Academy Profession Programme (AP) in Media and Communication

Curriculum

Multimedia Designer

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Foreword

This curriculum for the Multimedia Designer Programme has been prepared in collaboration with the Network of Danish Academies and Erhvervsakademi Sjælland.

This curriculum has been sent to the Danish Ministry of Education and Examiners' Committee.
The institutions behind this curriculum are committed to close cooperation with the aim of ensuring national competencies and credits through planning and carrying out external examinations in common.

Moreover any adjustments to the curriculum will be made collaboratively based on current evaluations and in cooperation with a national education committee.

August 2009

This curriculum is valid for the students studying at the Multimedia Designer Programme from September 2009 and February 2010.

January 2010

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CURRICULUM

The curriculum for the Multimedia Design programme has been prepared on the basis of the guidelines in the Executive Order no 790 20 August 2009 on the Business Academy (AP) programme for Media and Communication (Multimedia Designer).

The programme, a full-time course, comprises 2 student-years. One student-year is equivalent to a full-time student's work in one year. A student-year is equivalent to 60 points in the European Credit Transfer System (ECTS-point). The official duration of the study programme is 120 ECTS points.

THE PROGRAMME IS GOVERNED BY THE FOLLOWING ACTS AND ORDERS

- Act no 207 of 31 March 2008 on Academy Profession degree programmes and Professional Bachelor programmes
- Executive Order on Academy Profession and Professional Bachelor programmes: no 636 of 29 June 2009
- Executive Order no790 of 20 August 2009 on Academy Profession degree programme (AP) for Media and Communication (Multimedia Designer)
- Executive Order no 635 of 30 June 2000 on quality assurance and quality control in the Academy Profession programmes
- Executive Order no 96 of 20 February 2008 on access, enrolment and leave of absence etc. for higher education
- Executive Order no 766 of 26 June 2007 on examination regulations
- Executive Order no 262 of 20 March 2007 on marking scale and other types of evaluation
- Executive Order no 956 of 28 November 2003 on open education, last changed by § 77 in the Act no 562 of 6 June 2007

The acts and orders are accessible under www.uvm.dk.

TITLES OF PROGRAMME AND GRADUATES

Title of the programme is Academy Profession programme for Media and Communication.

The Graduates are entitled to call themselves "Multimedia Designer"

In English the title is Academy Profession Degree in Multimedia Design and Communication.

PROGRAMME OBJECTIVES

The programme aims at qualifying the student to independently design, plan, realise and manage multimedia tasks and contribute to implementing, managing and maintaining multimedia productions.

Learning objectives for Multimedia Designer AP
Learning objectives for the programme consist of the knowledge, skills and competences achieved by the Multimedia Designer graduate during the education.

Knowledge
The graduate has knowledge about:
 practice and centrally applied theory and methodology within analysis, concept development, design, planning, realisation and management of multimedia tasks and the implementation, management and maintenance of multimedia production, as well as the understanding of interdisciplinary issues concerning multimedia in relation to both individual and team-based project work.

Skills
The graduate is able to:
apply relevant methods and tools within analysis, concept development, design and planning as well as the realisation and management of multimedia tasks, assess practical issues concerning multimedia, prepare and choose solutions, and present practical issues and solutions concerning multimedia to cooperative partners and users.

Competences
The graduate is able to:
independently handle analysis, concept development, design and planning as well as the realisation and management of multimedia tasks and contribute to the implementation, management and maintenance of multimedia productions, handle development oriented situations and through innovative processes adapt multimedia solutions according to commercial conditions, acquire modern knowledge, skills and competences within the fields of multimedia, participate in managerial and work related functions in cooperation with others having a different educational, linguistic and cultural background, and participate in and manage cooperation and communication professionally within networks.

MODEL FOR ACQUIRING COMPETENCES

The objective of the programme is to make the student acquire a number of core competences which will give the student a basis for continuous learning and for solving the tasks of the future in a globalised knowledge society.

The student acquires learning competence and conceptual competence which will enable the student to independently develop both professionally and in general.

The student acquires innovative competence by focusing on flexibility and adaptation of solutions to current professional conditions.

The student acquires relational competences – the capability to function in networks and communicate in complex and flat structures – by independently taking on responsibilities which make the student able to develop his/her professional identity.

STRUCTURE OF THE PROGRAMME

Distribution and scope (ECTS) of the core areas of the programme shown below:

	The Company	Communication and Presentation	Interaction Development	Design and Visualisation	Electives	
4th sem.	Final Exam Project 15					
	Internship 15					
3rd sem.	0	5	10	5	10	30
2nd sem.	5	10	5	10	*	30
1st sem.	5	5	10	10	*	30
						120

* During the 1st year at least 2 electives á 5 ECTS are offered within the 4 core areas of the programme.

CONTENT OF THE PROGRAMME

The programme is subject- and theme-based with an interdisciplinary and project-oriented approach. A more detailed organisation of the programme will appear in the local curriculum, semester descriptions, etc. issued by each academy.

The progression through the individual semesters is expressed as follows:

- Simple
- Dynamic
- Complex
- In-depth studying and putting issues into perspective

1ST SEMESTER – SIMPLE

Digital communication as the realisation of a simple product – From idea to an operational production.

Purpose

Based on a methodological approach the student must be capable of developing a static, digital product by using interactive and visual means. The student must also be capable of working with creative processes and cooperate in teams.

The following elements must be a part of the acquisition of competences:

The student must be capable of applying modern multimedia tools, be acquainted with the configuration of relevant hardware and software, and be able to design concrete multimedia productions.

The student must have a basic knowledge of design theory including typography, colours, design and image processing. Emphasis must be put on the student becoming acquainted with basic forms of communication with which to enable him/her to "tell a good story".

Finally, the student must be capable of applying one multimedia development method and methods for generating ideas as well as concept development. At the same time, the student must acquire a basic studying competence based on the project form – individually and in teams.

2ND SEMESTER - DYNAMIC

Digital Communication as realisation of the functionality of products interacting with the environment.

Purpose

The student must in theory as well as in practice be capable of developing a digital product which can constitute a part of the organisation's realisation of strategy and goal. The digital product must meet the demands of functionality, communicability and quality required by target groups and users. The goal also comprises the implementation of a product through the student's knowledge of test methods, documentation, environment awareness and project management.

The following elements must be a part of the acquisition of competences

The student must be able to apply relevant hardware and software to the production of digital multimedia solutions in a technically sound way and to understand and master relevant IT development environments. The student must also be able to design navigation and user interfaces in relation to digital communication solutions.

Great emphasis is attached to the student being capable of applying different media means and ensuring the quality in the phases from idea to finished product; why knowledge of the procedures for tests, maintenance and documentation is necessary.

To be able to realise the functionality interacting with the environment it is important that the student masters the analyses of target groups and marketing as well as understands, and subsequently can involve, the users in connection with multimedia development. Therefore it is essential to have knowledge about economic contexts and an understanding of budgeting, budget control and pricing in connection with multimedia. To master project management tools secures an impressive implementation of the multimedia production.

LEARNING OBJECTIVES FOR 1ST AND 2ND SEMESTERS

THE COMPANY - 1ST AND 2ND SEMESTERS (10 ECTS POINTS)

The aim is to qualify the student to incorporate organisational aspects in multimedia development and application and make the student capable of planning, managing and completing a development project.

Knowledge
The student has knowledge about
factors that influence a company's basis for doing business regarding relevant subjects in Business Law, including copyright, the Data Protection Act, contract law and law of tort,

the company's management, communication and decision making processes and the organizational consequences of the changes a project can be instrumental in bringing about in an organization.

Skills
The student is able to
apply relevant methods to analyse the business culture as an important factor of the company's competitiveness, strategy and image and apply theories and methods to the establishment of project organizations and understanding of cooperative processes, apply relevant theories, methods and IT tools to the planning, managing and implementation of development projects and apply methods and tools to the economic planning and management of multimedia productions.

Competences
The student is able to
apply methods to the planning, starting and implementation of innovative processes and apply the quality assurance method to development projects

COMMUNICATION AND PRESENTATION - 1ST AND 2ND SEMESTERS (15 ECTS)

The objective is to ensure that the student acquires knowledge about and understanding of using basic communication and communication models, including the planning of communication.

Knowledge
The student has knowledge about
- Communication Strategy and Presentation
- Marketing
- User Test
- Media Sociology

Skills
The student is able to
- design a communication strategy for digital productions
- construct and analyze information architecture
- analyse and produce communication directed at selected target groups and can analyse and describe a target group and present a specific message
- design and edit digital production contents
- present practical issues and solutions to stakeholders
- conclude a development project in report form
- apply relevant digital media for marketing various types of products and services
- apply theories in connection with planning and implementation of user tests
- analyse quantitative and qualitative data regarding target groups and user situations
- analyse and assess communicative elements in various media productions

- apply knowledge about the influence of cultural factors to national and global communication with a view to the correlation between cultural identity and forms of expression

Competences
The student is able to
- apply methods of communication strategy and presentation
- apply marketing methods
- apply user tests
- apply media sociology methods

INTERACTION - 1ST AND 2ND SEMESTERS (15 ECTS)

The student must be able to structure, document and implement simple dynamic multimedia applications, including applications realised in a client/server environment. The student must attain basic skills in developing and implementing user interfaces. The student must attain a basic understanding of systems development and the relevance of the models in this connection.

Knowledge
The student has knowledge about
- the construction of the computer and how it is used
- other digital units that can be a part of a multimedia context
- possibilities and limitations in data mobility among various digital platforms
- the principles of communication technology
- network construction
- object oriented design, analysis and programming
- structured design, analysis and programming
- search technology
- the technical possibilities and limitations of different development environments

Skills
The student is able to
- prepare documentation
- use standardised formatting languages for handling and saving information
- use client and server based programming for interaction and dynamics in multimedia applications
- use animation techniques in multimedia productions

Competences
The student is able to
- model, structure and format information
- model and structure functionality
- apply methods to the production of platform independent solutions

DESIGN AND VISUALISATION - 1ST AND 2ND SEMESTERS (20 ECTS)

The objective is that the student, on a methodical basis, is expected to use principles for design and concept development as well as to design and develop interactive user interfaces.

Knowledge
The student has knowledge about
- documentation of design
- the history of design and aesthetics
- current aesthetic styles
- chromotology and perception psychology
- designing different ways of navigation based on analysis
- designing interactive user interfaces for different digital media
- analysing the connection between application and design

Skills
The student is able to
- apply methods for idea and concept development
- analyse use principles of image processing
- analyse and use typographical means
- analyse the connection between message and design
- analyse the connection between identity and design
- analyse the interaction between visual means and function
- use current aesthetic styles
- apply relevant design methods

Competences
The student is able to
- design and develop interactive user interfaces

Elective subjects – 1st and 2nd Semesters (10 ECTS)

Each Business Academy composes its own choice of elective subject á 5 ECTS points.

3RD SEMESTER - COMPLEX

Digital Communication as complex products in interaction with the environment.

Objective

The student must be able to implement a digital communication product with a complex problem and a broadly composed target group. The student must be able to enter into

various cooperative relationships between sender and receiver, communicate explicitly with the user and customer and to be in charge of the implementation of solutions in context.

The following elements must be a part of the acquisition of competences:

The student must be familiar with the latest technologies in digital communication and be able to understand the significance of various media (media sociological) and their possibilities for mutual integration.

Acquisition of network and relations competences means that the student can operate in and understand an organization and its relations to the environment. This includes understanding of communication channels and possibilities within complex organizations and organizational networks, locally as well as globally.

Finally, the student must be able to complete out multimedia projects together with the rest of the organization and to master working in autonomous teams.

LEARNING OBJECTIVES FOR 3RD SEMESTER

COMMUNICATION AND PRESENTATION - 3RD SEMESTER (5 ECTS)

The objective is to ensure that the student acquires knowledge about and understanding of using basic communication and communication models, including the planning of communication.

Knowledge
The student has knowledge about
- Media Sociology

Skills
The student is able to
- analyse and assess communicative elements in different media productions
- use the knowledge about the influence of cultural factors to national and global communication with a view to the correlation between cultural identity and forms of expression

Competences
The student is able to
- plan and present communication in multimedia products

INTERACTION DEVELOPMENT - 3RD SEMESTER (10 ECTS)

The objective is that the student is expected to structure and implement more complex dynamic multimedia applications integrated with databases. The focus is on multimedia applications in a client/server environment. The student must attain a thorough knowledge of the technology bound up with the development of multimedia. The student must be able to lay down quality objectives and assure the quality of multimedia applications.

Knowledge
The student has knowledge about
- interfaces in order to exchange data with the services of a third party
- aspects of security in connection with multimedia applications and data communication
- object oriented design, analysis and programming
- structured design, analysis and programming

Skills
The student is able to
- use modelling in connection with the development of databases
- use modelling with the structuring of functionality
- use and implement databases
- use data manipulating languages for databases
- implement different media types in multimedia applications
- prepare documentation

Competences
The student is able to
- develop databases for multimedia applications
- apply methods to handle security in multimedia applications
- use techniques and procedures to attain quality objectives in design, realisation, tests, debugging and implementation

DESIGN AND VISUALISATION - 3RD SEMESTER (5 ECTS)

The objective is that the student, on a methodical basis, is expected to use principles for design and concept development as well as to design and develop interactive user interfaces.

Knowledge
The student has knowledge about
- animation techniques
- modelling and construction techniques in 3D

Skills
The student is able to
- apply methods to the documentation of design
- use techniques to produce and finish video and audio

- use modelling and construction techniques in 3D

Competences
The student is able to
- analyse and create a synthesis between application and design
- apply, integrate and analyse the expression of digital media
- design interactive user interfaces for various digital media based on synthesis

ELECTIVE SUBJECTS IN 3RD SEMESTER (10 ECTS)

Each Business Academy composes its own choice of elective subjects á 5 ECTS points.

The learning objectives appear in the local curriculum, see page 18.

4TH SEMESTER – INTERNSHIP AND PUTTING ISSUES INTO PERSPECTIVE

The student is given the opportunity to profile his/her education with an internship that puts issues of the programme into perspective.

INTERNSHIP (15 ECTS)

The internship takes place in the 4th Semester. The internship allows the student to work with relevant professional issues and to gain knowledge regarding relevant work functions. During the internship the student is bound to one or more private or public organizations.

The internship forms the basis for the student's final project and can be planned to allow both flexibility and differentiation. The internship is unpaid.

The student – in collaboration with the organization and the Business Academy – sets the learning objectives for the internship based on the objectives listed below.

The objectives of the internship are:
- for the multimedia designer student to gain insight into what organizations expect and require of their knowledge, skills and attitudes toward work
- for the student to experience everyday life and job assignments over a substantial period of time in the profession and for the student to work with practical development assignments in line with his/her own learning objectives
- for the student to try out – and reflect upon – in practice the knowledge and skills gained through the Multimedia Designer Programme
- for the student to gain experience using other methods and tools required to complete specific professional tasks, and may include
- getting ideas for the final project based on this experience

During the internship, the student has a supervisor from the programme and a contact/supervisor from the organization.

How well the individual learning objectives are fulfilled is determined by the internship exam.

FINAL EXAM PROJECT (15 ECTS)

In the final exam project the student must demonstrate his/her ability to document and solve, on an analytical and methodical basis, a complex and practice-oriented problem related to a specific assignment within the multimedia field. The thesis statement, or focus subject, must take its point of departure in the multimedia profession. The student, in collaboration with the organization, is responsible for the wording of the issue(s) for investigation. The statement must be approved by the Business Academy.

EXAM REGULATIONS

The aim of the exam regulations is to secure the quality of the programme and that the subjects passed by the student are equivalent to corresponding subjects in other institutions that offer this programme.
To secure coherence in the teaching, and between the examination and the teaching, each Business Academy lays down specific demands for examination projects, etc. For each test it is specified what the individual Business Academy has determined.

2ND SEMESTER 1ST TEST – FIRST-YEAR TEST

Digital communication – The usage of a multimedia product.

The test must show that the student
- can communicate visually with a target group,
- can develop an interactive digital product taking the stakeholders into consideration
- can complete a project* in a team.

External Test
An oral individual test based on the project made by a group of 3-5 students is held at the end of the 2nd semester.

Project, Product and Report
The project must be interdisciplinary and problem oriented. It must result in an operational digital prototype and a report that documents the development work and the product.
The Business Academy lays down the actual requirements for the project which will combine essential fields of the 1st year teaching in a broad manner. The Business Academy can make further demands for group size, product scope and process documentation. The Business Academy must secure that the project description is given to the students and the internal and external examiners.

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* A project description is formulated by the institution arranging the examination and must as a minimum contain: the size of the project expressed in ECTS points, the type of guidance, including support and tutoring the students receive during the project working process together with the rules for handing it out and handing it in, such as dates, size and other quality requirements.

Handing in Product and Report

Digital prototype. The report must not exceed 10 standard pages[**] plus a maximum of 8 standard pages per group member, excluding appendices.

Examination

The student will be examined in several subjects (Organisation, Communication and Presentation, Design and Visualisation and Interaction Development). The examination must secure that the examination covers subjects that are not already dealt with in the report.

- Individual presentation based on product and report: 5 minutes.
- Individual examination: 20 minutes.
- Discussion of performance and announcement of mark: 5 minutes.

Evaluation

The student gets an individual mark for the overall performance covering product, report, presentation and individual examination. The evaluation of the performance is based on the degree to which it complies with the purpose and learning objectives of the 1st and 2nd semesters, as described in the curriculum.

Re-examination

The re-examination is held immediately before or at the beginning of the following semester. Grounds for re-examination – of a group project or an individual project – depend on a professional assessment of the reason why a re-examination is necessary.

Re-examination of a Group Project: The test is conducted in the same way as the ordinary test. The new project can either be based on the same problem as the project that formed the basis for the ordinary test, or present a new problem.

Re-examination of an Individual Project: The project can either be based on the same problem as the project that formed the basis of the ordinary test, or present a new problem.

The test serves the same purpose as the ordinary test, but as the project is carried out individually, teamwork is not included. Instead, the academy attaches importance to the requirements that the student can work methodically and plan his/her work independently based on the leading principles of the project description

Make-up Examination

Make-up examinations are held immediately before or at the beginning of the following semester.
If the Business Academy assesses that the student has participated roughly to the full extent in the project, the make-up examination is held as an individual test based on the group project.
If the academy assesses that the student has not participated roughly to the full extent in the project, a make-up examination will be held as an individual project examination.

[**] A standard page contains 2400 keystrokes including spaces.

4TH SEMESTER, 2ND TEST – INTERNSHIP TEST

The test is internal and aims at assessing the student's individual teaching objectives set by the student and the involved organization and Business Academy prior to entering the internship.

Evaluation
The test is marked either "passed" or "not passed."

Re-examination
As with the other examinations, the student has the right to take two re-exams.
Re-examination is based on a professional assessment:
- If assessment of "not passed" is due to insufficient participation in the internship, the student must take another internship.
- If assessment of "not passed" is due to insufficient reflection in relation to the learning objectives, a new test will be administered after approximately 2 weeks.

4TH SEMESTER, 3RD TEST – FINAL PROJECT

The final project comprises all core subjects. At the test the student must demonstrate his/her capability to solve, on an analytical and methodical basis, a complex and practice-oriented problem related to a specific assignment within the multimedia field. The subject for the final examination project is laid down by the student in consultation with the academy and preferably in collaboration with a company. The academy approves the wording of the assignment. The project results in a report and a product. The product must be a digital application or a digital presentation.
The final examination project together with the other tests will document that the final level of the programme has been achieved.

External Test
An oral test based on the project, either worked out individually or in groups of up to 3 students. The test in the final examination project consists of a project and an oral part and is held at the end of the 4th semester.

Handing in
The report must not exceed 30 standard pages[*] plus a maximum of 15 standard pages per group member, excluding appendices.

Examination
Group presentation of product and report: 15 minutes.
Individual examination based on product and report: 25 minutes.
Discussion of performance and announcement of mark: 10 minutes.

Evaluation

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[*] A standard page contains 2400 keystrokes including spaces

An individual mark is given based on an overall evaluation of product, report, presentation and individual examination.

Re-examination
A re-examination – of group project or individual project – depends on a professional assessment of the reason why the re-examination is necessary.

Re-examination of a Group Project: The test is conducted in the same way as the ordinary test. The new project can either be based on the same problem as the project that formed the basis for the ordinary test, or present a new problem.

Re-examination of an Individual Project: The Project can either be based on the same problem as the project that formed the basis of the ordinary test, or present a new problem.

Make-up Examination
Make-up examinations are held immediately before or at the beginning of the following semester.
If the Business Academy assesses that the student has participated roughly to the full extent in the project, the make-up examination is held as an individual test based on the group project.
If the academy assesses that the student has not participated roughly to the full extent in the project, a make-up examination will be held as an individual project examination.

Local Curriculum for Zealand Institute of Business and Technology (ZIBAT)

A. Elective subjects

ZIBAT determines specific elective subjects for each institution's semester plan. This is done to ensure that each institution attains a high professional specialisation and profile. The elective subjects are placed in the first, second and third semesters according to the common part of the curriculum.

Each elective is described according to the common part of the curriculum by its subject matter and learning objectives as well as duration.

Students must choose by the end of 2nd Semester which specialised/elective subjects they wish to take in 3rd Semester.

Only one specialized area of study may be carried out. Based on the wishes of the students, the business academy determines which of 2 specialised/elective subjects will be carried out in 3rd Semester.

B. Completion of Internship

In order to ensure an optimal internship, the student, business academy and organisation must prepare a plan for the internship. The plan should be included in the internship agreement. If it is not possible to prepare a plan by the time the agreement is made, the agreement must include a general framework for the internship.

The internship plan should be sent to the business academy at least one week after the internship has begun. The academy supervisor must ensure that the plan can be approved by the academy.

Approval of Internship
The result of the internship (product and/or report) must be submitted to the business academy, which in turn must approve delivery as a finalization of the internship. This is done by an internal test. The test is either "passed" or "not passed."

Working Hours and Pay
Working hours are agreed upon individually between the student and the organization. A fulltime internship must be at least 30 hours per week. The organization does not have any financial obligations to the intern. The student is eligible for financial aid (SU) during the internship.

Internship Agreement
Prior to the internship, an internship agreement must be drawn up that documents the internship and any conditions of it. The agreement must include formalities as well as practical details, etc.

The agreement must be approved by the business academy.

Confidentiality
Confidentiality regarding any information the intern receives in connection with the internship and related projects must be upheld at all times. This professional secrecy must continue even after the projects have been evaluated. Any submitted products/reports will be stored in the academy archives until they are finally destroyed.

Supervisor
Both the organization and the business academy appoint a supervisor prior to the beginning of the internship. The supervisor from the academy is the internship supervisor and is also responsible, together with an internal examiner, for approving any papers or products submitted as a result of the internship.

Products from your Internship
Which results your internship should end with must be meticulously agreed upon in collaboration with your supervisor. Results could be a report, a product, or other.

The requirements are set so that each learning objective is clearly stated and activity must match the efforts for a fulltime internship of 15 ETCS.

Scope of the Internship:

Completion of an individual internship project that includes:

- Specification and evaluation of goals set for professional and personal development with the internship (part of the initial planning).
- Solution to a specific professional issue/problem identified in collaboration between the student, supervisor and organization and that can work towards realizing the set goals.

The problem statement must be approved by the Business Academy.

The formulation of the problem statement defines an initially established connection between the internship and the final exam project.

Handing in

Products from the internship must be handed in to the supervisor in 2 copies at the end of the internship. If the deadline for delivery is not met, the attempt will be marked "not passed!"

Project Evaluation

Everything handed in will be marked "passed/not passed."

If what is submitted does not pass, the supervisor will offer guidance pertaining to the parts that must be improved. The student will be allowed one week to improve the material before handing it in again. The student is allowed two attempts for resubmitting the material. The internship must be passed in order to complete the final exam project.

C. Internal Tests

ZIBAT has chosen to carry out the following internal tests. The table below gives you an overview of the tests and exams for the entire programme.

Test name	Semester	Internal/external	Delivery	Form	Evaluation
1st Semester Test	1st semester	Internal	Digital prototype + synopsis	Group presentation – individual evaluation	Passed/not passed
1st test – 1st year test	2nd semester	External	Digital prototype + report	Oral individual test	7- scale
Individual test	During 3rd semester	Internal	Set by institution	Oral individual test	7-scale
Project test	3rd semester	Internal	Digital prototype + report	Group presentation + individual examination	7- scale
2nd test - Internship test	4th semester	Internal	Internship assignment	Evaluated by internship supervisor	Passed/not passed
3rd test - Final	4th seme-	External	Product and Re-	Project exam - in-	7- scale

Project	ster		port	dividual examina-tion	

1st Semester: 1st Semester Test

The objective of the assignment is for the student to make a minor multimedia product for which he/she can argue for that specific choice.

The test must show:
- Basic understanding of chromotology
- Knowledge of typography
- Construction of interactive interfaces
- HTML and CSS
- Project management
- Target group analysis

Internal test
Group work based on a project outline prepared by the individual institution. The test is held at the end of 1st Semester.

Group work must be cross-disciplinary and problem oriented. It should result in a functioning digital prototype and a report/synopsis.

Each institution must set the specific requirements for the project so that significant areas of 1st Semester material can be widely combined.

Handing in
A Digital prototype and a brief report or a synopsis of maximum 2 standard pages**. The report/synopsis must relate to all the core areas. Each institution sets the specific academic requirements in the semester plan.

Test
The student is tested in several core areas (The Company, Communication and Presentation, Interaction Development and Visualisation). Each institution determines how it will make tests that will secure optimal learning for the students.

Evaluation
The test is given a mark. The performance is evaluated according to the fulfillment of the aims and learning objectives for 1st Semester.

Re-examination
Re-examination is held immediately before or after the beginning of the following semester.

** 1 standard page consists of 2400 keystrokes including spaces.

The re-examination must have the same objectives as the regular test.

Make-up Examination
Make-up examinations are held immediately before or at the beginning of the following semester.

3rd Semester: Individual test

The objective of the assignment is for the student to be able to document individual knowledge in connection with a more substantial multimedia assignment.

The test must show:
- That the student can document the depth of one or more of the programme's core areas.

Internal test
An Individual test. The test is held during 3rd Semester. Each institution sets the requirements in its semester plan.

Test form
Each institution determines the specific test form that will ensure optimal learning for the student.

Evaluation
The test is given a mark. The test is carried out as an internal test. The performance is graded according to the fulfillment of the aims and learning objectives for 1st – 3rd Semesters.

Re-examination
Re-examination is held immediately before or after the beginning of the following semester.

Make-up Examination
Make-up examinations are held immediately before or at the beginning of the following semester.

3rd Semester: Project test

Digital Communication - Complex products and which context the product is used in.

The test must show:
- That the student is acquainted with a range of application
- That the student is acquainted with relevant conditions of both collaborators and target groups
- That the student can develop a complex application
- That the student understands the creation of meaning, and
- Can work in an autonomous team

Internal test

Oral group exam based on project work completed in groups of 3-5 students. The test is held after 3rd Semester. Each institution sets the specific requirements in its semester plan.

Project work, product and report

The project work must be problem oriented and can be carried out with an external collaborator. It must result in a digital application and a report that covers documentation of analysis, methodological considerations, process and product as well as documentation for the collaborative partner.

Handing in

A Digital prototype and a Report of maximum15 standard pages plus 10 standard pages (max.) per group member, excluding appendices – a group of 3 students can hand in 45 standard pages (max.).

Test

The students are tested in several core areas (The Company, Communication and Presentation, Design, Visualisation and Interaction) so that the students can show that they are able to account for methods and to reflect on management and collaborative correlations. The exam must ensure that the student is tested in subjects that are not part of the report.

- Group presentation of product report: 15 minutes.
- Individual examination based on the product and report: 15 minutes.
- Deliberation and awarding of grades: 5 minutes.

Evaluation

Individual grades are given according to a general assessment of the product, report, presentation and individual examination. The second examiner is part of ZIBAT. Performance is graded according to fulfillment of the aims and learning objectives for 3rd Semester.

Business Academy

The institution is responsible for providing further requirements to group size, product scope and process documentation in its semester plan.

D. Parts of the Programme that may be completed abroad

The student has the possibility to complete the 3rd Semester or internship abroad.

Each institution must approve the foreign educational institution and the professional content applied for at least 3 months before the beginning of the course. An approved liaison must be associated with the course.

Each institution must approve the foreign place of internship and the internship assignment must be approved at least 3 months before the internship. An approved internship supervisor must be associated with the internship.

E. Requirements to written assignments and projects, including the final project

ZIBAT requirements to written assignments and projects are provided by the individual institutional semester plans.

F. Methods of teaching and studying, including differentiated teaching methods

The teaching takes its point of departure in practical experience and knowledge from central tendencies within the profession and methods for developing the subject as well as carrying out quality and development work. Issues from both the private and public sectors are addressed.

The programme is subject and theme based with a cross-disciplinary and project oriented approach. The teaching is conducted as a combination of lectures, classroom teaching, interactive teaching, exercises, presentations, cases, seminars, guest lecturers from home and abroad, projects and company residencies.

The teaching incorporates the most modern knowledge and results from national and international research from the disciplines attached to the profession.

Central to the teaching are *modus operandi* that develop independence, cooperation and innovation skills. The teaching should furthermore ensure that environmental aspects and interaction between cultures are included.

IT should be an integrated part of both subjects and projects during the entire programme.

Students are involved in discussions about how the teaching is planned and are encouraged in teambuilding towards mutual instruction.

G. Rules about Credit Transfer

Immediately following the first year of study the student gets transfer credit points to other educational institutions that teach the same programme. This curriculum is the same for all institutions.

Incoming credit transfer agreements may be found on the ZIBAT homepage. www.easj.dk

H. Compulsory Attendance

The student is required to take an active part in study activities, compulsory projects and assignments. Reference is made to further rules laid down by each academy.

I. Requirements regarding Foreign Language Proficiency

The students are presented with texts in English during the course of the programme. As a minimum, the programme requires English Level C.

J. Transitional Schemes

ZIBAT sets individual transitional schemes according to the specific applications.