

Curriculum Multimedia Designer

Academy Profession programme (AP) in
Media and Communication

*The Network of Danish Academies providing the
Academy Profession programme (AP) in Media and Communication*

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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 451 of 9 June 2008 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 no 451 of 9 June 2008 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 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 making 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.

The student should be able to:

- apply various principles and methods of planning and managing the development process from idea to implementation,
- combine profound knowledge about design, communication and development with knowledge about creative, innovative, organisational, economic and environmental conditions, and
- participate in managerial and work-related functions in cooperation with others having a different educational, linguistic and cultural background.

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 him-/herself professionally and generally.

The student acquires **innovative competence** by focusing on flexibility and adaptation of solutions to actual 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.

Distribution of ECTS Points in Subjects and Semesters

The programme consists of the following parts:

Compulsory part:	Interaction Development	27 ECTS
	Design and Visualisation	27 ECTS
	Communication and Presentation	21 ECTS
	The Company/Organisation	15 ECTS
Trainee part:	Traineeship	15 ECTS
Elective part:	Final Examination Project	15 ECTS

Distribution and Extent (ECTS) of the Subjects of the Programme shown below:

		1 st Semester	2 nd Semester	3 rd and 4 th Semesters	ECTS in total
1	Organisation	5	5	5	15
2	Communication and Presentation	7	7	7	21
3	Design and Visualisation	9	9	9	27
4	Interaction Development	9	9	9	27
	Traineeship			15	15
	Final Examination Project			15	15
		30	30	60	120

In connection with the traineeship the academy offers specialised courses covering subjects 2 to 4.

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 following aims together with the rules laid down in the examination regulations determine the planning and practical completion of the four semesters. The progression through the individual semesters is expressed as follows:

- Simple ("Is it good enough? Does it work?")
- Dynamic ("Is it good enough? Why is it good enough? Is it good enough for others?")
- Complex ("Is it good enough? Why is it good enough? Is it good enough for others and could it be different? ")
- In-depth studying and putting issues into perspective ("Demonstrating a holistic awareness")

1st Semester

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

Purpose - "Is it good enough? – Does it work?"

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. Great weight must be attached to making the student acquainted with basic forms of communication 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

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

Purpose –“Is it good enough? Why is it good enough? Is it good enough for others?”

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 Competence

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 relations 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.

3rd Semester

Digital Communication as complex products interacting with the environment.

***Purpose –“Is it good enough? Why is it good enough?
Is it good enough for others and could it be different?”***

The student must be able to implement a digital communication product with a complex problem and a broadly composed target group. The students must be able to be a part of different work relations between sender and receiver, to communicate explicitly with the user and customer and be in charge of the implementation of solutions in context.

The Acquisition of the Competence Must Include the Following Elements

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

The acquisition of the network and relations competences means that the student can get on in an organization, understands the organization and its relations to the environment and, among others, has an understanding of the communication channels and possibilities in complex organisations and organisational networks, locally as well as globally.

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

4th Semester***Purpose: Specialisation and Perspectives – “Demonstrating a holistic awareness”***

The student has the opportunity to professionalise his/her education through in-depth studying and by putting issues into perspective. In the final examination project the student must document his/her ability to work analytically and methodically with a complex and practice related problem based on a concrete assignment within the multimedia field.

The 3rd and 4th semesters include a specialisation and traineeship which should give the student a chance to concentrate on a specialised field and thereby achieve professional competence.

Examination Regulations

The examination regulations are common to all business academies that offer the Multimedia Designer programme. The aim of having common examination 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*“Is it good enough? Why is it good enough? Is it good enough for others?”*

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 carry out a project* in a team.

External Test

An oral individual test based on the project made by a group of 3-5 students. The test 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 and the product.

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 – a group of 3 members cannot hand in more than 34 standard pages.

* 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.

** A standard page contains 2400 taps including spaces.

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.

1. Individual presentation based on product and report: 5 minutes.
2. Individual examination: 20 minutes.
3. 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 2nd semester.

The Business Academy

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 size and process documentation. The Business Academy must secure that the project description is given to the students and the internal and external examiners.

3rd Semester 2nd Test – Project

“Is it good enough? Why is it good enough? Is it good enough for others and could it be different?”

Digital Communication – Complex products and the context in which the product will be used.

The test must show that the student

- is capable of making him-/herself acquainted with an applied field,
- is capable of making him-/herself acquainted with the business partner’s and recipients’ relevant conditions,
- can develop a complex application,
- has an understanding of developing semiotics,
- can work in a self-managing team.

External Test

An oral group examination based on the project made by a group of 3-5 students. The test is held at the end of the 3rd semester.

Project, Product and Report

The project must be problem oriented and should be made in cooperation with an external partner. It must result in a digital application and a report which comprises documentation of analysis, method deliberations, process and product together with documentation to the partner.

Handing in

Digital prototype. A report must not exceed 15 standard pages plus 10 standard pages* per group member, excluding appendices – a group of 3 members cannot hand in more than 45 standard pages.

Examination

The examination covers several subjects (Organisation, Communication and Presentation, Visualisation and Concept Development as well as Interaction) and is conducted in a way that the students can demonstrate that they can account for methods and are able to reflect on managerial and cooperative

* a standard page contains 2400 taps including spaces

coherence. The examination must secure that the examination covers subjects that are not already dealt with in the report.

1. Group presentation of product and report: 15 minutes.
2. Individual examination based on product and report: 15 minutes.
3. 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 3rd semester.

The Business Academy

The Business Academy lays down the actual requirements for the project whereby the 2nd test in the 3rd semester is one of the 2 tests in the 2nd year of studies which together document at least 2/3 of the programme. The Business Academy can require further demands for group size, product size and process documentation.

3rd Semester 3rd Test – Subject

“Is it good enough? Why is it good enough? Is it good enough for others and could it be different?”

The test covers one of the following subjects: Interaction Development, Organisation, Communication and Presentation or Design and Visualisation. It is a test that shows that the student is capable of presenting and discussing a relevant problem which is part of the subjects. The relevant problem is worked out by the academy that holds the examination.

The 3rd test in the 3rd semester together with the 2nd test in the 3rd semester document 2/3 of the programme.

External Test

An oral individual test based on former projects and synopsis*. The test is held at the end of the 3rd semester.

Synopsis

The student expresses in key words a problem related to former projects based on theories, methods and insight within **one** of the four subjects of the Multimedia Designer programme – and which has been selected as the central examination subject in the examination period in question.

Handing in

The student hands over a copy of the synopsis to both the internal and external examiners at the beginning of the test.

Examination

The student is assigned a subject 48 hours prior to the actual test. The student prepares an oral brief based on a synopsis of 2 pages in key words. At the examination the student demonstrates his/her capability of combining a profound knowledge of the handed out subject with the practical problem.

1. Individual brief based on the synopsis: 10 minutes
2. Individual test: 20 minutes
3. Discussion of performance and announcement of mark: 10 minutes

* Synopsis in the MMD examination regulations is defined as a thorough plan comprising a maximum of 2 pages, focusing on the selected subject. The synopsis functions as a discussion paper for the examination dialogue. It does not aim at conclusions, but points out relevant problems in the field between the practice-oriented and the theoretical.

Evaluation

The student gets an individual mark based on an overall evaluation of the student's presentation, examination dialogue and synopsis.

The Business Academy

The Business Academy can make specific requirements to the student's brief, including a specification of the problem that should be clarified. In the examination period in question, the academy can select a specific subject for the test, but must see to it that tests are held in all subjects and that no subject is repeated within a given period.

4th Semester 4th Test – Final Project

"Demonstrate a holistic awareness"

Specialisation and perspectives

The final project comprises all subjects. At the test the student must demonstrate his capability to solve, on an analytical and methodical basis, a complex and practice-oriented problem related to a concrete assignment within the multimedia field.

The final examination project together with the 2 tests in the 2nd year of studying 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.

Project, Report and Product

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.

Handing in

The report must not exceed 30 standard pages* plus a maximum of 15 standard pages per group member, excluding appendices – a group of 3 members cannot exceed 75 standard pages.

Examination

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

Evaluation

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

* A standard page contains 2400 taps including spaces

Examination Regulations – Re-examination and Make-up Examination

Re-examinations and make-up examinations are held immediately before or at the beginning of the following semester.

Make-up Examination

If the Business Academy assesses that the students 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.

2nd Semester 1st Test – First-year Test

”Is it good enough? Why is it good enough? Is it good enough for others?”

A re-examination – of group project or individual project - depends 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

External Test

An oral individual test based on the project.

Project work, Product and Report

The project must be interdisciplinary and problem oriented. It must result in an operating digital prototype and a report documenting development of product.

Handing in

Digital prototype. The report must not exceed 10 standard pages* plus a maximum of 8 standard pages per group member, exclusive appendices – a group of 3 members must not hand in more than 34 standard pages

Examination

The same as the ordinary test.

Evaluation

The same as the ordinary test.

* A standard page contains 2400 taps including spaces

The Business Academy

The Business Academy lays down the actual requirements for the project. The teaching of the essential fields of the 1st year must be part of it. The Business Academy can make further demands for group size, product size and process documentation.

3rd Semester 2nd Test – Project Test

“Is it good enough? Why is it good enough? Is it good enough for others and could it be different?”

A re-examination – of group project or individual project – depends 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

External Test

An oral individual test based on the project.

Project, Product and Report

The project must be problem oriented and should be carried out with an external partner. It must result in a digital application and a report that comprises the documentation of analysis, reflections on methods, process and product together with documentation for the cooperating partner.

Handing in

Digital prototype. The report must not exceed 15 standard pages* plus a maximum of 10 standard pages per group member, exclusive appendices – a group of 3 members must not hand in more than 45 standard pages.

Test of a Group Project

The same as the ordinary test.

Test of an Individual Project

The examination must be executed in a way that the student can demonstrate his capability of accounting for methods and is able to reflect on managerial and cooperative coherence.

1. Individual presentation of product and report: 10 minutes.
2. Individual examination based on product and report: 15 minutes.
3. Discussion of performance and announcement of mark: 5 minutes

Evaluation

The same as the ordinary test.

* A standard page contains 2400 taps including spaces

3rd Semester 3rd Test – Test in Subject

"Is it good enough? Why is it good enough? Is it good enough for others and could it be different?"

External Test

An oral test based on former projects and the prepared synopsis*. The test is conducted in the same way as the ordinary test.

4th Semester 4th Test – Final Project

"Demonstrate a holistic awareness"

Specialisation and perspectives

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.

External Test

An oral test based on the project is either carried out individually or in groups of normally 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. The test is conducted in the same way as the ordinary test.

* Synopsis in the MMD examination rules is defined as a thorough plan comprising a maximum of 2 pages, focusing on the selected subject area. The synopsis functions as a discussion paper for the examination dialogue. It does not aim at conclusions, but points out relevant problems in the field between the practice-oriented and the theoretical.

Distribution of Learning Objectives

The Company/Organisation

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.

1st and 2nd Semesters (10 ECTS points)

Innovation

The aim is that the student

- can apply methods to the planning, starting and implementation of innovative processes.

Understanding How a Company Conducts Its Business

The aim is that the student

- can apply relevant methods to analyse the business culture as an important factor of the company's competitiveness, strategy and image
- can understand factors that influence a company's basis for doing business
- acquires knowledge about relevant subjects in Business Law, including copy right, the Data Protection Act, contract law, and law of tort.

Project Management

The aim is that the student

- can apply theories and methods to the establishing of project organisations and the understanding of cooperative processes
- can apply relevant theories, methods and IT tools to the planning, managing and implementation of development projects
- can apply methods and tools to the economic planning and management of multimedia productions.

3rd Semester (5 ECTS points)

Innovation

The aim is that the student

- can understand the organisational consequences of the changes a project can be instrumental in bringing about in an organization
- can understand the global tendencies of the development of technologies and consumer patterns
- can apply methods and tools to the economic planning and management of multimedia productions.

Understanding How a Company Conducts Its Business

The aim is that the student

- can understand the company's management, communication and decision processes.

Project Management

The aim is that the student

- can apply the quality assurance method to development projects.

Communication and Presentation

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.

1st and 2nd Semesters. Communication (14 ECTS points)

Communication Strategy and Presentation

The aim is that the student

- can apply relevant communication theories and communication models in the development of his/her work
- can analyse and choose relevant communication strategies in connection with presentations
- can analyse and produce communication directed at selected target groups, and can analyse and describe a target group and present a specific message
- can apply relevant journalistic principles to digital presentation
- can apply methods to the construction of information architecture.

Marketing

The aim is that the student

- can use knowledge about digital marketing to design digital communication products
- can analyse and choose digital media, taking target group, distribution conditions and resources into account.

User Test

The aim is that the student

- can apply theories in connection with the planning and implementation of user tests
- can analyse qualitative and quantitative data of users.

Learning Competence

The aim is that the student

- can apply pedagogical methods and tools to develop a personal learning style
- can apply methods to making academic presentations

3rd Semester. Communication and Media Sociology (7 ECTS points)

Media Sociology

The aim is that the student

- can analyse and assess communicative elements in different media productions
- can use 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.

Interaction Development

1st Semester and 2nd Semester. Interaction Construction and Modelling (18 ECTS points)

The objective is that the student must be capable of structuring and implementing simple multimedia applications, including the realisation of user interfaces. The student must attain a basic knowledge of the technology closely bound up with the development of multimedia.

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 a basic understanding of systems development and the relevance of the models in this connection.

Technological Understanding

The aim is that the student

- can understand the construction of the computer and how it is used as a tool
- can understand other digital units that can be a part of a multimedia context
- can understand possibilities and limitations in data mobility among various digital platforms
- has knowledge of the principles of communication technology
- can understand the construction of a network and the principle of operation.

Design of Multimedia Productions

The aim is that the student

- can apply modelling in connection with the structuring and formatting of information
- can apply modelling in connection with the structuring of functionality
- can prepare documentation of multimedia productions
- has knowledge of search technology
- has knowledge of object oriented design, analysis and programming
- has knowledge of structured design, analysis and programming.

Realisation of Multimedia Productions

The aim is that the student

- can use standardised formatting languages for handling and saving information
- can use client and server based programming for interaction and dynamics in multimedia applications
- can understand the technical possibilities and limitations of different development environments
- can use animation techniques in multimedia productions
- can apply methods to the production of platform independent solutions.

3rd Semester. Construction and Databases. (9 ECTS points)

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.

The Understanding of Technology

The aim is that the student

- can understand interfaces in order to exchange data with the services of a third party
- can understand the aspects of security in connection with multimedia applications and data communication
- can understand object oriented design, analysis and programming
- can understand structured design, analysis and programming.

Design of Multimedia Applications

The aim is that the student

- can use modelling in connection with the development of databases
- can use modelling in connection with the structuring of functionality
- can develop databases for multimedia productions.

Realisation of Multimedia Applications

The aim is that the student

- can use and implement databases,
- can use data manipulating languages to databases
- can implement different media types in multimedia applications and
- can apply methods to handle security in multimedia applications.

Implementation and Quality

The aim is that the student

- can use techniques and procedures to attain quality objectives in design, realisation, tests, debugging and implementation,
- can prepare documentation of multimedia productions.

Design and Visualisation

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.

1st and 2nd Semesters. (18 ECTS points)

Process and Method

The aim is that the student

- can apply methods for idea and concept development
- can apply creative design methods
- has knowledge about documentation of design.

Digital Design

The aim is that the student

- can use design principles,
- can analyse and use principles of image processing
- can analyse and use typographical means
- can analyse the connection between message and design
- can analyse the connection between identity and design.

Digital Aesthetics

The aim is that the student

- has knowledge about the history of design and aesthetics,
- can analyse the interaction between design and function
- can use current aesthetic styles
- can understand chromatology and the perception psychology.

Interface Design

The aim is that the student

- can design different ways of navigation based on an analysis
- can design interactive user interfaces for different digital media
- can analyse the connection between application and design.

3rd Semester (9 ECTS points)

Process and Method

The aim is that the student

- can apply methods to the documentation of design.

Interface Design

The aim is that the student

- can design interactive user interfaces for different digital media based on a synthesis and
- can analyse and create a synthesis between application and design.

Digital Media Expressions

The aim is that the student

- can use, integrate and analyse digital media expressions
- can use techniques to produce and finish video and audio
- can use modelling and construction techniques in 3D
- can use animation techniques.

Internal Tests and Compulsories etc. of the Programme

Internal Tests

The programme does not require any internal tests.

Compulsories

In the first semester, the student must hand in 4 compulsories.

The learning objectives and the follow-up on learning objectives must be a part of a process-report* in such a way that it is possible to evaluate each student's studying activity.

All compulsories are placed in a portfolio compiled by each student.

The four compulsories must be handed in at the appointed time. The student must turn up at the final evaluation of the compiled portfolio. If the student fails to appear, then s/he will be expelled from the programme.

To be able to register for the 1st year examination it is a prerequisite that the compiled portfolio has been approved at the evaluation in January.

Examination Registration

The student must confirm attendance in writing for all external tests, make-up examinations, and re-examinations. The student must use the academy's examination attendance form and hand it in according to the deadline.

Make-up Examinations and Re-examinations

The academy aims at holding make-up examinations and re-examinations immediately before or at the beginning of the following semester, at the very latest, together with the next ordinary examination.

Registration of Re-examinations (Tests)

The student is entitled to have 2 re-examinations. To attend a re-examination it is a prerequisite that the student has sat in at an ordinary examination and received a no pass mark.

The date of the test is fixed at least 2 weeks in advance. An external examiner is always present. The student must hand in an individual registration form in writing.

The 2nd re-examination test is normally held at the end of the semester where the course has been repeated.

Complaints about a Test/Examination

Complaints about tests and other kinds of evaluation that are part of an examination, apart from the traineeship evaluation, must be handed in to the academy. The complaint must be in writing and the reasons for the complaint must be stated.

* The purpose of a process report is that you reflect upon and describe your work methods and knowledge within a special subject.

The complaint must be handed in no later than 2 weeks after the result of the evaluation has been announced in the usual manner.

Methods of Teaching and Studying

The teaching is conducted as a combination of classroom teaching, lectures, workshops, study groups, exercises and major projects. The organisation of the teaching is based on relevant business practice and applied theory.

The programme also comprises teaching methods that will enable the student to develop his/her independence and interpersonal skills as well an aptitude for being innovative.

To the extent it is relevant, teaching in entrepreneurship, environmental problems and the interaction between different cultures is part of the programme.

Compulsory Attendance

The student is required to take an active part in study activities, compulsory projects and assignments, tests cf. compulsories. Selandia keep track of absence of students on a daily basis. In case of accumulated absence from lessons for 30% for a student, documentation for legal absence is demanded. If documentation is not accepted by Selandia then Selandia will report to the Danish Immigration Service and suspend your study immediately, in case you have been granted a residence permit.”

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.

Existing Credit Transfer Agreements

Information about other credit transfer agreements is available on www.erhvervsakademierne.dk or on each academy's homepage.

Open Learning Programme

The MMD programme can be offered as single subject courses under The Open Education Act. For further information reference is made to the local curriculum of each academy.