CURRICULUM

for

Multimedia Design

Part II: Institutional Part

Commencement 01.08.2024.

Content

This curriculum must be used in combination with the national part of the curriculum. The national part of the curriculum is the same for all academies that offer this programme, while this part of the curriculum (the institutional part) is specific to Business Academy Aarhus.

1. Overview of elective elements on the programme

Overview of programme's subject elements, including internships and the final exam project, as well as the subject's timing:

Semester	Subject elements (national and institutional including electives)	ECTS
1st semester	National subject element: Multimedia production 1 Institutional subject element: Programming 1	30 5
2nd semester	National subject element: Multimedia production 2 Institutional subject element: Programming 2	30 5
3rd semester	Institutional subject element: UX/UI and Frontend Development Elective element: Specialisation	25 5
4th semester	Internship	15
4th semester	Final exam project	15

2. Local subject elements

On this programme there are 30 ECTS institutional subject elements, of which 5 ECTS credits are elective elements. In addition to the 30 ECTS local subject elements, there are 10 ECTS local subject elements that are extracurricular.

2.1. Extracurricular: Programming 1 (5 ECTS)

Content
This subject element is extracurricular. The subject element focuses on programming in a broad sense, which includes basic concepts within programming as well as relevant frameworks, simple algorithms and programming paradigms.

Learning objectives for Programming 1

Knowledge

The student will gain:

- development-based understanding of theory and methods for programming simple solutions
- an understanding of the construction and use of the relevant frameworks, including an understanding of the programming paradigm behind it.

Skills

The student will get the skills to:

- use appropriate tools for the programming of interfaces
- apply theory and methods for the implementation of user interface design in the frameworks used, including implementation in relation to the used programming paradigm
- convey program and code as well as simple algorithms to partners.

Competencies

The student will learn to:

- manage development-orientated situations in relation to user interface implementation in applied frameworks
- independently participate in interdisciplinary partnerships concerning the implementation of solutions
- identify their own learning needs and continue the development of their knowledge, skills and competencies in relation to programming.

ECTS weight

The subject element Programming 1 is weighted 5 ECTS credits.

2.2. Extracurricular: Programming 2 (5 ECTS)

Content

This subject element is extracurricular. This subject element deals with theory and methods for programming web-based solutions, where there is a focus on user interfaces, functionalities and implementation.

Learning objectives for Programming 2

Knowledge

The student will gain:

- development-based understanding of theory and programming of web-based solutions
- an understanding of the construction and use of frameworks and associated libraries.

Skills

The student will get the skills to:

- use appropriate tools for the programming of interfaces with complex functionality
- evaluate and select solution models for the implementation of user interface design in the frameworks used
- communicate program/code as well as complex functionality to partners.

Competencies

The student will learn to:
- manage development-orientated situations in relation to implementing user interfaces with complex functionality in applied frameworks
- independently participate in interdisciplinary partnerships concerning programming of more advanced solutions
- identify their own learning needs and continue the development of their knowledge, skills and competencies in relation to programming.

ECTS weight

The subject element Programming 2 is weighted 5 ECTS credits.

2.3. UX/UI and Frontend Development (25 ECTS)

Content

The subject element deals with the design and programming of digital user experiences. The subject focuses on the user's experience of the user interfaces and digital content. Data is included as a central element in the design process, in the production of a solution as well as in the evaluation of the productions. Business understanding and relevant business models are also included in the subject element.

The subject element contains more advanced frameworks, program libraries and programming structures. The focus is on combining UX/UI and Frontend programming for more advanced solutions.

Learning objectives for UX/UI and Frontend Development

Knowledge

The student will gain knowledge about:
- the profession and the subject's practice and centrally applied theory and method about digital user experiences including technologies for the design and programming of digital user experiences as well as digital content
- and an understanding of the practice, centrally applied theory and method and can understand the profession's use of theory and method for design and programming of digital user experiences.

- and an understanding of more advanced frameworks and application libraries

Skills

The student will get the skills to:

- apply the subject's central methods and tools for the design and programming of digital user experiences, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production
- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital user experiences
- disseminate practice-orientated issues and possible solutions within the digital user experiences to partners and users.
- apply the framework and program libraries for the implementation of advanced digital media productions.

Competencies

The student will learn to:

- carry out development-orientated situations in relation to the production of digital user experiences
- participate in disciplinary and interdisciplinary collaboration concerning the production of digital user experiences with a professional approach
- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within design and production of digital user experiences with use of advanced frameworks and libraries.

ECTS weight

The subject element UX/UI and Frontend Development is weighted 25 ECTS credits.

2.4. Specialisation (5 ECTS)

Content

The subject element contains the elective element on this programme. The student selects a topic within digital media production and prepares a prototype with this focus.

For example, this can be within content, UX or Web apps.

Learning objectives for the specialisation module

Knowledge

The student will gain:
- development-based understanding of theory and methods for design within the chosen topic
- an understanding of the connection between the chosen specialisation and the production of a digital media solution.

Skills

The student will get the skills to:
- Apply relevant tools for prototyping a solution that includes the chosen specialisation
- evaluate and select solution models for the implementation of user interface design for use withing the chosen specialisation
- communicate proposed solutions and reasoned choices within the chosen specialisation.

Competencies

The student will learn to:
- manage development-orientated situations in relation to the implementation of user interfaces with a focus on the chosen specialisation
- independently engage in interdisciplinary partnerships on the design and implementation of digital media productions that include the chosen topic
- identify their own learning needs and continue the development of their knowledge, skills and competencies in relation to the chosen topic.

ECTS weight

The subject element specialisation is weighted 5 ECTS credits.

3. Exams on the programme

When starting on a programme element, semester, etc., the students will automatically be registered for the relevant exams. Registration for an exam means that one exam attempt has been used. This does not apply to students who are unable to attend the examination due to a documented illness or maternity/paternity leave.

It is always the responsibility of the student to ensure that they have internet access during the exam and that their computer is functional.

3.1. Overview of examinations and their timing

Time	Subject/exam	ECTS	Internal/ external assessment	Assessment
1st semester	Multimedia production 1 Programming 1	30 5	Internal Internal	7-point scale 7-point scale
2nd semester	Multimedia production 2 Programming 2	30 5	External Internal	7-point scale 7-point scale
3rd semester	UX/UI and Frontend developer Specialisation	25 5	Internal Internal	7-point scale 7-point scale
4th semester	Internship exam	15	Internal	7-point scale
4th semester	Final exam project	15	External	7-point scale

> **Information concerning times, dates and locations for the exams can be found on Study Update**

For international programmes, all exams are conducted held in English.

3.2. Completion of the exams

In general, the following applies for all programmes in relation to when an exam has been completed or an exam attempt has been used. If there are deviations for a specific exam, they will appear in the individual exam descriptions below.

Pass / fail exams

If a student has not achieved the mark 02 or higher for an oral or written exam or a combination of this, the exam will not be passed, and one exam attempt will have been used.

If exam project was prepared by one student and not passed, the student can choose to work further on the existing project or prepare a new project.

In the event of one student, as part of a group project, not achieving the mark 02 or above, the student can rewrite their section of the joint project, provided the exam is individualised. The student can also choose to write a new project alone, where the rules for the scope and guidelines for individually produced projects apply.

Project not handed in/written answers

If a student does not hand-in their exam project or a written report, one exam attempt will have been used.

The student can choose to work further on their existing project or prepare a new project.

Not participated in the exam/oral examination

If a student hands in their exam project or written answers, but doesn't participate in the oral exam, one exam attempt will have been used.

A new oral exam will be scheduled as soon as possible, and the student will be examined in the previously handed in project.

Sickness and re-examinations

The specific time limits appear in each exam description.

Information about the time and place of sick/re-exams can be found on Study Update. This may be the same as the next regular exam. The student is responsible for finding out when the sick and re-exams take place.

Sick exams

A student who has been prevented from taking an examination due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (illness) exam as soon as possible. If it is an exam that is scheduled in the programme's last examination period, the student will be given the opportunity to retake the exam in the same examination period or as soon as possible after.

The illness must be documented by a doctor's certificate. The Academy must receive the doctor's certificate no later than three working days after the examination. Students who become acutely ill during an exam must prove that they have been ill on that day.

If the illness is not documented according to the above rules, the student will have used one examination attempt. The student must pay the cost of the doctor's certificate. Requirements for the doctor's certificate can be found on Study Update 'Worth knowing about exams'.

Re-examination

With a failed exam, or failure to appear for an exam, the student is automatically registered for the re-examination, provided that the student has an exam attempt left. The student is registered to take the exam the next time it is scheduled. The re-examination may be the same as the next regular exam. Re-examinations may have a different exam form than the regular examination. Information about the examination form for the re-examination will be made immediately after the automatic registration for the re-examination.

The programme may grant an exemption from the automatic registration to an exam provided this is justified by exceptional circumstances, including documented disabilities.

3.3. Multimedia production 1, 1st semester - 30 ECTS

Learning objectives for the exam
The learning objectives for the exam are identical with the learning objectives for the national subject element Multimedia production 1. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements
The exam is an individual, oral examination based on an individually prepared project, which consists of a product and written material. The oral exam consists of a presentation of the project and an examination based on the product and the written material.

The exam process:
The individual oral examination is 30 minutes, and consists of:

- The student's presentation of the project: 5-7 minutes
- Examination on the basis of the project: 13-15 minutes
- Deliberation and communication of marks: 10 minutes.

The written material and product must be handed-in digitally through the administration system WISEflow according to the instructions which are available on Student Update.

A link (URL) must be included on the front page of the report to an operational prototype of the product on the internet.

The written material must have at least 2 standard pages and no more than 4 standard pages of text. A standard page consists of 2,400 keystrokes. Illustrations, figures etc., the table of contents and appendices are not included. Clarification of the content of the written material will be available on Canvas.

The front page must include the following information:

- Multimedia production 1, 1st semester, spring 20xx or autumn 20xx.
- Multimedia Design, Business Academy Aarhus.
- Project title.
- URL for the digital prototype.
- Supervisor's name.

Literature from the 1st semester can be used. As well as other relevant literature.
A bibliography must be included, and every quote, model and/or chart must be referenced.

Prerequisites for the exam – active attendance and submission requirements
In order for the student to take the exam, the contents of the written material must be credible. The material must meet formal requirements and be timely and properly submitted.

It is a prerequisite for taking the oral exam that students confirm their responsibility for the preparation of the project with their signature, this is done when the project is uploaded in WISEflow.
Non-compliance with one or more of the prerequisites will prevent the student from taking the exam, and the student will have used one exam attempt.

Criteria for assessment and co-examiner
The exam is assessed according to the 7-point scale and has an internal co-examiner. One total, individual mark is awarded based on an overall assessment of the student's project i.e. the written material and product as well as their oral performance.

3.4. Programming 1, 1st semester - 5 ECTS

Learning objectives for the exam
The learning objectives for the exam are identical with the learning objectives for the institutional subject element Programming 1, see section 2.

The exam form and organisation including any formal requirements
The exam is an individual digitally written 1 hour exam. The exam takes place in Wiseflow.

Criteria for assessment and co-examiner
The exam is assessed according to the 7-point scale and has an internal co-examiner.

3.5. Multimedia production 2, 2nd semester - 30 ECTS

Learning objectives for the exam
The learning objectives for the exam are identical with the learning objectives for the national subject element Multimedia production 2. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam is an individual, oral examination based on a group project, which consists of a product and written material. The oral exam consists of a group presentation of the project and an individual oral examination based on the product and report.

The exam process:
1. The group presentation of the project: 5 minutes per group member.
    a. This means that a group of three has 15 minutes for the presentation, whereas a group of four has 20 minutes etc.
2. Individual examination: 15 minutes
    a. The students are examined on the basis of the project.
3. Deliberation and communication of marks: 10 minutes.

A group project, consisting of 3 to 4 students, must be prepared. The project consists of a digital product and a project report.

The group must develop a concept and an interactive digital prototype for a company or some other external partner. The group must discuss how their concept creates value for the customer. The concept and prototype must be documented in a report.

The report and product must be handed-in digitally through the administration system WISEflow, which is available on Student Update.

A link (URL) to an operational prototype on the internet must be included on the front page of the report.

The report cannot exceed 10 standard pages of text + 4 pages per group member (this means that a group of three can hand in 22 pages maximum). A standard page consists of 2,400 keystrokes. Illustrations, figures etc. and appendices are not included.

The sections of the report must be divided equally between the group members. The joint part consists of the introduction, thesis statement, conclusion and the broader perspective. Each group member's contribution must be clearly indicated.
All group members are responsible for, and will be examined in the entire project.

The front page must include the following information:

- Multimedia production 2, spring 20xx or autumn 20xx.
- Multimedia Design, Business Academy Aarhus.
- Project title
- URL for the digital prototype
- The names of all group members and supervisor.

1st and 2nd semester literature can be used. As well as other relevant literature.
A bibliography must be included, and every quote, model and/or chart must be referenced.

Prerequisites for the exam – active attendance and submission requirements
In order for the student to take the exam, the contents of the written material must be credible. The material must meet formal requirements and be timely and properly submitted.

It is a prerequisite for taking the oral exam that students confirm their responsibility for the preparation of the project with their signature, this is done when the project is uploaded in WISEflow.
Non-compliance with one or more of the prerequisites will prevent the student from taking the exam, and the student will have used one exam attempt.

Criteria for assessment and co-examiner
One individual mark is given which is weighted: 50% for the handed-in report and the produced product and 50% for the oral exam.

The exam is assessed according to the 7-point scale and has an external co-examiner.

3.6. Programming 2, 2nd semester - 5 ECTS

Learning objectives for the exam
The learning objectives for the exam are identical with the learning objectives for the institutional subject element Programming 2, see section 2.

The exam form and organisation including any formal requirements
The exam is an individual assignment to be solved within 24 hours. The assignment consists of a digital product and a written material. The written material must be handed-in via WISEflow according to guidelines in WISEflow.
The written material must be no more than 1 standard pages - lists of content, images, footnotes, bibliography do not count as characters. In the written material you can use links and/or screen dumps to point to particular spots. The written material must be uploaded as one PDF-file.

The front page must:
- Include an URL to your digital product.
- Include an URL to your code on GitHub.

Prerequisites for the exam
In order for the student to take the exam, the content of the written material must be credible. The material must meet formal requirements and be timely and properly submitted.

Criteria for assessment and co-examiner
The exam is assessed according to the 7-point scale and has an internal co-examiner. One mark is given based on an overall assessment of the digital product and the written material.

3.7. UX/UI and Frontend Development, 3rd semester - 25 ECTS

Learning objectives for the exam
The learning objectives for the exam are identical with the learning objectives for the institutional subject element UX and frontend development, see section 2.

The exam form and organisation including any formal requirements
The exam is an individual, oral examination based on a group project, which consists of a digital product and documentation. The digital product and documentation must be prepared in groups of 1-4 students.

The group project
Webapp (digital solution) & Notion (digital report/documentation): You must upload the URL to your web app solution and make sure that it meets the specific technical requirements.

Your individual contributions must be clearly marked in both the Web app (as comments in the code) and in your Notion documentation (as authors on the various pages/sections).

You must upload a running version of your digital product to a web server
The front page must include the following information:

- UX and Frontend Development, 3. semester, Fall 202X
- Multimedia Design, Business Academy Aarhus
- Clickable URL to your Figma Design File (containing Design System (mandatory) as well as relevant prototypes, inspiration, sketches etc.)
- Clickable URL to the coded digital product (the Web app)
- Clickable URL to the source code (your Github repository)
- Clickable URL to your Notion document
- Full name of the student as well as the names of the group members
- The full name of all of your teachers/supervisors

The individual oral exam

The individual oral exam– is based on your Web app solution and your documentation in Notion.

The format of the exam is:

- 5 minutes of presentation (of 1-2 aspects of the process that you would like to elaborate on AND/OR your reflections on the feedback you received after the pitch)

- 5 minutes of examination (where we ask you about your solution and documentation)
- 5 minutes of assessment and giving grades

Prerequisites for the exam – active attendance and submission requirements
It is a prerequisite for the student's participation in the exam that the compulsory task for the digital portfolio in the 3rd semester has been approved no later than 14 days before the hand-in of the report.

The content of the report must be credible to take the oral exam. The assignment must meet formal requirements and be timely and properly submitted. It must be handed-in via WISEflow according to the guidelines available on Canvas.

Criteria for assessment and co-examiner
The exam is assessed according to the 7-point scale and has an internal co-examiner.

One mark is awarded based on an overall assessment of the exam presentation (the digital product and the reflection report).

3.8. Specialisation, 3rd semester - 5 ECTS

Learning objectives for the exam
The learning objectives for the exam are identical with the learning objectives for the institutional subject element Specialisation, see section 2.

The exam form and organisation including any formal requirements
The exam is a written exam consisting of a digital solution and a video presentation. The digital solution can be solved in groups of 1-4 students. For the hand-in you can use the same URL and digital solution. The video presentation must be made and handed-in individually.

Formal requirements:

- **A PDF frontpage** (stating the name of the project, the name of the student (and your group members), names of the supervisors, URL to your digital solution, the URL to your video presentation - **AND list your choice of specialisation**)

- **A video presentation** where you present and document your process as well as your solution. Your video must have a maximum of 10 minutes. The video must be planned and designed individually, even though your digital product might have been produced in a group of students.

The video must clearly document and visualise the different steps in your own process and include the requirements from the project description. The video must also give a quick tour of your solution and argue how you have worked with both the technical requirements as well as sustainability, ethical design and desirability aspects.

- **The URL to your digital solution**

Criteria for assessment and co-examiner
The exam is assessed according to the 7-point scale and has an internal co-examiner.

One mark is given based on an overall assessment of the digital solution and your video presentation.

3.9. Internship exam, 4th semester - 15 ECTS

Learning objectives for the exam
The learning objectives for the internship exam are identical to the learning objectives stipulated in the national part of the curriculum under internship and are based on the individual learning objectives.

The exam form and organisation including any formal requirements
The exam is an individual, written exam in which the student must prepare an internship report. The internship report must include:
- a brief description of the internship/company
- a description of the tasks that the student has worked with and a reflection of these in relation to the student's individual learning objectives
- examples of results/partial results from these tasks
- a reflection on the internship and outcome

The scope of the report must be 10 pages.

One standard page is 2,400 keystrokes including spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. Appendices will not be assessed.

The students must also keep a log during their internship, which reflects their task and learning experiences in the internship, including any projects worked upon. The student decides which tools they want to use to collect this data (blog, video, notes). The log is the basis for the internship report and must be handed-in with the internship report.
The deadline for hand-ins will be available on Study Update.

Prerequisites for the exam – active attendance and submission requirements
The internship report must meet formal requirements and be timely and properly submitted (see Study Update).

Criteria for assessment and co-examiner
The exam is assessed according to the 7-point scale and has an internal co-examiner.

Spelling and writing skills are part of the internship report (weighted 10 per cent). The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

3.10. Final exam project, 4th semester - 15 ECTS

Learning objectives for the exam
The learning objectives for the final exam project can be found in the national part of the curriculum.

The exam form and organisation including any formal requirements
The exam is an individual oral examination and a written project (report and product), which can be prepared in groups. The project can be prepared in groups of no more than 3 students.

The final exam project must document that the students, in a qualified manner, can combine theoretical, methodological and practical elements and can communicate these.

The problem statement must be central to the media profession and has to be drawn-up by the student in collaboration, as far as possible, with a public or private company. Alternatively, the final exam project, can be based on the start-up of one's own company. The Academy must approve the problem statement.

The project must result in a report and a product. The product must be a digital multimedia production.

The exam process:
The oral exam starts with a presentation of the product and the report. 15 minutes are allocated for an individual presentation. For groups, there is also 15 minutes for each additional group member. This means that a group of two has 30 minutes for the presentation, whereas a group of three has 45 minutes etc. In other words:

- The student/project group presents the project, with each student being allocated 15 minutes.
    a) If the project is individually prepared, the exam will be started with a 15-minute presentation by the student.
    b) If the project has been prepared in a group, the exam will be started with each group member giving a 15-minute presentation.
- The presentation is followed by 15 minutes of individual examination based on the project.

-   Deliberation and communication of marks: 10 minutes.

Formal requirements for the report

The report must have a maximum of 30 standard pages for one student + a maximum of 10 standard pages for each extra group member. The front page, table of contents, bibliography and appendices are not included in the maximum number of pages. Appendices will not be assessed. One standard page is 2,400 keystrokes including spaces and footnotes.

For reports prepared in a group:

The sections of the report must be divided equally between the group members. The joint part consists of the introduction, thesis statement, conclusion and the broader perspective. Each group member's contribution must be clearly indicated.

All group members are responsible for, and will be examined in the entire project.

The report and product must be handed-in digitally through the administration system WISEflow, which is available on Student Update.

A link (URL) to an operational prototype on the internet must be included on the front page of the report.

The front page must include the following information:

-   Final exam project, spring 20xx or autumn 20xx
-   Multimedia Design, Business Academy Aarhus
-   Project title
-   URL for the digital prototype
-   The names of all group members and supervisor.

Literature from the entire programme as well as other relevant literature can be used.
A bibliography must be included, and every quote, model and/or chart must be referenced.

Prerequisites for the exam – active attendance and submission requirements

The exam can only be taken after the internship examination and all other exams of the programme have been passed.

In order for the student to take the exam, the contents of the written report must be credible. The assignment must meet formal requirements and be timely and properly submitted

It is a prerequisite for taking the oral exam that students confirm their responsibility for the preparation of the project with their signature, this is done when the project is uploaded in WISEflow.

Non-compliance with one or more of the prerequisites will prevent the student from taking the exam, and the student will have used one exam attempt.

Criteria for assessment and co-examiner
One individual mark is awarded according to the 7-point scale based on an overall assessment of the product, the report, the individual student's contribution to the project and their individual examination. There is an external co-examiner.

4. Rules for the completion of an internship

During the internship, the student will have a supervisor from the programme and a contact person in the company. Together, the internship company and the student determine the learning objectives to be attained by the student during the internship period, these must be based on the learning objectives found in the third part of the national part of the curriculum and which will subsequently provide the basis for the company's planning of the student's work. The learning objectives for each student must be approved by the Academy.

The internship period is 10 weeks and concludes with an internship exam based on a written report. See also section 3 about exams on the programme

The internship is generally considered equivalent to a regular full-time job (37 hours per week) and should reflect the requirements for work performance, commitment and flexibility that graduates could expect to meet in their first jobs.

5. The programme parts that can be completed abroad

5.1. The programme parts and rules for prior credit approval

The programme is modular; this means that it is possible for a student to take the 3rd semester abroad, just as it is possible for foreign students to study one semester in our programme. An internship can also take place abroad.

The students can, after applying for a programme's prior credit approval, take each individual programme component abroad.

Upon approval of the prior credit approval, the programme element is considered completed if it is passed according to the rules of the programme.

With prior credit approval for study abroad, students are required to document each approved and completed programme component when their exchange programme is completed. In connection with the application for prior credit approval, the students must give permission to the institution to obtain any required information after the completion of their studies.

The Academy has a network of partners abroad and the Academy's International Office can assist students who wish to take part of their programme abroad. International Office can be contacted for further information, and information about specific opportunities. It should be noted, however, that a lot of work is required by the individual student if they wish to study abroad. It is up to the individual student to investigate available subjects for study abroad at the desired university, etc. The International Office can help with advice etc. but will not do any detailed planning. This is the student's own responsibility.

5.2. Exams abroad in the 3rd semester

Subjects
The student must take their exams at a partner institution abroad.

Final exam project
Business Academy Aarhus appoints a supervisor – and the report must be submitted and examined as explained in the national part of the curriculum in the section 'Requirements for the final exam project'

Rules for examinations abroad
For a description of the rules for conducting exams abroad, please refer to the section with useful tips on examinations on Study Update. This also describes the costs involved if the examination is held abroad.

6. Requirements for written assignments and projects

In all exams etc. a standard page is defined as containing 2,400 keystrokes including spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. Appendices will not be assessed.

The requirements on the scope of written assignments and the correlation between the number of members of a group and the scope of projects are specified in the description of the individual exams.

Hand-in of written assignments and projects as part of an exam take place in WISEflow, unless otherwise stipulated.

6.1. What effect do spelling and writing skills have on the assessment?

In the assessment of projects and exams, in addition to the academic content, the student's spelling and writing ability is also important (weighted 10 per cent). The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and writing skills are included in the assessment. The application must be sent to the programme head no later than 4 weeks before the exam.

7. The use of aids and assistance

During exams, all aids and assistance, including electronic devices, are allowed, unless a ministerial order or curriculum for the specific programme specifies restrictions for use.

Any rules for limitations in the use of aids will be apparent from the description of the individual exam.

8. Special exam conditions

The Academy offers special exam conditions for students with physical or mental impairments when students apply for this, and when the Academy considers that it is necessary to equate these students with other students in an exam situation.

Students may therefore, where this is justified by physical or mental disabilities, apply for special exam conditions. Applications must be submitted to the programme four weeks before the exam. Application requirements will be waived in cases of sudden health problems. The application must be accompanied by a doctor's certificate, a report from a speech, hearing, dyslexic or blind institution or by any other documentation that indicates a doctor's condition or relevant disability.

Students whose mother tongue is not Danish can apply for permission to bring dictionaries to the examination where no aids and assistance are not allowed.

Applications for permission to bring any additional assistance must be submitted to the programme four weeks before the exam is held.

9. Cheating including the use of own and others' work (plagiarism)

Projects and other material for examinations must be prepared by the students themselves.

Upon the submission of written answers as well as physical and electronic submissions, the examinee confirms that the assignment/answers have been prepared without wrongful assistance.

9.1. Cheating and disruptive behaviour during exams

Cheating on tests and exams is covered by the Ministerial Order on Tests and Examinations in Professionally Orientated Programmes (the Examination Ministerial Order).

If a student cheats on an exam, the student will be expelled from the exam.

If the cheating occurs under aggravated circumstances, the student can be expelled from the programme for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

Cheating is for instance:

- Improperly receiving help during an exam
- Improperly giving help to others during an exam
- To pass someone else's work off as your own (plagiarism - see http://en.stopplagiat.nu/)
- To use previously assessed work without a reference
- To use assistance which is not allowed for the exam in question

Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

If a student exhibits **disruptive behaviour** during an exam, the Academy can expel the student from the exam. In less severe cases, the Academy will only give a warning.

Expulsion can also occur once the exam has been held.

Presumption of cheating, including plagiarism during and after the exam
If during or after an exam, there is a suspicion that an examinee:

- Improperly obtained or provided help
- Has passed somebody else's work off as their own (plagiarism)
- Has used previously assessed work or parts thereof without reference (plagiarism)

this must be reported to the programme's head of department.

Business Academy Aarhus conducts systematic digital plagiarism control.

9.2. The process of clarification of exam cheating, including plagiarism

Postponement of the exam
If the report of cheating is plagiarism etc. in a written assignment, where this forms the basis of assessment with a subsequent oral examination, the head of the department must postpone the exam if it is not possible to determine whether plagiarism has taken place before the date of the exam.

Format and content of the report
The report must be submitted without undue delay as soon as there is a suspicion that cheating in an exam has occurred. The report must include a written presentation of the case, which includes information that can identify those incriminated, as well as a brief explanation and documentary

evidence of the allegation. If one or more of the reported people are repeat offenders, this should be disclosed.

When reporting plagiarism, the plagiarised parts must be marked with a clear reference to the sources that have been plagiarised. The plagiarised text must also be marked in the source text.

Involvement of the examinee – consultation of affected parties
The head of the programme determines whether the consultation with the student happens orally, in writing or a combination thereof.

For an oral consultation, the examinee is summoned to an interview which aims to shed light on the case. The aim here is to present documentation of the suspected cheating to the student and to hear the student's side. The student has the right to have a representative accompany them to this meeting.

For the written consultation of interested parties, the documentation for the suspected cheating is sent to the student in order to request a written statement.

Sanctions for cheating and disruptive behaviour during an exam
If, after having the case explained, the head of department can confirm the suspicion of cheating, and if the action has or could have an impact on the assessment, the examinee must be expelled from the exam by the head of department.

In less severe cases, a warning is given first.

The student may not attend classes or take any examinations during their period of expulsion. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

The student may not participate in a sick/re-exam but must wait until the programme's next ordinary exam.

The student may not attend classes or take any examinations during their period of expulsion.

Complaints
The decision to expel and that an examination attempt has been used due to cheating is final, and cannot be appealed to a higher administrative authority.

Complaints about legal issues (for example incapacity, consultation of interested parties, appeal guidelines, whether the Ministerial Order of Examinations has been interpreted correctly, etc.) may be submitted to the Ministry of Higher Education and Science. The complaint must be submitted to the Academy and must be addressed to the head of the programme, who must then submit a report that the complainant has the opportunity to comment on, usually within a period of one week. The

Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for complaints to the institution is two weeks from the day the decision was communicated to the complainant, cf. Ministerial Order on examinations.

10. Complaints regarding exams and the appeal of decisions

10.1. Complaints regarding exams

It is recommended that the examinee should get guidance from a student and career counsellor for the appeal procedure and for the preparation of a complaint.

The rules for exam complaints can be found in the Ministerial Order for Examinations.

In the Ministerial Order of Examinations, complaints are distinguished as either based on the:

- the basis of the examination etc., the exam procedure and/or the assessment or
- complaints concerning legal matters.

The two kinds of complaints are handled differently.

10.2. Complaints about the basis of the examination etc., exam procedure and assessment

An examinee may submit a written and substantiated complaint within a period of two weeks after the exam assessment has been announced in the usual way. Complaints can relate to:

- the basis of the exam, including exam questions, assignments, etc., as well as its relationship to the educational goals and requirements
- The exam procedure
- Assessment.

A student can complain about all exams, including written, oral and a combination thereof, as well as practical or clinical exams.
The complaint must be sent to the quality department via the complaint form on www.baaa.dk.

The process after a complaint is received is that the complaint is immediately submitted to the original examiners, i.e. the examiner and co-examiner for the examination. The opinions of the examiners will form the basis of the Academy's decision regarding academic issues. The Academy will usually decide on a deadline of two weeks for the submission of their opinion.

Immediately after the examiners' opinions are made available, the complainant has the opportunity to comment on the decision, usually with a week's deadline.

The Academy's decision is based on the compliant, the examiners' academic opinion and any possible comments the complainant may have regarding the report.

The Academy's decision must be in writing, and can be as follows:

- provision for a new assessment (reassessment) - only for written exams
- provision for a new exam (re-examination)
- that the student's complaint has been dismissed.

Should it be determined that a reassessment or re-examination will be offered, the head of department must appointment new examiners. Reassessment can only be offered for written exams where there is material for assessment; this is because the new examiners cannot (re) assess an already held oral examination and the original examiners' notes are personal and may not be disclosed.

If the decision is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination could result in a lower mark. The student must, within a period of two weeks after the decision has been made, either accept or reject the offer. The decision is binding and may not be changed, and if the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

The reassessment or re-examination must take place as soon as possible.

With a reassessment, the examiners must submit all relevant documents i.e. the exam, the answer/s, the complaint, the original examiners' opinion along with the complainant's remarks as well as the Academy's decision.

The examiners will then notify the Academy of the outcome of the reassessment, including a written justification and the assessment criteria.

Exam shortcomings
If it has been decided that a new assessment will be made or if there is an offer of a re-examination, the decision will be binding for all the examinees whose exams have the same shortcomings as the subject of the complaint.
The complaint must be sent via the complaint form on www.baaa.dk within two weeks (14 calendar days) after the assessment of the exam in question has been announced. If the deadline falls on a public holiday, the first working day thereafter is the deadline.

A dispensation from the deadline can be granted if there are exceptional circumstances

10.3. Appeals and legal issues

The complainant can appeal the Academy's decision regarding any academic issues to an appeals' board. The appeal board's activities are covered by the Public Administration Act, which includes incapacity and confidentiality.

The appeal must be sent to complaints@baaa.dk.

The deadline for an appeal is two weeks after the student has been informed of the decision. The same requirements as mentioned above under complaint (in writing, with reasons, etc.) also apply to the appeal.

The appeals board consists of two external examiners appointed by the chair of external examiners, as well as a lecturer eligible to examine, and a student within the same field of study (programme), they are both appointed by the head of department.

The appeals board makes a decision based on the original material that formed the basis for the Academy's decision and the student's substantiated appeal.

The board deals with the appeal and the resultant decision can be as follows:

- provision for a new assessment by new examiners, though this is only a possibility with written exams
- provision for a new examination (re-examination) by new examiners
- that the student's appeal has been unsuccessful.

If the decision is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination could result in a lower mark. The student must, within a period of two weeks after the decision has been made, accept or reject the offer. This decision is binding and may not be changed.

If the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

The reassessment or re-examination must take place as soon as possible.

With a reassessment, the examiners must submit all relevant documents i.e. the exam, the answer/s, the complaint, the original examiners' opinion along with the complainant's remarks as well as the Academy's decision.

Appeals must be decided within two months – for summer exams, within three months – after the appeal has been filed.

The appeal board's decision is final, which means that the case cannot be appealed to a higher administrative authority with regard to the academic part of the complaint.

10.4. Complaints concerning legal matters

Complaints concerning legal issues in the decisions made by the examiners for the reassessment or re-examination or the appeal board's decision must be submitted to Business Academy Aarhus within a period of two weeks from the day the decision is communicated to the complainant.

Complaints concerning legal issues in the decisions taken by the Academy in accordance with a Ministerial Order (for example, incapacity, whether the Ministerial Order of Examinations has been

interpreted correctly, etc.) may be submitted to the Academy who must submit a report that the complainant has the opportunity to comment on within a period of normally one week. The Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for submission of the complaint to the Academy is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

11. Indication of applied teaching and work methods

Teaching at the Business Academy Aarhus is based on our educational platform.

This means that teaching is based on appropriate business practices and connects theory with practice. Problems from different types of companies working within the industries relevant to the programme will be involved.

The teaching will be organised to provide variation. This will be achieved by group teaching, project work, interdisciplinary cases, group work, guest lectures and company visits. Lectures can occur to a limited degree. The different learning styles will, above and beyond the subject matter, also develop the students' ability to work both independently and to collaborate with others.

Teaching can be planned so that foreign languages are included in the teaching material and teaching. Additionally, the teaching will support the development of the student's IT skills.

12. Rules for credit for subject elements

12.1. Credit for subjects covered by the curriculum's institutional part

Indication of any prior credit approval for the credit of programme elements covered by the curriculum's institutional part.

Passed institutional programme elements are equivalent to the corresponding elements at other educational institutions that offer this programme or other programmes that contain the relevant programme elements.

12.2. Prior credit approval

Students may apply for prior credit approval. For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies. In connection with the application for prior credit approval, the students must give permission to the institution to obtain any required information after the completion of their studies.

Upon approval of the prior credit approval, the programme element is considered completed if it is passed according to the rules of the programme.

13. Rules for the student's duty to participate in the programme

To ensure the programme's learning objectives and goals can be achieved, and that the teaching methods work, you can see below precisely which programme elements require active attendance along with the respective rules for this active attendance:

- hand-in/presentation of assignments/projects
- compulsory attendance in terms of physical presence in connection with teaching and other educational-related activities, for example, external lectures and company visits.

ACTIVE ATTENDANCE ON THE MULTIMEDIA DESIGN PROGRAMME MEANS:	
Compulsory attendance at external lectures and company visits. If the student is prevented from meeting due to illness, the student must notify student administration.	
1st SEMESTER	• 2 elements must be produced and handed in (see Study Update/Canvas)
2nd SEMESTER	• 2 elements must be produced and handed in (see Study Update/Canvas)
3rd SEMESTER	• An individual portfolio must be prepared (see Study Update/Canvas)

The programme will offer help and guidance as early as possible, if a student does not comply with the obligation to participate.

Active attendance and any active attendance requirements which are prerequisites to participate in any exams are indicated in the description of each individual exam.

14. Criteria for the evaluation of study activity

Enrolment can be terminated for students who have not been active on a programme for a continuous period of at least one year.

Study activity is therefore defined as follows, students must have **within the last 12 months**:

- participated in the programme's exams
- fulfilled their obligation to participate in any kind of activity, which is included as part of the programme, including group work, joint projects, remote learning, etc. as stipulated in this curriculum

- handed in, as stipulated in this curriculum, the tasks, reports, (learning) portfolios, etc.., which are prerequisite requirements for participation in exams, and that they have credible content, and have not handed in material that others have copyright to
- been present for activities with compulsory attendance, as stipulated in this curriculum

Failure to meet one or more criteria in the definition of study activity can lead to the student's enrolment being terminated.

Periods during which the student has not been active due to leave, maternity/paternity leave, adoption, a documented illness or military service do not count. The student may be required to provide documentation for these circumstances.

The programme may grant exemptions from these provisions if there are exceptional circumstances. The exemption application must be sent to the head of department.

Prior to the student's enrolment being brought to an end, the student will be advised of this in writing. In connection with this, the student must be made aware of the rules above. The letter to the student must make it apparent that the student has 14 days to submit an application of exemption and evidence that the lack of activity on the programme should not count.

If the student has not responded within the time limit, their enrolment will be terminated.

If the student requests that their enrolment not be terminated, termination is delayed until the case has been decided by the head of the programme.

The student can complain about the decision to the pro-rector within two weeks of receipt of the decision. The complaint will delay any further action. If the pro-rector upholds the decision, the student may appeal to the Ministry of Higher Education and Science within two weeks of receipt of the decision with respect to any legal issues.

Rules about the exams, which the students according to the Ministerial Order for Examinations should have participated in before the end of the 2nd semester and passed before the end of the 3rd semester, and where the Ministerial Order for this programme has fixed time limits for completion of the programme, apply irrespective of the above rules.

Study activity and SU
If you start on a new higher education programme on 1 July 2016 or later and get SU while you are studying, you cannot postpone your programme for more than 6 months (equivalent to 30 ECTS) in proportion to the number of months you have had SU for your programme. If the student postpones their programme for more than 6 months, SU will be stopped.

For students that started on the programme before 1 July 2016, the previous rules apply, i.e that you can postpone your programme with up to 12 months before your SU will be stopped.

As an educational institution, we continuously check the students' study activity. Read more about the SU rules on su.dk. (in Danish only)

15. Requirements concerning a foreign language

The material used is mainly in English, because the programme is based on the latest knowledge from practice, development and research. The programme is taught entirely in English.

No additional knowledge of a foreign language is required, other than what is stated in the admission requirements.

16. Rules of exemption

If warranted by exceptional circumstances, the Academy may deviate from what has been stated in this curriculum. The various institutions must cooperate in order to have a homogenous dispensation policy.

17. Commencement and transitional schemes

Commencement
This institutional curriculum is valid from 01.08.2024.
This curriculum applies to all students who start on the programme after the date of commencement.

Transitional scheme
For students already enrolled, the following transitional schemes apply:
Students who have started the programme before the commencement date must adhere to the institutional part of the curriculum from 20.08.2022 until 01.02.2025, and after that they must adhere to this curriculum.

18. Legal basis

The following current legislation applies to the programme:

- Ministerial Order no. 786 from 08/08/2019: Ministerial Order for Academies of Professional Higher Education
- Ministerial Order no. 396 from 12/04/2024: Ministerial Order for Academy Profession degree programmes and bachelor's degree programmes
- Ministerial Order no. 708 from 09/06/2023: Ministerial Order for technical and commercial business academies and professional bachelor courses

- Ministerial Order no. 863 from 14/06/2022: Ministerial Order for examinations in higher educational professional and business programmes
- Ministerial Order no. 56 from 10/01/2024: Ministerial Order for admission to business academies and professional bachelor courses
- Ministerial Order no. 1125 from 04/07/2022: Ministerial Order for the marking scale for programmes connected to the Ministry of Higher Education and Science.

The applicable laws and ministerial orders are available on www.retsinfo.dk (in Danish only).