

Nordic Visual Studies and Arts Education

**An English summary based on the curriculum
and regulations of 2016**

SEPTEMBER 2016

TABLE OF CONTENTS

SECTION 1 NOVA	3
SECTION 2 FACULTY AFFILIATION	3
SECTION 3 STUDY BOARD AFFILIATION	3
SECTION 4 BODY OF EXTERNAL EXAMINERS	3
PART 2	3
PROGRAMME OBJECTIVES, DURATION, STRUCTURE, ETC.	3
SECTION 5 OBJECTIVES OF THE STUDY PROGRAMME	3
SECTION 6 DURATION, STRUCTURE, ETC.	5
SECTION 7 ADMISSION REQUIREMENTS AND PREREQUISITES	5
SECTION 8 EXAMINATION REGULATIONS	6
PART 3	8
PROGRAMME STRUCTURE, CONTENTS AND EXAMINATIONS	8
SECTION 11 THE MODULE VISUAL CULTURES AND AESTHETICS IN DIGITAL COMMUNICATION AND LEARNING DESIGN (NOVA SPECIALISATION MODULE)	9
SECTION 12 THE MODULE COMMUNICATION AS A PROFESSIONAL PRACTICE (PROJECT MODULE)	10
SECTION 14 THE MODULE MEDIA AESTHETICS (COURSE SUBJECT MODULE/NOVA SPECIALISATION MODULE)	12
SECTION 19 THE MODULE CHANGE AND INTERVENTION THROUGH COMMUNICATION (PROJECT MODULE)	13
SECTION 22 THE MODULE RESEARCH METHODOLOGIES I (NOVA SPECIALISATION MODULE)	15
SECTION 27 THE MODULE ELECTIVE SUBJECT B	16
SECTION 28 THE MODULE COMMUNICATION IN PRACTICE (PROJECT MODULE)	16
SECTION 30 THE MODULE RESEARCH METHODOLOGIES II (NOVA SPECIALISATION MODULE)	18
SECTION 31 THE MODULE MASTER'S THESIS	19
SECTION 33 OVERVIEW OF COMPULSORY EXAMINATIONS IN NOVA SPECIALISATION	21
SECTION 34 LIST OF ELECTIVE SUBJECT* EXAMINATIONS	22
SECTION 35 RE-EXAMINATION	22
PART 4	22
OTHER REGULATIONS	22
SECTION 36 EXEMPTIONS	22
SECTION 37 ADDITIONAL INFORMATION	22
SECTION 38 COMMENCEMENT	23

EXTRACTS FROM THE CURRICULUM AND REGULATIONS FOR
THE MASTER'S DEGREE PROGRAMME IN COMMUNICATION
AT AALBORG UNIVERSITY REGARDING NORDIC VISUAL STUDIES AND ARTS
EDUCATION

Section 1 NoVA

Nordic Visual Studies and Arts Education is a specialisation within the Master's Degree Programme in Communication.

Section 2 Faculty affiliation

The Master's Degree Programme in Communication belongs under the Faculty of Humanities.

Section 3 Study board affiliation

The Master's Degree Programme in Communication belongs under the Study Board for Communication and Digital Media.

Section 4 Body of external examiners

The Master's Degree Programme in Communication uses the Corps of External Examiners for Communication and Digital Media.

PART 2
PROGRAMME OBJECTIVES, DURATION, STRUCTURE, ETC.

Section 5 Objectives of the study programme

The Master's Degree Programme in Communication is a research based, experimental, full-time programme that provides students with a basis for the execution of professional functions and qualifies for admission to a PhD programme.

(2)

The overall objective of the Master's Degree Programme in Communication is to train graduates in the investigation and analysis of communication, thus enabling them to launch, implement and evaluate communication initiatives in and from private and public enterprises and organisations. This involves the students acquiring competences in independently carrying out investigations, development work and intervention in cooperation with agents within media and organisations. Students must be able to undertake work functions within the areas of media and communication and within work areas in which communication is essential as a strategic tool for change and development. The Master's Degree Programme in Communication builds on and complements the skills which the student has achieved during their prior Bachelor's degree studies.

(3)

During their Master's degree programme, students may design their own education through their selection of project and thesis subjects as well as their selection of course subjects and elective subjects. Despite the possibility of specialisation, the study programme finds it important that students are capable of including and managing a wide range of communication methods in private enterprises, public institutions and in the civil society.

(4)

Objectives

Through their master studies in communication, students will gain:

Knowledge of:

- theory and method as regards professional communicative practices at the highest international level.
- theory and method at the highest international level as regards professional communicative initiatives of an interpersonal/situated organisational and/or media-related nature in private enterprises, public institutions and civil society organisations
- cutting-edge theory and method as regards assessment, evaluation and documentation of communicative practices and initiatives in different cultural, organisational and interdisciplinary contexts, interpersonal as well as mediated, using diverse artefacts and materialities
- challenges and opportunities in acting responsibly, professionally, strategically, creatively, sustainably and ethically in connection with professional communication initiatives
- methods and theories of communication science in practice, placing particular emphasis on the encounter between theories and methods on the one hand and the cultural, organisational and/or media-related complexity of the application field on the other
- correlation between subject-related philosophy of science, scientific method and choice of theory in scientific studies within the disciplinary area of communication.

(5)

Through their master studies in communication, students will gain:

Skills in:

- describing, analysing and assessing professional communicative practices and initiatives in relation to issues found in private enterprises, public institutions and civil society
- applying theoretical as well as empirical methods when addressing contextual understanding of communicative practices, including the horizon of understanding of target groups or the perspectives of participants involved
- critical and ethical assessment of the consequences and implications of professional communication practices on agents, organisations and markets
- facilitating communication practices promoting creative and formational processes of change
- evaluating and/or documenting the effects of different communication initiatives; this includes critical understanding and reflection on their own role in concrete professional and cross-disciplinary communication initiatives
- conveying insights and solutions, including study, development and design results based on communication science to peers and lay people
- engaging in critical dialogue on study, development and design results to peers and lay people
- organising and implementing scientific studies on the basis of communication science.

(6)

Through their master studies in communication, students will gain:

Competences in:

- applying an independent, critical, questioning and problem oriented attitude when undertaking activities within the disciplinary area of communication
- reflecting on the knowledge of the subject; identifying scientific issues, applying a high degree of awareness as regards the selection of issues to be subjected to scientific study
- launching and implementing disciplinary and cross-disciplinary collaboration on the study of communicative issues
- undertaking promotional analyses of valid bases and establishing strategic and procedural considerations regarding communication issues of an interpersonal and/or media communicated character in professional organisational practices
- justifying, selecting, organising and evaluating communication initiatives in relation to issues in private enterprises, public institutions and civil society
- taking part in and managing work and development situations that are complex, unpredictable and require new solution models within the disciplinary area of communication
- taking an analytical, questioning and critical stance on ethical, sociocultural, aesthetic and creative issues in relation to communication practices and initiatives
- independently engaging in and managing disciplinary and cross-disciplinary collaboration on professional communication initiatives; this includes competences in communicating their own knowledge to peers and lay people
- identifying their own needs in relation to their further competence development and learning; structuring their own learning within the disciplinary area of communication science.

Section 6 Duration, structure, etc.

The Master's Degree Programme in Communication is a two-year degree programme, corresponding to 120 ECTS credits.

(2)

The Master's degree programme spans four semesters (semesters 7 to 10). During their Master's studies, students may design their own education through their selection of project and thesis subjects as well as their selection of course subjects and elective subjects.

Specialisations are offered according to the stipulations of the Study Board. The student can choose between the specialisation NoVA (Nordic Visual Arts Education) or the specialisation in Communication and Cultural Psychology.

In the 10th semester, students will write their Master's thesis. A study stay abroad may be included in the programme.

(3)

A successfully completed Master's degree entitles the holder to the English title: Master of Arts (MA) (candidatus/candidata magisterii) in Communication. -

Section 7 Admission requirements and prerequisites

The admission requirement for the Master's Degree Programme in Communication is a completed relevant Bachelor's degree or professional Bachelor's degree. A Bachelor's degree or professional Bachelor's degree is defined as relevant if its core subjects provide the students with competences amounting to a minimum of 60 ECTS within the disciplinary area of communication science: (theory of communication, philosophy of science, theory, method and

analysis as regards interpersonal communication, media and ICT and organisational communication, communication planning and intervention).

A Bachelor's Degree in Communication and Digital Media with specialisation in Communication from Aalborg University entitles the graduate to admission to the Master's Degree Programme in Communication.

Examples of other Bachelor's degree programmes from Aalborg University entitling graduates to admission to the Master's Degree Programme in Communication are: Languages and International Studies, Languages and International Business Communication and Danish.

Examples of Bachelor's degree programmes from other universities entitling graduates to admission to the Master's Degree Programme in Communication are: Media Studies, Danish/Nordic Studies, Communication and Languages and Business Communication.

A professional bachelor's degree in visual arts education entitles applicants to the specialization in Nordic Visual Studies and Art Education

(2)

Applicants who do not meet the above-mentioned requirements may qualify for admission if the study board finds, following assessment of the individual applicant, that the applicant has obtained equivalent educational competences. The study board may then invite the applicant for an interview.

(3)

Parts of the curriculum of the programme will be available in English, and a number of the courses in the programme will be taught in English. For this reason, students must be conversant in English language in order to complete the programme.

(4)

Students may choose to specialise in communication and cultural psychology during the 8th semester. This option is subject to restricted admission and entrance examination in accordance with the regulations of the study board.

(5)

Students may choose to specialise in Nordic Visual Studies and Arts Education (NoVA). The specialisation is offered in: English. This option is subject to restricted admission and entrance examination in accordance with the regulations of the study board. The specialisation includes online NoVA modules, a period of study abroad in the 8th semester and participation in NoVA symposia.

Section 8 Examination regulations

In the assessment of examinations, grades from the 7-point grading scale or a pass/fail grade will be awarded.

(2)

Examinations will be either internal or external. If no other regulations are stated, examinations will be assessed by the examiner and a second internal or external examiner.

(3)

Projects, area studies etc. may be prepared in groups of a maximum of six students. Master's theses may be prepared jointly in groups of a maximum of three students. Project and subject study examinations will normally take the following shape:

A **project examination** based on the students' written work, whether prepared individually or in cooperation with others. The group will be jointly responsible for the project report or other written work undertaken jointly. The project report constitutes the basis for the examination and assessment, and an overall assessment of the project report and the oral performance will be made. At oral project examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured, cf. the Examination Order section 4(2).

The examination will take the form of a conversation between the student(s), the examiner and the external examiner on the basis of the project report written by the student(s).

For further information regarding project examinations, please refer to the Faculty website.

(4)

Where rules have been stipulated regarding the volume of written work, one page will correspond to 2400 characters, including spaces. The stipulated number of pages only includes the actual body text of the report; title page, preface, table of contents, bibliography, abstract and appendices will not be calculated. However, notes will be included in the calculation of total pages, whereas illustrations will not be calculated. Number of pages must be stated either on the front page or in a preface.

(5)

The stipulated time intervals for oral examinations will include voting and announcement of result.

(6)

If no other regulations are stated, the examination will be conducted in Danish.

(7)

In the assessment of all written work, irrespective of the language in which this is written, the students' spelling skills and fluency will be considered. The assessment of linguistic performance will be based on orthographic correctness, academic writing standards and stylistic proficiency. The linguistic performance will always be assessed as an independent dimension in the overall assessment. However, no examination will be awarded an overall pass grade solely on the basis of good linguistic performance, nor will an examination be awarded a fail grade solely on the basis of very poor linguistic performance.

(8)

The study elements on which the individual examinations are based are rated as proportions of an annual full-time equivalent, this being calculated as the annual work of a full-time student, including holidays. An annual full-time equivalent is 60 ECTS credits.

(9)

In order for a student to graduate from the programme, each examination must be passed with a minimum grade of 02 or a 'pass' grade. A weighted average will be calculated for the examinations assessed according to the 7-point scale, on the basis of the ECTS weight of each

individual examination. So the average is defined as the sum of individual grades, each multiplied by the ECTS credits of the examination in question, divided by the sum of the ECTS credits of the examinations included in the average.

Examinations assessed as pass/fail will not be included in this calculation. The average grade with one decimal digit will appear on the examination certificate.

PART 3 **PROGRAMME STRUCTURE, CONTENTS AND EXAMINATIONS**

Compulsory modules in the Master's Degree Programme in Communication with specialisation in Nordic Visual Studies and Arts Education, (NoVA),

Visual Cultures and Aesthetics in Digital Communication and Learning Designs (NoVA module)	7 th semester	5 ECTS
Communication as a Professional Practice (Project module)	7 th semester	15 ECTS
Media Aesthetics (Course subject module)	7 th semester	5 ECTS
Change and Intervention through Communication (Project module)	8 th semester	20 ECTS
Research Methodologies I (NoVA module)	8 th semester	5 ECTS
Communication in Practice (Project module)	9 th semester	25 ECTS
Research Methodologies II (NoVA module)	9 th semester	5 ECTS
Master's thesis *	10 th semester	30 ECTS

Elective modules. NoVA students must choose the following two specified elective modules in their 7th semester and their 8th semester.

Elective subject A: (Gamification)	7 th semester	5 ECTS
Elective subject B: (Critical Social Issues in Art Education)	8 th semester	5 ECTS

Elective subjects are included in the Master's Degree Programme in Communication and the Master's Degree Programme in Communication specialising in Communication and Cultural Psychology, as well as in the Master's Degree Programme in Communication specialising in Nordic Visual Studies and Art Education (NoVA).

Specialisation in Nordic Visual Studies and Arts Education will only be offered if the study board determines that a sufficient number of students request this specialisation.

(6)

Students who choose to specialise in Nordic Visual Studies and Art education (NoVA) must follow online NoVA track modules during each semester. Each semester, the students must also

participate in a face-to-face symposium, and they must complete a period of study abroad at a NoVA partner university during the 8th semester.

Section 11 The module Visual Cultures and Aesthetics in Digital Communication and Learning Design (NoVA specialisation module)

The module is located on the: 7th semester

Module credits: 5 ECTS

The module is conducted in: English

The course content includes investigating visual cultures and the aesthetic functions in digital communication and learning designs. The course content is organised around visual culture practices. These practices are reflected theoretically in order to achieve competences in visual culture as a field as well as a methodology and to achieve knowledge of aesthetic functions in communication and learning situations. Participation in the NoVA symposium is required, and constitutes 1 ECTS point.

During this module, students will acquire:

Knowledge of:

- the relationship between ICT, images and visual processes and aesthetic functions.
- the use of social media for different communication and learning contexts
- visual communication in local or global contexts and methodical approaches for analysis *of and through* visual culture

Skills in:

- using social visual media in production and using diverse visual types of communication and learning
- using ICT in analysis and reflection processes of digital images, visualisations and visual learning cultures across geographical distance and cultural borders.

Competences in:

- initiating, conducting, leading and developing assignments in ICT-facilitated situations, which implies achieving experiences from techniques and methods related to visual cultures and aesthetic functions in digital communication and learning design
- actively participating in collaborative processes.

On the 7th semester of the programme, the module is completed by passing the following examination:

Examination 2

An internal written examination in **Visual Cultures and aesthetics in digital communication and learning designs.**

The examination is a three day take-home assignment on a set topic. Evaluation: pass/fail.

The assignment paper must demonstrate that the student fulfils the objectives for the module stated above.

Alternatively, the examination may be completed by satisfactory and active participation in the module, i.e. completion of all set tasks.

Section 12 The module Communication as a Professional Practice (Project module)

Module placement: 7th semester

Credits: 15 ECTS

The module is conducted in: Danish

During this module, students will be trained in analysing, understanding and evaluating complex communicative practices on the basis of their disciplinary expertise on interpersonal/situated issues as well as on those connected with communication in organisations and the media (both in terms of traditional mass media and new digital, social and dialogic media and materialities). The module provides students with insight into current developments and issues within the field of communication which is of relevance to professional practices (e.g. communication strategies, media use and/or intervention methods in different contexts); they will also gain insight in the epistemological basis and methodological implications of these developments and issues. The module includes evaluation of arguments and potentials of professional communication initiatives and the consequences and effects implied on individuals, communicative practices and forms of organisation. Private enterprises, public institutions and civil society will be considered from local, national and international perspectives.

Related to the module, courses in the following subjects will be offered:

- strategic and persuasive communication
- dialogic and participatory communication
- traditional and new interaction and media forms as well as cross- and multi-mediality
- discursive and material forms and patterns in communicative practices
- organisation of communication for and in networks, groups and organisations, interpersonal and/or mediated in relation to internal, external and integrated organisational communication forms
- coherent use of multiple interpersonal and mediated forms of communication
- subject-related philosophy of science and the methods of the subject.

In connection with problem-oriented project work, academic supervision will be offered.

Objectives

By the end of the module, students will have acquired:

Knowledge of:

- theory and method as regards professional communicative practices
- cutting-edge theory and method as regards assessment and analytical comprehension of communicative practices and initiatives in different cultural, organisational and cross-disciplinary contexts, interpersonal as well as mediated, using diverse artefacts and materialities

Skills in:

- mastering the description, analysis and assessment of the complexity of communicative practices for professional purposes

- applying theoretical as well as empirical methods when addressing contextual understanding of communicative practices, including the perspectives of different participants involved.

Competences in:

- applying the problem-oriented method when addressing areas of professional communication as regards professional practices; this should include a high degree of awareness of problem identification and problem formulation
- undertaking promotional analyses of valid bases and establishing strategic and procedural considerations regarding professional practices within interpersonal and/or media-conveyed communication
- mastering theoretical and empirical methods for the analysis and evaluation of the complexity of professional communicative practices; this will include aesthetic and creative manifestations of communication, material and discursive patterns as well as the relationship between form and content
- analysing, assessing and reflecting on ethical and socio-cultural issues related to communicative practices
- analysing and evaluating the aesthetic and creative manifestations of communication and the relationship between form and content

On the 7th semester of the programme, the module is completed by passing the following examination:

Examination 3

An external oral examination in **Communication as a Professional Practice**.

The examination takes the form of a conversation between the student(s), the examiner and the academic supervisor on the basis of the written work, whether this was prepared by the individual student or in cooperation with others. The group will be jointly responsible for the project report or other written work undertaken jointly. The project report constitutes the basis for the examination and assessment, and an overall assessment of the project report and the oral performance will be made.

Reference literature 1500 standard pages of supervisor-approved literature associated with the project.

Total number of pages: The project report must comprise a minimum of 15 pages and a maximum of 20 pages per student (However, reports prepared individually may comprise a maximum of 30 pages)

Duration of examination: The prescribed examination duration is 20 minutes per student and 10 minutes per group for deliberations and grading; however, the maximum duration for large groups is two hours, and the maximum duration of an individual examination is 30 minutes.

Evaluation: Grading according to the 7-point scale.

At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured.

Credits: 15 ECTS

The project report and the oral examination must demonstrate that students meet the disciplinary objectives described above.

In the evaluation of the examination performance, the grade 12 will be awarded to students who demonstrate exhaustive fulfilment of the above objectives, with no or only few insignificant omissions.

Section 14 The module Media Aesthetics (Course subject module/NoVA Specialisation module)

Option 2 of 5

Module placement: 7th semester

Credits: 5 ECTS

The module is conducted in: Danish and/or English

During this module the students should expand their knowledge of theory formation within the aesthetic area and obtain an overview of the approaches to aesthetic issues vis-à-vis the diverse subject fields. Focus is on aesthetic issues in media contexts, including images, image sequences, sound, space-time and interactive manifestations, and also in a physical spatial sense (urban and building spaces, architectural and virtual space formations). By attending the module, the students will acquire knowledge of and competences and skills in the aesthetic expressions (design) and content of the media and in the communicative effects of aesthetics.

Objectives

By the end of the module, students will have acquired:

Knowledge of:

- theory formation in the area of aesthetics, including philosophical aesthetics
- a formal, a communicative and an epistemological perspective of the media's distinctive aesthetics
- the influence of aesthetic expression on the receiver in different communicational contexts (written, auditive, visual, narrative and interactive) within a cultural as well as a cognitive framework

Skills in:

- mastering the theoretical and analytical approaches to the field of aesthetics
- assessing and choosing among theories and methods of aesthetics with a view to establishing new models of analysis and comprehension.

Competences in:

- managing work situations and developments that are complex, unpredictable and require new media-aesthetic solutions
- reflecting and substantiating media aesthetic analyses in cultural and cognitive contexts

On the 7th semester of the programme, the module is completed by passing the following examination:

Examination 5

An internal written examination in **Media Aesthetics**.

The examination is a three-day take-home assignment in which the student answers the subject-related question(s) posed in the assignment and solves tasks based on the subject area of the

module. The written part of the examination must not exceed 10 pages and must be prepared by students individually.

Evaluation: Grading according to the 7-point scale.

The take-home assignment must demonstrate that the student meets the disciplinary objectives described above.

The programme elements on which the examination is based represent 5 ECTS credits.

In the evaluation of the examination performance, the grade 12 will be awarded to students who demonstrate exhaustive fulfilment of the above objectives, with no or only few insignificant omissions.

Section 19 The module Change and Intervention through Communication (project module)

Module placement: 8th semester

Credits: 20 ECTS

The module is conducted in: Danish and/or English

In the module, students work with the assessment and management of professional communication initiatives, with a special focus on processes of change and intervention. The module provides insight and competence in analytical, strategic, dialogic and creative processes in the context of change of and through communication. The module introduces students to the challenges and opportunities of applying interpersonal/situated expertise; communication in organisations and media-related expertise in intervention, design planning and the development of communication in, to and from private enterprises, public institutions and civil society. The media-related expertise involves both traditional mass media and new digital, social and dialogic media and materialities. The module emphasises reflection on the role played by communication in local, national and international processes of change as regards individuals, communicative practices and organisations with a view to ensuring professional, strategic, creative, cross-disciplinary, sustainable and ethically responsible action in the field of communication. Project results must be disseminated to non-peers.

Related to the module, courses in the following subjects will be offered:

- key communicative processes of change, such as marketing, branding, public opinion formation, concept development, dissemination, involvement, process consultation and organisational intervention
- persuasion and involvement of individuals such as users, consumers, citizens and employees; microprocesses of communication and comprehension as preconditions of persuasion and inclusion.
- users in participatory roles – as active communicators, consumers and co-producers
- processes of change and opinion formation, including the material realisation of these in private enterprises, public institutions and civil society arrangements
- investigation methods for the evaluation and documentation of communication initiatives

- change of and intervention in organisations, applying internal, external or integrated perspectives
- subject-related philosophy of science and the method of the subject.

In connection with problem-oriented project work, academic supervision will be offered.

Objectives

By the end of the module, the student will have acquired:

Knowledge of:

- theory and method as regards professional communicative initiatives of an interpersonal/situated organisational and/or media-related nature in private enterprises, public institutions and civil society organisations
- theory and methods for the assessment, evaluation and documentation of communication initiatives
- processes of change, opinion formation and material realisations in private enterprises, public institutions and civil society arrangements
- challenges and opportunities in responsible professional, strategic, creative, sustainable and ethical action in connection with professional communication initiatives
- cutting-edge theory and method of the selected project theme.

Skills in:

- analysing and evaluating different professional communication initiatives in relation to private enterprises, public institutions and civil society
- evaluating and/or documenting the effects of different communication initiatives
- understanding and reflecting on their own role in concrete professional and cross-disciplinary communication initiatives
- facilitating communication practices promoting creative and formational processes of change.

Competences in:

- applying a problem-oriented method to the subject area of communication with respect to change and intervention through communication
- applying scientific theories, methods and tools when analysing and implementing communication initiatives
- justifying, selecting, organising and evaluating communication initiatives in relation to private enterprises, public institutions and civil society
- relating to ethical and socio-cultural issues in the context of communication initiatives
- independently engaging in and managing disciplinary and cross-disciplinary collaboration on professional communication initiatives; this includes competences in communicating their own knowledge to peers or lay people

The module is completed on the 8th semester by passing the following examination:

Examination 9

An external oral examination in **Change and Intervention via Communication**

The examination takes the form of a conversation between the student(s), the examiner and the external examiner on the basis of the written work, whether this was prepared individually or in cooperation with others. The group will be jointly responsible for the project report or other written work undertaken jointly. The project report constitutes the basis for the examination and assessment, and an overall assessment of the project report and the oral performance will be made.

Reference literature 2000 standard pages of supervisor-approved, student-selected literature associated with the thesis.

Total number of pages: The project report must comprise a minimum of 15 pages and a maximum of 20 pages per student (However, reports prepared individually may comprise a maximum of 30 pages).

Duration of examination: The prescribed examination duration is 20 minutes per student and 10 minutes per group for deliberations and grading; however, the maximum duration for large groups is two hours, and the maximum duration of an individual examination is 30 minutes.

Evaluation: Grading according to the 7-point scale.

At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured.

Credits: 20 ECTS

The project report and the oral examination must demonstrate that students meet the disciplinary objectives described above.

In the evaluation of the examination performance, the grade 12 will be awarded to students who demonstrate exhaustive fulfilment of the above objectives, with no or only few insignificant omissions.

Section 22 The module Research Methodologies I (NoVA specialisation module)

The module is located on the: 8th semester.

Module credits: 5 ECTS

The module is conducted in: English

This online course introduces students to innovative approaches to research methodologies and documentation.

Course Content

Students explore research topics that connect between personal interest and experience, professional development and practice, discursive and performative practices and historical and contemporary scholarship. Participation in the NoVA symposium is required.

During this module, students will acquire:

Knowledge of:

- a variety of research methodologies for the humanities
- how research design, data collection and analysis demonstrate a conceptual orientation

Skills in:

- identifying different methods of research related to art education and visual studies
- the generation of research questions, critical evaluation of research studies and construction of initial research design.

Competences in:

- the development of original research topics that explore connections between personal interest and experience, professional development and practice, discursive and performative practices and historical and contemporary scholarship
- designing an initial research project that yields contributions to the area of art education and visual studies.

The module is completed at the end of the 8th semester by passing the following examination:

Examination 12

The examination is a three day take-home assignment on a set topic. Evaluation: pass/fail. The assignment paper must demonstrate that the student fulfils the objectives for the module stated above.

Alternatively, the examination may be completed by satisfactory and active participation in the module, completion of all set course tasks.

Section 27 The module Elective Subject B

(See the annex "Elective subject modules for master's degree programmes under the Study Board for Communication and Digital Media'). Students with NoVA specialisation must choose the elective module Critical Social Issues in Art Education (NoVA track)

Section 28 The module Communication in Practice (project module)

Module placement: 9th semester

Credits: 25 ECTS

The module is conducted in: Danish and/or English

The module involves communication in practice. The module's main component is a 3- to 4-month practice-oriented internship in a relevant enterprise, organisation or institution. During this period the student will work on solving issues within a communicative context in cooperation with regular staff. The intention is for the student to develop awareness of and insight into the actual work situation for which the programme is preparing the students. In their final report, students must describe the course of the internship, applying a theoretical and methodical framework based on the general subject knowledge acquired during the Master's degree programme.

As part of this practice-oriented course, the student must conduct an interview with the enterprise, organisation or institution of their internship. The interview must illustrate the need of the enterprise, organisation or institution for gaining access to the knowledge, competences and skills offered by the student. The full interview must be included as an annex to the student's report and must also be included in the report in an adapted and summarised form.

In special circumstances, the study board may allow students to conduct their practice-oriented project at the university rather than in an enterprise or organisation; in this case, the student

must work with a constructed case, demonstrating their ability to apply insights from the science of communication in practice.

- As part of the module, a midway evaluation process will be conducted; and on completion, a final evaluation process of the practice-oriented internship will be conducted.
- a virtual learning course throughout the practice-oriented semester, including presentation techniques, negotiation techniques, business communication, etc.

In connection with the module, activities will be offered as part of the NoVA specialisation package.

A supervisor will be assigned to the students, and teaching activities will be organised as a practice-oriented internship in an enterprise or organisation.

Objectives

By the end of the module, students will have acquired:

Knowledge of:

- methods and theories of communication science in practice, placing particular emphasis on the encounter between theories and methods on the one hand and the cultural, organisational and/or media-related complexity of the application field on the other
- forms of communication and collaboration in practice
- competence requirements of the subject area in a work context.

Skills in:

- describing, analysing and assessing different professional communicative practices and initiatives in relation to issues found in private enterprises, public institutions and civil society
- assessing issues and solutions of communication science in practice, based on theories and methods of clarifying, analysing, implementing and evaluating communication initiatives; this includes the ability to understand and engage in critical reflection on their own role in concrete professional and cross-disciplinary communication initiatives
- disseminating insights based on communication science to peers and laypeople
- managing themselves in a business context, being observant of and able to identify issues regarding skills and competences.

Competences in:

- launching and implementing disciplinary and cross-disciplinary collaboration on the study of communicative issues in practice
- justifying, selecting, organising and evaluating communication initiatives in practice in relation to issues in private enterprises, public institutions and civil society
- taking part in and managing work and development situations that are complex, unpredictable and require new solution models within the disciplinary area of communication
- conveying theories, methods and issues of communication science to peers and laypeople

- cooperating and communicating with peers and laypeople
- taking a professional approach in engaging in disciplinary and cross-disciplinary cooperation to clarify, analyse, implement and evaluate communication initiatives in practice
- identifying their own learning needs and structuring their own learning in relation to the clarification, analysis, implementation and evaluation of communication initiatives in practice.

The module is completed in the 9th semester by passing the following examination:

Examination 17

An internal oral examination in Communication in Practice.

The examination takes the form of a conversation between the student(s), the examiner and the external examiner on the basis of the written work, whether this was prepared individually or in cooperation with others. The group will be jointly responsible for the project report or other written work undertaken jointly. The project report constitutes the basis for the examination and assessment, and an overall assessment of the project report and the oral performance will be made.

Reference literature 2500 standard pages of supervisor-approved literature associated with the project.

If any major or minor products made by the student alone or in cooperation with colleagues during the internship are included in the project report, the volume of required reference literature will be reduced by 50%, meaning that 1250 standard pages must be submitted.

Total number of pages: The project report must comprise a minimum of 15 pages and a maximum of 20 pages per student (However, reports prepared individually may comprise a maximum of 30 pages)

Duration of examination: The prescribed examination duration is 20 minutes per student and 10 minutes per group for deliberations and grading; however, the maximum duration for large groups is two hours, and the maximum duration of an individual examination is 30 minutes.

Evaluation: Grading according to the 7-point scale.

At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured.

Credits: 25 ECTS

The project report and the oral examination must demonstrate that students meet the disciplinary objectives described above.

In the evaluation of the examination performance, the grade 12 will be awarded to students who demonstrate exhaustive fulfilment of the above objectives, with no or only few insignificant omissions.

Section 30 The module Research Methodologies II (NoVA specialisation module)

The module is located on the: 9th semester

Module credits: 5 ECTS

The module is conducted in: English

This online course introduces students to methodologies in the fields of visual ethnography and learning, performance ethnography and auto ethnography; methods of the performative analysis of visual material; performative presentations of visual material. Participation in the NoVA symposium is required, and constitutes 1 ECTS point.

The learning outcomes below define the knowledge, skills and competences that the student is expected to acquire from the course.

Knowledge of:

- the intersection between artistic and scientific theoretical traditions.

Skills in:

- reflecting on any ethical issues and dilemmas that may emerge when working with visual methodologies

Competences in:

- designing and performing a study while including theories and methods from the intersection of artistic and scientific theoretical traditions
- using concepts and methods from the reference literature to review norms and structures when organising visual learning, art education and visual communication.

Examination 19

The examination is a three day take-home assignment on a set topic. Evaluation: pass/fail.

The assignment paper must demonstrate that the student fulfils the objectives for the module stated above.

Alternatively, the examination may be completed by satisfactory and active participation in the module, completion of all set course tasks.

Section 31 The module Master's Thesis

Module placement: 10th semester

Credits: 30 ECTS

The module is offered in: Danish and/or English

The Master's thesis module is concentrated on the completion of a thesis on a topic chosen by the student from within the academic framework of the study programme.

The Master's thesis may be a theoretically, methodologically or analytically oriented thesis; or it may be oriented towards theoretically and methodically based practical and constructive communication solutions.

The topic of the thesis must be approved by the study board. Students must present the topic of their thesis to the study board in a synopsis comprising a short preliminary problem formulation, a discussion of the topic's relevance, the theoretical and methodical basis, specification of the main structure and organisation of the thesis, a preliminary bibliography and a realistic time frame and submission date.

The module is supported by a number of specialised activities applicable to the NoVA specialisation:

In addition, a thesis supervisor will be allocated to the student(s) during their problem-oriented thesis work.

Objectives

During the Master's thesis module, students must achieve:

Knowledge of:

- theory and methodology within the area of communication
- research work conditions and implications, as well as academic integrity and research ethics
- cutting-edge theory and method of relevance to the selected thesis subject.

Skills in:

- independently and systematically creating an overview of relevant available knowledge within the subject area of the thesis
- independently choosing scientific theoretical, theoretical, methodical, analytical and design-related approaches of relevance to the thesis subject; substantiating such scientific choices and priorities
- applying, further developing and critically reflecting on theories, methods and initiatives of relevance to the subject of the thesis
- defining, organising, and completing studies of a scientific character
- structuring and disseminating their obtained knowledge to peers.

Competences in:

- independently and systematically seeking knowledge; selecting this and substantiating choices made; planning and implementing studies of topics of communication
- substantiating selection and de-selection on a scientifically sound basis as regards applied theories and methods, and with regard to any empirical material and/or design-related aspects
- structuring and disseminating any acquired knowledge in an appropriate form as regards contents and expression to an academic audience within the area of communication science
- applying an independent, critical, questioning and problem oriented attitude when undertaking activities within the disciplinary area of communication
- identifying their own learning needs; structuring their own learning as regards the disciplinary area of communication science.

The following also applies to the NoVA specialisation:

Knowledge of:

- developing artistic research projects in a collaborative environment of peers
- developing a practical project in a research context

Skills in:

- acting as a peer reviewer for fellow students
- professional online communication in research contexts

Competences in:

- online presentation and dissemination of artistic work
- critical reflection on their own work and that of other students through references to both practical art projects and theoretical perspectives

The module is completed in the 10th semester by passing the following examination:

Examination 20

An external combined oral examination in the Master's Thesis

The examination takes the form of a conversation between the student(s), the examiner and the external examiner on the basis of a Master's thesis, whether this was prepared individually or in cooperation with other students. The Master's thesis is considered the joint responsibility of the group. During the examination, the student(s) must demonstrate knowledge, skills and competences in accordance with the learning objectives of the Master's thesis module.

The Master's thesis, including a 1- to 2-page abstract in a foreign language (see below), constitutes the basis for the examination and assessment; an overall assessment of the project report and the oral performance will be made.

Abstract: An abstract in English of a minimum of 1 page and a maximum of 2 pages must be prepared by the student(s)

Reference literature 3000 standard pages of supervisor-approved, student-selected literature associated with the thesis.

Total number of pages: The Master's thesis must be of at least 35 pages and must not exceed 70 pages per student; individually prepared theses must not exceed 80 pages

The duration of the examination is 45 minutes for one student, 75 minutes for two students and 100 minutes for three students.

Evaluation: Grading according to the 7-point scale.

Credits: 30 ECTS

The examination must document that the student meets the objectives of the module curriculum.

In the evaluation of the examination performance, the grade 12 will be awarded to students who demonstrate exhaustive fulfilment of the above objectives, with no or only few insignificant omissions.

Section 33 Overview of compulsory examinations in NoVA specialisation

2	Visual Cultures and Aesthetics in Digital Communication and Learning Designs	7 th semester	5 ECTS
3	Communication as a professional practice (Project module)	7 th semester	15 ECTS
5	Media Aesthetics (Course subject module)	7 th semester	5 ECTS
	Elective subject A (Gamification)	7 th semester	5 ECTS
	Elective subject B (Critical Social Issues in Art Education)	8 th	5 ECTS

		semester	
9	Change and Intervention through Visual Communication	8 th semester	20 ECTS
12	Research Methodologies I	8 th semester	5 ECTS
17	Communication in Practice	9 th semester	25 ECTS
19	Research Methodologies II	9 th semester	5 ECTS
20	Master's thesis	10 th semester	30 ECTS

Section 34 List of elective subject* examinations

Name	Internal pass/fail	Internal 7-point grading scale	External pass/fail	External 7-point grading scale
7th semester elective subject A* (Gamification)	5 ECTS			
8th semester elective subject B* (Critical Social Issues in Art Education)	5 ECTS			

(See the annex "Elective subject modules for Master's programmes under the Study Board for Communication and Digital Media").

Section 35 Re-examination

For information as regards re-examination possibilities outside of the regular examination schedule, reference is made to the general examination regulations in force; these are available on the website of the Faculty of Humanities.

PART 4 **OTHER REGULATIONS**

Section 36 Exemptions

In exceptional circumstances, the Study Board for Communication and Digital Media may make exceptions from the rules in these regulations, which were stipulated autonomously by the University.

Section 37 Additional information

The study board displays and maintains more detailed information on the programme, including examinations, on its website.

Section 38 Commencement

These regulations were recommended by the Study Board for Communication and Digital Media and approved by the dean. This curriculum will take effect as of 1 September 2015 and apply to all students commencing their Master's degree studies on or after this date.

(2)

The previous curricula apply to students having commenced their Master's degree studies before 1 September 2015.

The Study Board for Communication and Digital Media and/or the Faculty of Humanities at AAU will determine when the last examinations will be held in accordance with these regulations.