

Guidelines for Project Papers for all Bachelor's and Master's degree courses

English Translation – Only the German version is official and legally binding

Macromedia University of Applied Sciences state-recognised university of applied sciences
of the Macromedia GmbH with seat in Stuttgart
- hereinafter referred to as university -

Valid for all students enrolled in Bachelor's and Master's degree courses.

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Preamble

The project paper is one of the forms of examination required at the Macromedia University of Applied Sciences. The module plans of the degree programmes indicate the type of examination that concludes a module. The syllabi for each semester show the form in which a particular module is examined. There are module examinations in the form of an individual paper, which means that the project paper in this module must usually be submitted as an individual paper. Some modules require a project paper in the form of group work. Therefore, as a rule, these project papers must be worked on in group work.

If several courses belong to one module¹, a project paper can either cover the contents of one course (there is no freedom of choice) or a project paper covers the contents of all module courses (combined examination). In the first case, therefore, one project paper per course must be submitted in the same semester.

The following guidelines for project papers within the framework of studies at the Macromedia University of Applied Sciences must be observed in all cases at all campus and in all Bachelor's and Master's degree programmes. In connection with the assignment of a project paper, reference should therefore always be made to these guidelines ("The guidelines for project papers currently published in the community (my.macromedia.de) apply. ").

Irrespective of these guidelines, the individual assignments per module may require further or more in-depth requirements or specifications. This applies in particular to practical work such as articles, radio contributions, websites and films. These are then formulated in each case by the course coordinator as part of the assignment. The assignment for each module is checked and approved by the Examination Commission for formal compatibility and suitability of content. All assignments published in the community (my.macromedia.de) have successfully passed this process.

Agreements going beyond this or preceding it between the lecturers authorised to conduct examinations and the students are only of an informal nature and are not binding in this sense.

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Requirements and learning objectives

(1) Project papers may be either scientific papers or conceptual or conceptual design-oriented papers. The differences are explained in more detail below:

- Scientific project paper: This is to be submitted according to the specifications of scientific papers (with bibliography, sources, outline, table of contents). The formal requirements provided for in the guidelines apply here. They are usually required in subjects with a primarily scientific approach (e.g. *Academic Writing*, research projects etc.).
- Conceptual project paper: This is to be prepared according to the assignment in the respective subject, the assignment can vary. This type of project paper usually occurs in subjects with a primarily practical orientation (e.g. *Basics of Print Media*, *Basics of Audiovisual Media* - or in practice-oriented projects).
- Conceptual design-oriented paper: This is to be created according to the assignment in the respective subject, the assignment can vary. This type of project paper usually occurs in the classical design subjects, as well as animation and moving image across all media.

(2) When writing project papers, students need to show that they

- have understood the basic principles of scientific work and the formulation of concepts,
- are able to independently identify, formulate and work on problems, goals and arguments,
- are able to conduct independent research into content and literature/material,

¹ This section only applies to students starting their studies up to and including SS18.

- are able to critically evaluate literature as well as artistic forms of representation,
- are able to analyse what you have read,
- are able to develop their own point of view as well as creative forms of expression,
- are able to estimate the amount of work required to complete a written assignment and manage their time accordingly,
- are capable, both conceptually and in terms of implementation, of carrying out a self-contained project in a timely manner.
- are able to present the scientific methods used and a comprehensible result.

(3) If the project paper includes an independent empirical part (e.g. survey, content analysis or observation), the usual formal standards of social science survey methods are to be taken into account. The internationally valid standards of the "American Psychological Association" (APA) serve as a reference for the presentation of statistical results.

(4) Project papers can be completed as portfolio examinations. A portfolio examination consists of several study-related examination elements of different forms, which are worked on during the course of the semester. At the end of the semester, all work pieces are handed in as a complete portfolio. The submission procedure is regulated in point 9 paragraph 3.

2 Set tasks

(1) The assignments and the form of submission for the project papers are published in the community (my.macromedia.de) or in the learning management system (LMS). The assignments must be adhered to by students at all campus and in all degree programmes.

(2) If an assignment contains the term "after consultation with the lecturer", this consultation must be adhered to by the students - whether this consultation is of a thematic nature or concerns the time frame.

(3) If an assignment consists of several parts, all these project tasks provided for in the project assignment must be submitted in the same semester.

3 Deadlines issued during the semester

(1) Deadlines issued during the semester, if applicable, must be adhered to, regardless of the deadline at the end of a semester set centrally by the Examination Committee. Deadlines during the semester primarily serve didactic purposes or correspond to organisational necessities. They must be adhered to, irrespective of the centrally set deadline at the end of a semester, as failure to do so will jeopardise overall projects and as this is intended to test generally accepted working methods (work under time pressure, binding deadlines). In these cases, meeting deadlines is therefore an integral part of the learning objective.

(2) The respective lecturers are therefore required to **inform the students of internal deadlines as early as possible in written and comprehensible form (e.g. in the learning management system (LMS))**.

4 Scope and structuring of the paper

4.1 Scope

As outlined above, there are different types of project papers, which are determined according to the course or module content. The scope depends on the final product (e.g. scientific papers or presentations) and the ECTS to be achieved for the respective course or module. According to APSO

§ 16 paragraph 5 sentence 5, one ECTS point corresponds to 2.5 pages. One page is between 1.500 and 2.800 characters.

- Project papers/academic papers: As a guideline for a 5 ECTS course, the following applies to scientific papers: The text part of the paper should be approximately 12.5 pages (3,750 words/18,750-35,000 characters) excluding title page, table of contents, bibliography, list of figures if applicable. The requirements for the final product are specified in detail in the assignment. For group work, the number of pages increases according to the size of the group, as listed in the table.

	Number of pages (excluding title page, table of contents, bibliography and list of figures)	
	5 ECTS	10 ECTS
1 person	12,5 - 15 pages	25 - 30 pages
2 persons	17 - 20 pages	34 - 40 pages
3 persons	25 - 30 pages	50 - 60 pages
4 persons	33,5 - 40 pages	67 - 80 pages
5 persons	42 - 50 pages	84 - 100 pages

- Presentations: If no explicit number of slides has been specified in the assignment, the presentation as an individual work must comprise approx. 15-20 slides excluding title page, table of contents, bibliography and, if applicable, list of figures. For group work, the number of slides increases depending on the size of the group, as listed in the table.

Number of group members	Number of slides (excluding title page, table of contents, bibliography and list of figures)	
	5 ECTS	10 ECTS
1 person	approx. 15-20 foils	approx. 30-40 foils
2 persons	approx. 19-25 foils	approx. 38-50 foils
3 persons	approx. 23-30 foils	approx. 46-60 foils
4 persons	approx. 27-35 foils	approx. 54-70 foils
5 persons	approx. 30-40 foils	approx. 62-80 foils

4.2 Structuring of the paper

(1) Unless otherwise required by the assignment, the paper shall be structured as follows (typical for scientific and conceptual project work):

- A one-page summary (Abstract/Management Summary) must precede the table of contents.
- The table of contents is followed by a list of figures and tables.
- A list of abbreviations is to be added optionally.
- This is followed by the substantive chapters of the project paper, which generally begin with an introduction in which the structure of the project paper and the context are explained in each case.
- The chapters on content are followed by the bibliography and eventual appendices.

(2) The table of contents first lists the list of figures, tables and, if applicable, abbreviations. This is followed by the outline (all headings of the chapters and subchapters). The table of contents concludes with the bibliography and, if applicable, a reference to the appendices.

(3) The outline should show the logical structure of the paper in main and subdivision points. The individual sections of the project paper should be in a balanced relationship to each other.

(4) In the case of design-oriented papers, the text part of the project paper contains all relevant work steps, from the creation of the initial topic to the documentation of the result, in detailed form. The text part of the paper should also be designed in accordance with the requirements placed on a design-oriented paper.

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Specifications for formatting of the paper

5.1 Page format and print

DIN A4, depending on the type of work portrait format (e.g. for scientific papers), printed on one side.

In the case of creative work, the format may vary, but may not be larger than DIN A4. Two-sided printing is also permitted.

5.2 Typesetting

5.2.1 Formatting the body of the text

(1) All fonts and type styles that can contribute to the understanding of the content and concise readability can be used, in compliance with the rules of typography.

In the case of conceptual design-oriented papers, typography is also assessed as part of the overall performance.

The following formatting would be appropriate for a scientific paper:

- Arial 11 point, Times New Roman 12 point
- Full justification, hyphenation, line spacing 1.5 (exactly 18 pt.)
- Margins: The following areas must be kept free of print characters; top 2.0 cm; bottom 2.0 cm; left 3.0 cm; right 3.0 cm.
- Page numbers: bottom right or bottom centered, in the form: - page - or just by indicating the page number (Arabic numerals)

5.2.2 Formatting of the footnote section (if applicable)

(1) The footnote text is to be placed page by page below the body of the text and separated from it by a horizontal line.

(2) Footnotes are formatted in the same font as the body of the text, but one font size smaller. Line spacing in the footnote section is single-spaced.

5.3 Pagination

The title page, management summary, table of contents, bibliography, list of figures and list of tables are not paginated. Counting starts with the introduction and continues to the last page.

5.4 Outline schematic

In structuring the chapter headings, the decimal classification is used (1; 1.1; 1.2.1 etc.) with the following features:

- 1 chapter heading first order, 16 pt. bold
- 1.1 Second-order chapter heading, 14 pt. bold
- 1.1.1 Chapter heading third order, 12 pt. bold

The font sizes may be freely chosen for conceptual design-oriented papers.

5.5 Figures, tables and statistical results

(1) The internationally valid standards of the "American Psychological Association" (APA) serve as a reference for the presentation of figures, tables and statistical results in a form adapted to the German language. These are available in many forms free of charge online and are also available in full in the "Publication Manual of the American Psychological Association".²

(2) Each pictorial representation is to be merged with the typography, in accordance with its own layout, to form an overall presentation that complies with the rules of visual communication.

5.6 Submission format

(1) The project paper must be submitted in the format specified in the assignment. The submission format depends on whether it is a physical or a digital submission. In the case of digital submission in the LMS, submissions are only permitted in the form of a PDF file (max. 20 MB) or a zip folder (max. 3 GB). The original electronic files (for example, "PowerPoint presentations" or "Word files") must be converted to a PDF using a PDF converter or saved as PDF files using the "Save As" command. For a zip submission, all files that are part of the submission must be combined into one zip folder. Submissions as pdf must be preceded by the digital submission cover sheet. For zip submissions, one file in the folder must be the digital submission cover sheet.

(2) If your project paper is to be submitted in the form of a presentation, please consult the relevant examiners regarding the layout of the presentation. The Examinations Office will also provide you with the university's current slide master in the community (my.macromedia.de).

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Referencing

(1) The internationally valid standards of the American Psychological Association (APA) in a form adapted to the German language serve as a reference for citation and bibliographic information. These guidelines are available free of charge online and are published in full in the "Publication Manual of the American Psychological Association". Master's students may also conform to the standards of „The Chicago Manual of Style“ in a form adapted to the German language.

(2) Other professionally published citation and bibliography methods are permissible in exceptional cases, provided that this is advantageous for reasons relating to the specific work (e.g. in the case of a planned publication), is agreed in advance with the respective lecturer and is explicitly stated at the appropriate point in the project paper. Rules that have been published by a recognised scientific journal, a corresponding association or a renowned publishing house as obligatory for their publications may be accepted.

(3) In principle, it should be noted that the bibliography serves to enable the sources used in the text to be found. Since the possibility of checking statements is of decisive importance for the quality of a scientific paper, great care should be taken in the citation method and the design of the bibliography. Insufficient, incomplete or even missing bibliographies are a serious deficiency.

(4) In the bibliography, only the sources referred to in the text are cited.

(5) Citation of online sources is possible in principle, as long as the citation style in the above-mentioned literature is complied with.

² Examples can be found in the Community.

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Violations of examination regulations

(1) Every scientific exchange depends on the observance of academic standards. One of the most important of these is the correct citation of the considerations on which one bases one's own work. The use of citations should not only be an acknowledgement to the authors - it also gives the reader important information about additional sources.

(2) According to the guidelines for violations against examination regulations, plagiarism is "...[an] unlawful adoption of another's intellectual property [...]". Should a project paper be classified as plagiarism or partial plagiarism, the module examination will in any case be assessed with 0 points, grade 5 and, if necessary, further measures will be taken by the university. The grade 5 cannot be compensated by other examination results. Please be sure to observe the guidelines for violations against examination regulations at the Macromedia University of Applied Sciences currently published in the community (my.macromedia.de).

(3) Already published pieces of work (articles, interviews, moving image contributions, etc.) can be submitted as a part of an/ as an assignment, provided that students submit the unedited version of the piece of work. For their own protection, students must state where the work has been published in advance.

(4) Previously published work submitted as part of an/as an assignment that does not meet the above requirements may be punished as self-plagiarism and assessed with 0 points, grade 5 (the guidelines currently published in the community (my.macromedia.de) regarding violations of examination regulations apply).

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Language

(1) Project papers are generally written in the German language.

(2) With the consent of the lecturers entitled to examine, a project paper may also be written in English.

(3) Students who are enrolled at both Macromedia University and the University of Westminster or are enrolled in English study courses may write their project paper in English only.

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Submission procedure

(1) Project papers are submitted either in digital or physical form. The form of submission is determined by the respective Examination Commission and can be found in the handling list for the respective degree programme as well as in the project assignment. In exceptional cases, it is possible for the form of submission to deviate from the form communicated in the project assignment. In such cases, the Central Examination Office will inform the students in good time.

(2) Each project assignment contains its own exam cover sheets. The project assignments can be downloaded from the community (my.macromedia.de).³ For digital submissions, the cover sheet for digital submissions must be used. Students can find this in the community or in the LMS. Separate cover sheets apply for the Student Initiative Project. If students submit their project paper without the exam cover sheets or without the cover sheet for digital submissions, a flat 5 points will be deducted for the "Form" category.

9.1 Digital submission⁴

(1) If the assignment of the project paper specifies that the submission is to be exclusively digital, then the project paper is to be uploaded as a PDF or zip file in the corresponding examination room in the LMS, taking into account the permitted form (PDF/zip) and file size.

³ This section only applies to students starting their studies up to and including SS18.

⁴ This section only applies to students who began their studies in WS1415 or later.

(2) The specific submission deadline for digital project papers will be announced by the Central Examination Office at the beginning of the semester.

(3) Project papers to be submitted digitally must be created and formatted in the same way as project papers to be submitted physically. When assembling the project paper, the cover page "Digital submission" to be filled in electronically is to be placed in front of its own title page. All other parts of the work are listed in the order as set out in point 4. The cover sheet "Digital submission" is made available in the community (my.macromedia.de) in the area of the examination office as well as in the information room for students in the LMS and must contain the following data:

- Group work or individual work (in the case of group work, list the group members and tick whether individual or group assessment is requested),
- Last name, first name,
- Matriculation number (e.g. M-00000),
- Cohort (e.g. MM MK 16WS).

(4) Digital submission takes place in the LMS in examination rooms set up specifically for this purpose. Students must enrol independently in the examination rooms using an enrolment key provided by the Examinations Office. During the upload process, students must submit a sworn statement in electronic form.

(5) The project paper is to be uploaded exclusively as a PDF or zip file. The project paper may not be scanned in, but must be converted into a PDF using a PDF converter (no PDF portfolios).

(6) Please use only the name of the exam (for example "Academic Writing") to name the file you are uploading.

(7) When submitting group project papers electronically, **one group member** must upload the group paper with a listing of all group members on the "Digital Submission" cover sheet on behalf of the group. In this case, the listing of the group members counts as sworn statement. Only with the upload of the project paper including the listing of the other group members on the cover sheet does the project paper count as submitted. In addition, the paper must clearly show which group member has worked on which part. The identification of the parts per group member is ideally done in the outline of the paper by mentioning the name of the respective group member.

(8) If the assignment for a project extends over the entire semester period (e.g. in the case of several individual assignments, various articles, videos and audios on different topics), all partial assignments (articles, videos, audios) must be submitted **collectively to the LMS at the generally specified time** (applies to portfolio examinations, among other things). The total volume of all individual pieces of work must be stated in any case in the assignment (total characters or total length). The distribution and number of the different tasks can vary as long as the total length/scope is not exceeded.

(9) If a project of a conceptual nature comprises exclusively or in parts **a group paper**, this group paper must be submitted to the LMS **by a member of the group** with a listing of all group members on the cover sheet at the generally specified time. If the group paper also includes individual pieces of work, these individual pieces of work must either be uploaded personally by the respective author(s) to the LMS at the generally specified time, or the individual pieces of work are submitted together with the associated group work by one group member via the LMS.

(10) If, contrary to expectations, there are problems with the upload of the project paper, the Local Academic Affairs Office must be contacted immediately during the submission phase.

9.2 Physical submission

(1) In the case of physical submissions, the relevant examination cover page is to be placed in front of its own title page when assembling the project paper. All other parts of the work shall be listed in the order set out in point 4 Absatz 3. The following information must be completed on the examination cover sheet:

- Form of submission,
- Group work or individual work (in the case of group work, list the group members and tick whether individual or group assessment is requested),
- Last name, first name,
- Matriculation number (e.g. M-00000),
- Cohort (e.g. JO KU 20W),
- Affidavit.

(2) In the case of physical submission of project papers, the paper shall be submitted in bound printed form as well as in digital form (as a PDF document or in another format appropriate to the task on data media). Appropriate format means, for example, original files for design work or digital video masters for film projects. Detailed information on this can be found in the respective project assignment.

There are two acceptable options for binding:

- Quick file,
- Spiral Binding.

The storage medium must be labeled with the following information:

- Surname and first name of the student,
- Matriculation number of the student(s),
- Cohort of the student(s) (e.g., MN IN 20W),
- Name of Module Exam.

The storage medium must be attached in an adhesive pocket on the inside of the back of the project paper.

(3) The paper must be physically submitted to the Local Academic Affairs Office at your campus by the deadline. Exact times and locations will be announced during the semester. The time of submission will be made a matter of record. If it is not possible to submit a project paper in person, the project paper that must be submitted in hard copy may be submitted to campus by the due date with a proxy through a trusted person. If this option is not available, project paper must be sent by **registered mail|return receipt requested** to the Examination Office on campus. **The postmark is considered the date of submission.**

(4) If the assignment for a project extends over the entire semester period (e.g. in the case of several individual assignments, various articles, videos and audios on different topics), all partial assignments (articles, videos, audios) must be submitted **collectively** to the respective examination office at **the generally specified time** (applies to portfolio examinations, among other things). The total volume of all individual pieces of work must in any case be stated in the assignment (total number of characters or total length). The distribution and number of the various tasks may vary as long as the total length/scope is not exceeded.

(5) If a project paper of a conceptual nature comprises exclusively or in parts **a group work**, this group work must be handed in to the respective examination office **by one member of the group** with a listing of all group members on the cover sheet at the generally specified time. If the group work also includes individual pieces of work, these individual pieces of work must either be handed in personally by the respective authors at the generally specified time to the respective examination office, or the individual pieces of work are submitted together with the associated group work by one group member. For this purpose, the group member submitting the papers must be issued with a power of attorney by the authors of the individual papers.

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Assessment of project papers

(1) The project paper is always assessed by lecturers who are authorised to examine. The total score is 100 points.

(2) The evaluation criteria for scientific project paper are:

- Content: 40 percent
- Structure: 30 percent
- Shape: 30 percent

Deviating from this, other assessment schemes can be set up for conceptual or conceptually artistic project paper. In this case, the detailed information in the respective assignments of the syllabi published each semester will always apply.

If no differentiations have been made, this general evaluation scheme (see above) automatically applies.

(3) The calculation of the module grade for project paper in the form of combined examinations or the submission of one piece of work per course is as follows: Each part of the combined examination or each project paper is assessed with up to 100 points. In order to calculate the module grade, the achieved scores are multiplied by the weighting of the respective course. The individual results are added together and then divided by the weighting of the entire module. In case of failure of the entire module, the **entire combined project paper** must be repeated or **all project papers** relevant for the assessment of the entire module must be repeated.⁵

(4) If a project paper is not passed, **a completely new topic** must be worked on for each further examination attempt. If a project paper is submitted a second time (also in the form of a revised version), it will be treated as self-plagiarism or assessed with 0 points, grade 5. Please be sure to observe the guidelines for violations against examination regulations at the Macromedia University of Applied Sciences currently published in the community (my.macromedia.de).

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Group papers

(1) If group papers are permitted according to the project assignment, the maximum group size is five persons according to the Study and Examination Regulations (SPO) § 5 Para. 4.. Different group sizes can be defined in the project assignment.

(2) Upon special request, the Examination Commission may approve a different group size. To this end, an informal application must be submitted to the Examination Commission via the Central Examination Office for a decision no later than four weeks before the submission deadline.

(3) In the case of group work, all group members must be listed on the examination cover sheet and a cross must be placed in the box to indicate whether individual or group assessment is requested. The group must decide on either "individual assessment" or "group assessment". When submitting a project paper digitally, only one group member needs to submit the group paper in the LMS. When a group member uploads the project paper, the project paper counts as submitted.

(4) It must be ensured that the contribution of the individual group member is clearly marked in each case, even in the case of a group assessment, since teachers may reserve the right to carry out an individual assessment in the case of strongly differing individual performances in a group paper. A flat 10 points will be deducted for the "Form" category if the individual group member's contribution is not clearly marked. If a group has opted for individual assessment and the division of work packages is not evident from the work, a group assessment will be made. If plagiarism is detected and the clear marking of the individual contributions is not given, all students will receive a warning.

⁵ This section only applies to students starting their studies up to and including SS18.

(5) The scope of the group paper is defined in consultation with the teacher. Also in consultation with the teacher, the different tasks must be distributed among the group members in such a way that each group member is assigned the same workload.

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Requests for extension of the processing time

(1) The deadline for the completion of project papers may be extended by up to two weeks if it is not met due to pregnancy, bringing up a child, illness or other reasons for which the student is not responsible, as regulated in § 5 Para. 6 SPO. The complexity of the task (e.g. postponement or cancellation of expert interviews or in the provision of important information, late completion or delivery of examination objects, etc.) is in no case a sufficient reason. An application for an extension must be submitted online. The Examination Commission decides whether the application is accepted or rejected.

(2) An extension of the deadline due to illness requires an application for extension and a medical certificate. The application and the medical certificate must be submitted online within 14 days of the first day of illness. A confirmation of receipt will be sent electronically immediately after the application has been successfully submitted. Subsequently or retroactively issued certificates will not be accepted (counting of sick days starts from the date of issue of the certificate). The submission date for project papers is the last possible day on which a request for an extension of the processing time can be submitted. Only sick days during the processing period will be taken into account for the extension. If the certificate was issued on the day of submission, only a one-day extension can be granted accordingly.

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Entry into force

The guidelines for project paper will come into force from 15.03.2022.

Munich, 15.03.2022

gez. Prof. Dr. Florian Haumer

Prof. Dr. Florian Haumer, Dean of the Faculty of Culture, Media, Psychology

gez. Prof. Dr. Joschka Mütterlein

Prof. Dr. Joschka Mütterlein, Dean of the Faculty of Business, Design, Technology