

# Curriculum for the Academy Profession Degree Programme in Multimedia Design & Communication – National section

September 2014

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## Table of contents

<b>1.</b>	<b>Programme structure</b> .....	<b>3</b>
1.1	The programme is regulated by the following acts and regulations:.....	3
1.2	Study programme name and graduate title.....	4
<b>2.</b>	<b>Objective of the study programme</b> .....	<b>4</b>
<b>3.</b>	<b>Core areas of study</b> .....	<b>5</b>
3.1	The Business core area.....	5
3.2	The Communication and Presentation core area .....	5
3.3	The Design and Visualisation core area .....	6
3.4	The Interaction Development core area .....	7
<b>4.</b>	<b>Compulsory educational components within the core programme areas</b> .....	<b>8</b>
4.1	Compulsory educational component Multimedia Production Basic: Business, Communication and Presentation, Design and Visualisation and Interaction Development.....	8
4.2	Compulsory educational component Multimedia Production Advanced: Communication and Presentation, Design and Visualisation and Interaction Development.....	11
<b>5.</b>	<b>Number of exams in the compulsory educational components</b> .....	<b>13</b>
<b>6.</b>	<b>Internship</b> .....	<b>14</b>
<b>7.</b>	<b>Final exam project</b> .....	<b>14</b>
<b>8.</b>	<b>Overview of exams</b> .....	<b>16</b>
<b>9.</b>	<b>Credit transfer</b> .....	<b>16</b>
9.1	Pre-approved credit transfer .....	16
<b>10.</b>	<b>Exemption</b> .....	<b>16</b>
<b>11.</b>	<b>Effective date and transition provisions</b> .....	<b>17</b>

## 1. Programme structure

			<b>1st year of study</b>	<b>2nd year of study</b>
<b>Core areas</b>	10 ECTS	Business	10 ECTS	
	20 ECTS	Communication and Presentation	15 ECTS	5 ECTS
	25 ECTS	Design and Visualisation	20 ECTS	5 ECTS
	25 ECTS	Interaction Development	15 ECTS	10 ECTS
<b>Elective educational components<sup>1</sup></b>	10 ECTS			10 ECTS
<b>Internship</b>	15 ECTS			15 ECTS
<b>Final exam project</b>	15 ECTS			15 ECTS
<b>Total</b>	<b>120 ECTS</b>		<b>60 ECTS</b>	<b>60 ECTS</b>

This Curriculum for the Multimedia Design & Communication programme has been prepared on the basis of the guidelines in Executive Order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication (AP Graduate in Multimedia Design and Communication).

The programme is a full-time study with a prescribed period of study of two student full-time equivalents (FTE). An FTE is the work of a full-time student for one year. An FTE is worth 60 ECTS credits (European Credit Transfer System). The study programme is thus worth 120 ECTS credits.

### 1.1 The programme is regulated by the following acts and regulations:

- Act no. 467 of 8 May 2013 on Academy Profession Degree Programmes and Professional Bachelor Degree Programmes.
- Ministerial Order no. 1521 of 16 December 2013 on Academy Profession Programmes and Professional Bachelor Programmes.
- Ministerial Order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication (AP Graduate in Multimedia Design and Communication).
- Ministerial Order no. 745 of 24 June 2013 on the Accreditation of Institutions of Higher Education and on the Approval of New Higher Education Programmes (the Accreditation Order).
- Ministerial Order no. 223 of 11 March 2014 on Admission to Academy Profession Degree Programmes and Professional Bachelor Degree Programmes (the Admission Order).
- Ministerial Order no. 1519 of 16 December 2013 on Examinations on Professionally Oriented Higher Education Programmes (the Exam Order).
- Ministerial Order no. 262 of 20 March 2007 on the Grading Scale and Other Forms of Assessment.
- Ministerial Order no. 374 of 4 April 2014 on Open Education (Profession-oriented Adult Education) etc.

The applicable laws and ministerial orders are available on [www.retsinformation.dk](http://www.retsinformation.dk) (in Danish).

<sup>1</sup> See the institutional section of this Curriculum for a description of elective educational components.

## 1.2 Study programme name and graduate title

The name of the study programme is the Academy Profession Degree Programme in Multimedia Design and Communication.

The graduates are entitled to use the title AP Graduate in Multimedia Design and Communication.

The Danish title is *Multimediedesigner AK*.

## 2. Objective of the study programme

The objective of the Multimedia Design & Communication programme is to qualify the students to independently design, plan, implement and manage multimedia tasks and to contribute to implementing, managing and maintaining multimedia productions.

### Learning outcomes for Multimedia Designer AP

The learning outcomes comprise the knowledge, skills and competences that graduated students of multimedia design and communication must achieve during their education.

#### Knowledge

*The students should have acquired knowledge about*

- practice and central applied theory and methodology within analysis, idea development, design, planning, realisation and management of multimedia tasks as well as implementation, administration and maintenance of multimedia productions; and
- interdisciplinary issues within the multimedia field in relation to both individual and team-based project work.

#### Skills

The students should be able to

- apply central methods and tools within analysis, idea development, design and planning as well as realisation and management of multimedia tasks;
- assess practise-related issues in the multimedia area as well as propose and select possible solutions; and
- communicate practice-oriented issues and possible solutions in the multimedia field to partners and users.

#### Competences

*The students should be able to*

- independently handle analysis, idea development, design and planning as well as realisation and management of multimedia tasks, and participate in the implementation, management and maintenance of multimedia productions;
- handle development-oriented situations and, through innovative processes, adapt multimedia solutions to commercial conditions;
- acquire new knowledge, skills and competences within the field of multimedia;
- participate in managerial and work-related functions in collaboration with others regardless of their educational, linguistic and cultural background; and
- take a professional approach to participating in and handling collaboration and communication in networks.

### 3. Core areas of study

The study programme consists of the following core areas:

1. Business (10 ECTS)
2. Communication and Presentation (20 ECTS)
3. Design and Visualisation (25 ECTS)
4. Interaction Development(25 ECTS)

A total of 80 ECTS credits

#### 3.1 The Business core area

##### Contents

The aim of the Business core area is to qualify the students to incorporate organisational aspects in multimedia development and application and to enable the students to plan, manage, and complete a development project.

##### ECTS credits

10 ECTS credits

##### Learning outcomes

###### Knowledge

*The students should have acquired development-based knowledge about and understanding of*

- central subjects in multimedia-related business law, including copyright, data protection legislation and contract law;
- the company's management, communication and decision-making processes;
- the organisational consequences of implementing multimedia productions for an organisation;
- central methods and tools for financial planning and control of multimedia productions; and
- central subjects within innovation and entrepreneurship.

###### Skills

*The students should be able to*

- assess the vision, mission and values as well as strategy and culture of organisations in relation to multimedia production.

###### Competences

*The students should be able to*

- handle relevant theories, methods, and IT tools for the purpose of planning, managing and quality assuring development projects;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally; and
- acquire new knowledge, skills and competences in respect of the profession.

#### 3.2 The Communication and Presentation core area

##### Contents

The aim of the Communication and Presentation core area is to contribute to the students acquiring knowledge, skills, and competences enabling them to handle communication in relation to multimedia tasks. The students should be able to handle communication paths and opportunities in complex organisations and networks, locally as well as globally.

**ECTS credits**

20 ECTS credits

**Learning outcomes**

**Knowledge**

Graduates should have acquired knowledge about

- central theories and methods applied within communication in relation to the multimedia area;
- central theories and methods applied within marketing in relation to the multimedia area;
- centrally applied communicative instruments and genres; and
- central concepts within media sociology (historical and present use of digital media by different social groups).

**Skills**

The students should be able to

- collect and assess empirical data on target groups and usage situations;
- apply central methods and tools to describe a target group in relation to multimedia tasks;
- assess and produce communication aimed at specific target groups;
- apply central methods and tools to construct and assess information architecture, including structuring, planning and presenting information;
- apply central methods and tools to plan and implement user tests;
- sum up and present a development project in a report;
- apply central methods and tools for presentations to stakeholders;
- assess and apply communicative elements in different media productions;
- assess the influence of cultural factors on national and international communication;
- assess correlations between cultural identity and forms of expression; and
- prepare, choose and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community.

**Competences**

The students should be able to

- handle communication and marketing across platforms;
- handle digital marketing;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally;
- handle interactive communication in multimedia products;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally; and
- acquire new knowledge, skills and competences in respect of the profession.

### **3.3 The Design and Visualisation core area**

**Contents**

The aim of the Design and Visualisation core area is to qualify the students to apply methods and principles for multimedia design and concept development. The students must be able to apply methods to the design and development of interactive user interfaces for central digital platforms. Furthermore, the students should be able to integrate digital media expressions on different digital platforms with a methodical approach.

**ECTS credits**

25 ECTS credits

### **Learning outcomes**

#### **Knowledge**

The students should have acquired knowledge about

- central tools for the production of video and audio;
- central methods for design documentation;
- the history of design and aesthetics in relation to the multimedia field;
- the correlation between usage and design in relation to the multimedia field;
- central theories and methods in relation to animation techniques; and
- central theories and methods in relation to storytelling and production techniques.

#### **Skills**

The students should be able to

- assess and apply central methods for idea and concept development;
- design user interfaces for different digital platforms on the basis of central theory and assessment;
- assess and apply central methods for user-centred design;
- assess and apply central principles for digital graphic design;
- assess and apply aesthetic styles in relation to the multimedia field;
- assess and prepare graphic material for further digital production;
- present design-related problems and issues as well as solutions to stakeholders;
- assess and apply methods for documentation of interactive multimedia productions;
- assess and apply production and post-production techniques to video and audio productions; and
- communicate the choice of media tools to stakeholders.

#### **Competences**

The students should be able to

- handle and implement the correlation between message and design;
- handle and implement the correlation between identity and design;
- handle design and development of interactive user interfaces;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally;
- handle and integrate the expression of digital media on different digital platforms; and
- acquire new knowledge, skills and competences in respect of the profession.

## **3.4 The Interaction Development core area**

### **Contents**

The aim of the Interaction Development core area is to qualify the students to model, format, structure, document, and implement dynamic multimedia applications. The students must attain a basic understanding of systems development. The students must, furthermore, attain skills in structuring and implementing complex dynamic multimedia applications, including the integration of databases.

### **ECTS credits**

25 ECTS credits

### **Learning outcomes**

#### **Knowledge**

The students should have acquired knowledge about

- the construction and usage of the Internet;
- object-oriented programming in relation to multimedia practice;
- scope and limitations of development environments in practice;

- elements applied in Content Management Systems (CMS) in practice;
- central applied theory and method within systems development;
- interfaces for data exchange with third party services; and
- key security aspects of networks, multimedia applications and data communication.

### **Skills**

The students should be able to

- assess and apply central methods and tools for search engine optimisation (SEO);
- prepare and present documentation according to current practice;
- assess and apply current formatting languages;
- program client- and server-based multimedia applications;
- apply central methods and tools to model, structure, and implement functionality;
- apply a currently used data manipulation language for databases;
- apply key methods for data modelling and implementation of databases; and
- apply key methods for quality assurance by means of tests and debugging.

### **Competences**

The students should be able to

- handle modelling, structuring and formatting of information in accordance with practice;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally;
- handle modelling, structuring and programming of functionality;
- handle integration of different media types in multimedia applications;
- handle persistence of data to dynamic multimedia applications; and
- acquire new knowledge, skills and competences in respect of the profession.

## **4. Compulsory educational components within the core programme areas**

The programme's compulsory educational components are:

1. Multimedia Production Basic (60 ECTS)
2. Multimedia Production Advanced (20 ECTS)

A total of 80 ECTS credits

Each of the two compulsory educational components are concluded with an exam.

### **4.1 Compulsory educational component Multimedia Production Basic: Business, Communication and Presentation, Design and Visualisation and Interaction Development**

#### **ECTS credits**

60 ECTS, distributed across:

- 10 ECTS from the Business core area
- 15 ECTS from the Communication and Presentation core area
- 20 ECTS from the Design and Visualisation core area.
- 15 ECTS from the Interaction Development core area

#### **Contents**

The purpose of this first compulsory educational component is to contribute to qualifying the students to

- incorporate organisational aspects in multimedia development and application as well as to plan, manage and complete a development project;

- acquire knowledge, skills and competences for handling communication in relation to multimedia tasks;
- apply methods and principles for multimedia design and concept development. The students must be able to apply methods to the design and development of interactive user interfaces for central digital platforms; and
- model, format, structure, document and implement dynamic multimedia applications. The students must attain a basic understanding of systems development.

### **Learning outcomes**

#### ***Knowledge (Business)***

The students should have acquired knowledge about

- central subjects in multimedia-related business law, including copyright, data protection legislation and contract law;
- the company's management, communication and decision-making processes;
- the organisational consequences of implementing multimedia productions for an organisation;
- central methods and tools for financial planning and control of multimedia productions; and
- central subjects within innovation and entrepreneurship.

#### ***Knowledge (Communication and Presentation)***

The students should have acquired knowledge about

- central theories and methods applied within communication in relation to the multimedia area;
- central theories and methods applied within marketing in relation to the multimedia area; and
- centrally applied communicative instruments and genres.

#### ***Knowledge (Design and Visualisation)***

The students should have acquired knowledge about

- central tools for the production of video and audio;
- central methods for design documentation;
- the history of design and aesthetics in relation to the multimedia field; and
- the correlation between usage and design in relation to the multimedia field.

#### ***Knowledge (Interaction Development)***

The students should have acquired knowledge about

- the construction and usage of the Internet;
- object-oriented programming in relation to multimedia practice;
- scope and limitations of development environments in practice;
- elements applied in Content Management Systems (CMS) in practice; and
- central theories and methods applied within systems development.

#### ***Skills (Business)***

The students should be able to

- assess the vision, mission and values as well as strategy and culture of organisations in relation to multimedia production.

### **Skills (Communication and Presentation)**

The students should be able to

- collect and assess empirical data<sup>2</sup> on target groups and usage situations;
- apply central methods and tools to describe a target group in relation to multimedia tasks;
- assess and produce communication aimed at specific target groups;
- apply central methods and tools for constructing and assessing information architecture, including structure, plan and present information;
- apply central methods and tools for planning and implementing user tests;
- conclude and present a development project in a report;
- apply central methods and tools for presentations to stakeholders;

### **Skills (Design and Visualisation)**

The students should be able to

- assess and apply central methods for idea and concept development;
- design user interfaces for different digital platforms on the basis of central theories and assessment models;
- assess and apply central methods for user-centred design;
- assess and apply central principles for digital graphic design;
- assess and apply aesthetic styles in relation to the multimedia field;
- assess and prepare graphic material for further digital production; and
- present design-related problems and solutions to stakeholders;

### **Skills (Interaction Development)**

The students should be able to

- assess and apply central methods and tools for search engine optimisation (SEO);
- prepare and present documentation according to current practice;
- assess and apply current formatting languages;
- program client and server-based multimedia applications;
- apply central methods and tools to model, structure and implement functionality;

### **Competences (Business)**

The students should be able to

- handle relevant theories, methods and IT tools for the purpose of planning, managing and quality assuring development projects;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally; and
- acquire new knowledge, skills and competences in respect of the profession.

### **Competences (Communication and Presentation)**

The students should be able to

- handle communication and marketing across platforms;
- handle digital marketing;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally; and
- acquire new knowledge, skills and competences in respect of the profession.

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<sup>2</sup> "Empirical material is material that is subject to investigation and which can be referred to (observations, data, statements, texts, sources)." Rienecker L. & Jørgensen P.S. 2005 *Den gode opgave – opgaveskrivning på videregående uddannelser (The good assignment – writing assignments in higher education)*. 3. ed. Frederiksberg: Samfundslitteratur.

**Competences (Design and Visualisation)**

The students should be able to

- handle and implement the correlation between message and design;
- handle and implement the correlation between identity and design;
- handle design and development of interactive user interfaces;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally; and
- acquire new knowledge, skills and competences in respect of the profession.

**Competences (Interaction Development)**

The students should be able to

- handle modelling, structuring and formatting of information in accordance with practice;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally; and
- acquire new knowledge, skills and competences in respect of the profession.

The compulsory educational component is completed with an exam (1st-year exam).

**Assessment**

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

The learning outcomes for the educational component are the same as the learning outcomes for the exam.

See the institutional section of this Curriculum for exam form, exam procedure, etc.

**4.2 Compulsory educational component Multimedia Production Advanced: Communication and Presentation, Design and Visualisation and Interaction Development**

**ECTS credits**

20 ECTS credits, distributed across:

- 5 ECTS from the Communication and Presentation core area
- 5 ECTS from the Design and Visualisation core area
- 10 ECTS from the Interaction Development core area

**Contents**

The purpose of this second compulsory educational component is to contribute to qualifying the students to

- be able to handle communication paths and opportunities in complex organisations and networks, locally as well as globally;
- apply methods to the integration of digital expressions on different digital platforms; and
- attain skills in the structuring and implementation of complex dynamic multimedia applications, including the integration of databases.

**Learning outcomes**

**Knowledge (Communication and Presentation)**

The students should have acquired knowledge about

- central concepts within media sociology (historical and present use of media by different social groups).

**Knowledge (Design and Visualisation)**

The students should have acquired knowledge about

- central theories and methods in relation to animation techniques; and
- central theories and methods in relation to storytelling and production techniques.

**Knowledge (Interaction Development)**

The students should have acquired knowledge about

- interfaces for data exchange with third party services; and
- key security aspects of networks, multimedia applications and data communication.

**Skills (Communication and Presentation)**

The students should be able to

- assess and apply communicative elements in different media productions;
- assess the influence of cultural factors on national and international communication;
- assess correlations between cultural identity and forms of expression; and
- prepare, choose and present a communication strategy and communication forms for the solution of multimedia tasks in a globalised community.

**Skills (Design and Visualisation)**

The students should be able to

- assess and apply methods for documentation of interactive multimedia productions;
- assess and apply production and post-production techniques to video and audio productions; and
- communicate the choice of media elements to stakeholders.

**Skills (Interaction Development)**

The students should be able to

- apply a currently used data manipulation language for databases;
- apply key methods in data modelling and implementation of databases; and
- apply key methods for quality assurance by means of tests and debugging.

**Competences (Communication and Presentation)**

The students should be able to

- handle interactive communication in multimedia products;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally; and
- acquire new knowledge, skills and competences in respect of the profession.

**Competences (Design and Visualisation)**

The students should be able to

- handle and integrate the expression of digital media on different digital platforms;
- participate professionally in discipline-specific and interdisciplinary teams, internally and externally; and
- acquire new knowledge, skills and competences in respect of the profession.

**Competences (Interaction Development)**

The students should be able to

- handle modelling, structuring and programming of functionality;
- handle integration of different media types in multimedia applications;
- handle persistence of data to dynamic multimedia applications;

## Multimedia Design & Communication – National section

- participate professionally in discipline-specific and interdisciplinary teams, internally and externally; and
- acquire new knowledge, skills and competences in respect of the profession.

The compulsory educational component is completed with an exam (3rd semester exam).

### Assessment

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

The learning outcomes for the educational component are the same as the learning outcomes for the exam.

See the institutional section of this Curriculum for exam form, exam procedure, etc.

## 5. Number of exams in the compulsory educational components

Each of the two compulsory educational components are concluded with an exam. See an overview of the study programme exams in the "Overview of exams" paragraph.

Overview of ECTS credits across the core areas and the compulsory educational components.

Compulsory educational components	Multimedia Production Basic	Multimedia Production Advanced	Total
<i>Core areas</i>			
<i>Business</i> 10 ECTS	10 ECTS from the Business core area		<b>10 ECTS</b>
<i>Communication and Presentation</i> 20 ECTS	15 ECTS from the Communication and Presentation core area	5 ECTS from the Communication and Presentation core area	<b>20 ECTS</b>
<i>Design and Visualisation</i> 25 ECTS	20 ECTS from the Design and Visualisation core area.	5 ECTS from the Design and Visualisation core area.	<b>25 ECTS</b>
<i>Interaction Development</i> 25 ECTS	15 ECTS from the Interaction Development core area	10 ECTS from the Interaction Development core area	<b>25 ECTS</b>
	<b>Learning outcomes for Multimedia Production Basic: See section 5.1</b>	<b>Learning outcomes for Multimedia Production Advanced: See section 5.2</b>	
	<b>60 ECTS</b>	<b>20 ECTS</b>	<b>80 ECTS</b>

## 6. Internship

### ECTS credits

15 ECTS credits

### Learning outcomes

#### *Knowledge*

The students should have acquired knowledge about

- the demands and expectations that companies have in respect of the knowledge, skills and competences as well as the work attitude of a Multimedia Design and Communication graduate; and
- the theory, method and tools in respect of practice of the industry and the subject area.

#### *Skills*

The students should be able to

- use versatile technical and analytical working methods related to employment in the profession;
- assess practice-oriented issues and set up solution proposals; and
- communicate practice-oriented issues and substantiated solution proposals.

#### *Competences*

The students should be able to

- handle development-oriented, practical and discipline-specific situations in respect of the profession;
- acquire new knowledge, skills and competences in respect of the profession;
- structure and plan day-to-day tasks in the profession; and
- take a professional approach to discipline-specific and interdisciplinary collaboration.

The internship is concluded with an exam (the internship exam).

### Assessment

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

The learning outcomes for the educational component are the same as the learning outcomes for the exam.

See the institutional section of this Curriculum for exam form, exam procedure, etc.

## 7. Final exam project

### ECTS credits

15 ECTS credits

### Final exam project requirements

The purpose of the final exam project is for the students to combine theoretical, methodical and practical elements in a qualified way and to communicate these.

## Multimedia Design & Communication – National section

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The problem statement, which must be central to the multimedia profession, is formulated by the student in collaboration with a public or private business. As an alternative, the final exam project may be based on the setting up of the student's own business. The educational institution must approve the problem statement and research question.

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

The final exam project may not exceed 45 standard pages for one student + 15 standard pages per additional group member. Said pages are exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed. A standard page is 2,400 characters including spaces and footnotes.

### **Writing and spelling skills**

Writing and spelling skills form part of the final exam project. The assessment is an expression of an overall assessment of the discipline-specific contents as well as the students' writing and spelling skills; however, the academic/professional contents weighs the most.

Students who can document a relevant specific disability may apply for exemption from the requirement that writing and spelling skills are included in the assessment. The application is to be submitted to the study programme and directed to the attention of the programme director not later than four weeks before the exam is to be held.

### **Learning outcomes**

The final exam project must substantiate that the students have achieved the final level of the study programme, cf. appendix 1 in Ministerial Order no. 1061 of 14 November 2012 on the Academy Profession Degree Programme in Multimedia Design and Communication.

The goals for learning outcomes comprise the knowledge and competences that multimedia design and communication graduates should achieve during the education.

See section 3 – Objective of the study programme – for learning outcomes for the programme.

### **Assessment**

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

The exam is made up of a project and an oral exam. The students will receive a single, joint grade. The exam cannot take place until the internship exam and other exams of the study programme have been passed.

See the institutional section of this Curriculum for exam form, exam procedure, etc.

## 8. Overview of exams

*Overview of all examinations and their order*

Time	Exam	120 ECTS credits distributed across the exams	Assessment
At the end of the 2nd semester	1st year exam	60	7-point grading scale Externally assessed
At the end of the elective educational component in the 3rd semester	Elective educational component	10	7-point grading scale Internally assessed
At the end of the 3rd semester	3rd semester exam	20	7-point grading scale Internally assessed
At the end of the internship period	Internship exam	15	7-point grading scale Internally assessed
At the end of the 4th semester	Final exam project	15	7-point grading scale Externally assessed

## 9. Credit transfer

Passed educational components are equivalent to the corresponding educational components offered by other educational institutions that offer the programme.

The students must provide information on completed educational components from another Danish or international further education and on employment assumed to result in credit transfer. In each case the educational institution approves credit transfer based on completed educational components and employment that match up to subjects, educational components and internship components. The decision is based on a professional assessment.

### 9.1 Pre-approved credit transfer

The students can apply for pre-approved credit transfer. Upon pre-approval of a study period in Denmark or abroad the students must, after conclusion of their study, document the completed educational components of the approved study. In connection with the pre-approval the students must give their consent to the institution obtaining the necessary information following completed study.

For the final approval of pre-approved credit transfer, the educational component is considered completed if it is passed in accordance with the regulations applying to the study programme.

## 10. Exemption

The institution may grant exemption from the rules in this national section of the curriculum that are laid down solely by the institutions, when found substantiated in exceptional circumstances. The institutions cooperate on a uniform exemption practice.

## **11. Effective date and transition provisions**

This national section of the curriculum enters into force on 1 September 2014 with effect for all students who are and will be registered for the study programme and for exams commenced on said date or thereafter.

The national section of this Curriculum of January 2013 is revoked with effect from 31 August 2014. However, exams started before 1 September 2014 will be concluded according to this national section of the curriculum not later than 31 August 2015.