shows selected works (Rubrics) and written reflection. Reflection places particular emphasis on the student's ability to identify both outcomes and challenges, and to be critical and reflective of the learned or the not-fully-learned. The Presentation portfolio is included in Evaluation and the student shares the portfolio with the lecturers of the programme. Each month, students and lecturers meet for evaluation, where the Presentation portfolio, and along the way also projects, form the starting point for dialogue and feed back, feed up and feed forward. The purpose is that the student learns to reflect both in, with and over practice.

Rubrics are production-oriented tasks that give shape to learning outcomes in relation to practice. As part of both the Work- and Presentation portfolio, Rubrics should contribute to supporting the student's experience of and opportunity for following professional progression. A Rubric is formulated in a way and at a level, which means that most students must stretch to achieve the learning, but at the same time not such a high level that the task is perceived as insurmountable. The work with Rubrics should give the student an experience of stepwise mastery, i.e. successive expansion, and qualification of the field of activity.

Problem-oriented project work is another method used in the programme. Here, the focus is both on exploration, shared experiences, and collaboration. The project work is aimed at identifying and solving problems for companies and organisations. At the beginning of the programme, the lecturers establish collaboration with companies and select cases based on an exemplary principle. From the end of the second semester and throughout the rest of the programme, the students themselves find cooperating partners from the business, with support and guidance from the lecturers. Specifically, the students train common and individual experience in producing, and on this basis a practice-theory can be formed on principles of good multimedia design.

“Portfolio and project work on the Multimedia Design Programme at UCN” sets the framework and rules for the student's work in the programme in relation to the above methods. Herein, the students find, among other things, questions that frame the written reflection, as well as the framework and structure in relation to both the portfolio- and project work on the programme.

### **Study activity**

The Study Activity Model shows the different study activities related to the teaching- and working forms in the programme.

The Study Activity Model for the Multimedia Design Programme can be found on <https://www.ucn.dk/english>, and each semester, the syllabus specifies which study activities under the Study Activity Model will be worked on during the semester in question. In theme plans there is an overview of the assessed workload of the different activities.

The Study Activity Model contributes to providing lecturers and students on the programme with a common language about study activities. In this way, the Study Activity Model is intended to improve dialogue between lecturers and students and demonstrate the many different types of study activities that are associated with the study programme and what demands are made on the student's working and planning performance. The student's expected effort in terms of time constitutes 42 hours per week.

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## **12. Obligation to participate**

The students have an obligation to participate in and to attend the study programme as stated under the examinations above. Obligation to participate are required because specific activities require the students to be present and actively participate in study activities.

The students' attendance at the scheduled programme study activities with obligation to participate is registered.

Non-compliance with the obligation to participate/the exam prerequisites, e.g. if a written or practical assignment is rejected, or non-compliance with formal requirements means that the student will have used an exam attempt. Subsequently, the student will only have two attempts remaining to pass the exam.

The study programme will offer help and guidance as early as possible if a student is neglecting his/her obligations to participate.

## **13. Criteria for the assessment of study activity**

Students who have not passed at least one exam over a continuous period of at least one year (non-compliance with study activity requirements) will have their enrolment on the study programme terminated.

Periods during which a student has not been actively studying due to leave of absence, maternity or paternity leave, adoption of a child, verified illness or military service do not count as non-compliance with study activity requirements. On request, the student must provide documentation of such matters.

The study programme may grant an exemption from these provisions in exceptional circumstances. An exemption application should be submitted to the programme director.

The student will be informed in writing before enrolment is terminated. In connection with such notification, the student will be made aware of the above-mentioned rules.

## **14. Credit transfer for programme elements**

Credit transfer evaluations take place in different situations.

### **14.1 Programme elements from the same study programme passed at another educational institution**

Passed programme elements are equivalent to corresponding programme elements offered by other educational institutions providing the same study programme.

### **14.2 Credit transfer assessment (compulsory credit transfer) related to applications for admission/enrolment on a study programme**

When a student has met his/her duty to disclose information about passed programme elements from another Danish or foreign higher education programme and about his/her work experience, which may

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be assumed to be worth transfer credit, the study programme will decide whether to grant transfer credit in each individual case. Transfer credit will be granted for passed educational components and work experience that can be equalled to course units, elements of a study programme or parts of an internship. The decision to award transfer credit is based on an academic assessment.

### **14.3 If a student has not met his/her duty to disclose information about prior education and work experience**

Twice a year (in July and January, respectively, in the context of the start of studies), applications, which students have submitted if the duty to disclose information about prior education and work experience was not met as part of admission/enrolment, are assessed to determine whether credit transfer should be granted.

This can mean that the student will have to wait longer than anticipated to receive a decision concerning credit transfer.

It is therefore the student himself/herself who runs the risk of a decision concerning credit transfer not being made before the exam concerned.

- *IF the student does not sit the exam* and UCN subsequently decides NOT to grant the student transfer credit, the student will have used one exam attempt.
- *IF the student decides to sit the exam before UCN has made a credit transfer decision* and if UCN would have granted credit, then transfer credit will NOT be awarded as the student had decided to sit the exam. In this instance, the grade from the 'new' exam will be applicable irrespective of whether the 'old' exam grade – which might have been worth transfer credit if the student had applied for it in due time – is higher than the 'new' exam grade, and irrespective of whether the student passed the 'new' exam.

Once the student has decided to sit an exam, this will exclude the possibility of awarding transfer credit according to the application, even in cases where transfer credit would have been awarded.

### **14.4 Pre-approval of credit transfer and final credit transfer**

Before a student leaves UCN for another educational institution in Denmark or abroad, the student must submit an application for pre-approval of credit transfer for the purpose of achieving credit transfer for a programme element from this UCN curriculum. Pre-approval of credit transfer is done by UCN.

When the student has successfully completed the programme element requested, and once the application for final credit transfer has been received with the appropriate documentation, final credit transfer will be granted.

If the student has not completed the programme element requested, the student must attend an exam according to the regulations for that programme element as set out in this curriculum.

For further information about the implementation of rules, see the current *Examination Regulations*.

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## 15. Language

In the English-taught programme, all teaching and learning materials will be in English. Lessons are taught in English.

Students are not required to have any knowledge of foreign languages other than that stated in Ministerial Order no. 223 of 11 March 2014 on admission to academy profession degree programmes and professional bachelor's degree programmes (the Admission Order).

### 15.1 Exam language

Exams must be conducted in understandable English. Danish and international students may collaborate on assignments for the electives and the final degree project. If Danish and international students collaborate on exam papers, the language must be English, and the exam language will also be English.

Students whose mother tongue is not English may apply for an exemption from the requirement that spelling and writing skills form part of the assessment criteria for the final degree project or for exams where such skills, according to this curriculum, form part of the assessment. The application must be submitted to the programme not later than four weeks before the exam is to take place.

## 16. Resits and illness resits

The rules and regulations for resit exams and resit exams due to illness (illness resit exams) can be found at [ucn.dk/English](http://ucn.dk/English) in the *Examination Regulations*.

## 17. Aids

Any rules on the restricted use of study aids will be described under each examination.

## 18. Special exam arrangements

A student may apply for special exam arrangements if a physical or mental impairment qualifies them to do so. The application should be submitted to the study programme not later than four weeks before the exam is to be held. The application deadline may be waived in cases of sudden health-related problems. The following should be enclosed with the application: a medical certificate; a statement from e.g. a speech, hearing, dyslexia or blind institute or other evidence of the student's condition or relevant specific disability or impairment.

Applications for permission to bring other study aids must be submitted to the programme not later than four weeks before the exam is to be held.

## 19. Academic misconduct at exams

When submitting a written exam answer paper, an examinee must confirm by signature that the paper was written without undue help.

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### **19.1 Use of one's own work and the work of others – plagiarism**

The rules for the use of one's own work and the rules against using other people's work as one's own (plagiarism) can be found at [ucn.dk/English](http://ucn.dk/English) in the *Examination Regulations*.

### **19.2 Disciplinary actions in events of academic misconduct and disruptive behaviour during examinations**

The rules concerning disciplinary actions in events of academic misconduct and disruptive behaviour during examinations can be found at [UCN.dk](http://UCN.dk) under *Examination Regulations*.

## **20. Complaints about exams and appeals of decisions**

The rules on complaints about exams and appeals against decisions can be found at [ucn.dk/English](http://ucn.dk/English) in the *Examination Regulations*.

## **21. Exemption**

The educational institution may grant exemption from those rules in the part of the curriculum that were laid down solely by the educational institutions on the grounds of exceptional circumstances. The educational institutions co-operate on a uniform exemption practice.

## **22. Effective date regulations**

This institutional part of the curriculum comes into effect on August 24<sup>th</sup> 2020 and will apply to all students.