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HOCHSCHULE DARMSTADT  
UNIVERSITY OF APPLIED SCIENCES

## **Modulhandbuch - Module Handbook**

### **Leadership in Creative Industries (Master of Arts)**

Version 09.10.2012

Hochschule Darmstadt - *University of Applied Sciences*

Faculty of Media

#### **Anlage 5**

**der Besonderen Bestimmungen der Prüfungsordnung  
für den Bachelorstudiengang Digital Media (BBPO-Digital Media)  
des Fachbereichs Media  
der Hochschule Darmstadt *University of Applied Sciences***

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## Projects

MP8 – Media Project Scientific Concepts and Realisation					
ID	Workload	Credits	Semester	Module Frequency	Duration
	375 h	15	1 <sup>st</sup> (8 <sup>th</sup> ) Semester	Every Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Project/Problem based learning/		8 SWS / 130 h	245 h	10

	Workshop/Seminars			
<b>2</b>	<p><b>Learning Outcomes / Competencies</b></p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Use a range of research methods to identify and discuss the aims and objectives of scientific/scholarly concepts and additional questions, which are driving future media;</li> <li>• Demonstrate a substantial knowledge of contemporary scientists, artists and work that are relevant to the aims, objectives and concepts for innovative and converging media;</li> <li>• Critically evaluate scientific/scholarly ideas and concepts with regard to their technical dimensionality, their innovative potential and their potential of realization;</li> <li>• Experiment with scientific, scholarly and technical approaches and adopt them for her/his own concepts;</li> <li>• Develop existing scientific/scholarly ideas further and develop professional concepts for innovative digital media products;</li> <li>• Describe and apply professional methods of presentation, simulation and prototyping of media concepts;</li> <li>• Demonstrate professional expertise with scientific/scholarly methods and tools to implement advanced media.</li> </ul>			
<b>3</b>	<p><b>Subject Aims</b></p> <p>The aim of the of the mp8 master workshop is the development and realisation of innovative concepts for media products and media systems. The workshop is a space for advanced concepts and productions in all fields of media with an emphasis on new approaches in media studies. Inspiration and innovation are often based on the teamwork of individuals from scientific and scholarly disciplines who exchange perspectives, methods and technologies, who ask new questions and who develop solutions together.</p> <p>The aim of mp8 workshop is to foster the systematic analysis and development of concepts from initial ideas to the final definition of precise solutions.</p> <p>Basically inspired by their own field of research and by research topics, given by the lecturers, the students develop interdisciplinary media concepts, benefiting from the exchange in the forum-like workshop. The workshop can be connected to the faculty's institute ikum and other research facilities. Usually the projects will be undertaken by 4-6 learners collaborating in a team. The students will be expected to operate according to professional industry standards. The project topics will be accompanied by the respective specialists of the faculty as well as by external partners of the media industry. Industry-research-projects are possible: cooperation with industry including</p>			

	<p>broadcast companies, directors, producers and other companies would be encouraged. The concepts can be implemented or further developed within mp9 or the master thesis.</p> <p><b>Indicative Module Contents</b></p> <p>The learners investigate and develop scientific, scholarly and creative concepts for various current and future media solutions. They explore scientific/scholarly, conceptual, content and technical issues associated with different digital media products, media platforms and media systems. In this way the students will learn to draft innovative ideas and unusual solutions for future media formats and applications.</p> <p>Potential areas of investigation would include media concepts and scientific/scholarly concepts in all fields of innovative media and in all fields of media studies:</p> <ul style="list-style-type: none"> <li>- convergence of media;</li> <li>- storytelling in digital media;</li> <li>- entertainment and edutainment;</li> <li>- future playing and gaming;</li> <li>- interactive documentary and film;</li> <li>- gamification of media;</li> <li>- media in real space and data spaces;</li> <li>- mobile application and spatial interaction;</li> <li>- social interaction and communities;</li> <li>- intelligent objects and ubiquitous media;</li> <li>- generative strategies;</li> <li>- digital scenography;</li> <li>- and many others.</li> </ul> <p>The mp8 workshop includes the complete design of all product, process and/or or system elements, their technical concept and implementation as an operative prototype or proof of concept. Within the product development innovative approaches and new technologies will be explored and applied.</p>
4	<p><b>Teaching Methods</b></p> <p>Project work, seminar, presentation</p>
5	<p><b>Prerequisite Subjects</b></p> <p>-</p>
6	<p><b>Assessment Methods</b></p> <p>Examination prerequisite: Homework, practical work and demonstration (33,3 %), Examination: Final presentation and written documentation (66,6%)</p>

<b>7</b>	<b>Prerequisites for CP</b> -
<b>8</b>	<b>Used in Other Courses</b> -
<b>9</b>	<b>Significance of Mark for Final Mark</b> According to CP
<b>10</b>	<b>Name of <u>Module-Responsible</u> and Teaching Professors</b> <u>Prof. Claudia Söller-Eckert</u> All professors of Digital Media
<b>11</b>	<b>Other Information</b> -

<b>MP9 – Media Project Strategic Concepts and Realisation</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Module Frequency</b>	<b>Duration</b>
	375 h	15	2 <sup>nd</sup> (9 <sup>th</sup> ) Semester	Every Term	1 Semester
<b>1</b>	<b>Type of Course</b> Project/Problem based learning/ Workshop/Seminars		<b>Contact Hours</b> 8 SWS / 130 h	<b>Self-Study</b> 245 h	<b>Size of Groups</b> 10
<b>2</b>	<p><b>Learning Outcomes / Competencies</b></p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Discuss concepts and strategies, which are driving successful media and develop concepts and strategies for future media and converging media;</li> <li>• Show a sophisticated critical approach to evaluating concepts and strategies with regard to their innovative potential, their influence on future media, their general interest and impact on the society;</li> <li>• Identify the concepts and strategies of other extraordinary media projects and adapt existing strategies for future and converging media;</li> <li>• Evaluate elements of media content and forms of media critically in respect to public interest and social conditions;</li> <li>• Demonstrate professional expertise with strategic methods to conceptualize and implement innovative and future media;</li> <li>• Create valuable content in relation with the intended concepts and strategies;</li> <li>• Describe and apply professional methods of presentation, simulation and prototyping of media concepts and strategies.</li> </ul>				
<b>3</b>	<p><b>Subject Aims</b></p> <p>The aim of the mp9 master workshop is the development and realisation of innovative concept and strategies for future media products and media systems. The workshop is a space for advanced concepts and productions with an emphasis on new strategies for the convergence of various media such a film, game, media in space, social media or interactive application. The aim of the mp9 workshop is to foster concepts and strategies in order to create new media solutions. Short exercises will include the mindsets and strategies of different disciplines: storytelling, gamification, interaction, media in space, mobile media, social media, and others will stimulate the learners to investigate and explore initial ideas in new and challenging ways.</p>				

The workshop can be connected to the faculty's institute ikum and other research facilities. The projects will be undertaken in a team. The students will be expected to operate according to professional industry standards. The project topics are close to the topics of mp8 and can be developed further within the master thesis.

#### **Indicative Module Contents**

The learners develop and realise concepts and strategies for various current and future media solutions. Projects at this level must display appropriate ambition and challenge addressing issues and problems that are relevant to the target audience as well as to potential producers. Projects would commonly address industrial target sections such as game, mobile systems, ubiquitous media systems, interactive TV/Film or other future platforms. They may incorporate mindsets and methods from different disciplines: design, cinema, TV, game, digital technology, computer science, media culture, psychology, social studies, marketing and management. Professional project management strategies and methodologies should be applied.

Potential areas of investigation would include media concepts and media strategies in all fields of future media:

- convergence of media;
- cross media;
- storytelling in digital media;
- entertainment and edutainment;
- future playing and gaming;
- interactive documentary and film;
- gamification of media;
- media in real space;
- mobile application and spatial interaction;
- social interaction and communities;
- intelligent objects and ubiquitous media;
- generative strategies;
- digital scenography;
- and many others.

The strategy of converging media includes several platforms to generate an immersive and omnipresent user experience: a TV crimestory is solved by the users in World Wide Web; a game is played partially in virtual space as well as in real space; a web documentary connects the audience with the protagonists; a TV show is enhanced by interaction via Internet or smart phones; a community changes the public messages in a club via smart phones or collaborates in playing a game by help of the device...

The future strategies listed above are generic. Whereas each platform and each

	<p>medium has its own specifications for production and distribution, the transfer of strategies, such as narration, playing, interaction and the transfer of content is part of the cross media concept.</p> <p>The mp9 workshop includes the complete design of all product or system elements and their technical production and implementation as an operative prototype. Within the product development innovative approaches and new technologies will be explored and applied.</p>
<b>4</b>	<p><b>Teaching Methods</b> Project work, seminar, presentation</p>
<b>5</b>	<p><b>Prerequisite Subjects</b> -</p>
<b>6</b>	<p><b>Assessment Methods</b> Examination prerequisite: Homework, practical work and demonstration (33,3 %), Examination: Final presentation and written documentation (66,6%)</p>
<b>7</b>	<p><b>Prerequisites for CP</b> -</p>
<b>8</b>	<p><b>Used in Other Courses</b> -</p>
<b>9</b>	<p><b>Significance of Mark for Final Mark</b> According to CP</p>
<b>10</b>	<p><b>Name of <u>Module-Responsible</u> and Teaching Professors</b> <u>Prof. Claudia Söller-Eckert</u> All professors of Digital Media</p>
<b>11</b>	<p><b>Other Information</b> -</p>



## Master Project

MP10 – Master Module incl. Colloquium					
ID	Workload	Credits	Semester	Module Frequency	Duration
	750 h	30	3 <sup>rd</sup> (10 <sup>th</sup> ) Semester	Every Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Master Project		70 h	680 h	10
<b>2</b>	<p><b>Learning Outcomes / Competencies</b></p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> <li>• Demonstrate conceptual and strategic leadership abilities in the creative industry;</li> <li>• Demonstrate comprehensive understanding of current and future trends, concepts and strategies within his or her chosen field of research;</li> <li>• Conduct informed independent research in an interdisciplinary context, informed by the most recent debates within the particular subfield of media;</li> <li>• Conceive an independent media product, derived from an individual mindset and informed by the theories of media and possible future trends and strategies in media design, media technology and/ or media studies;</li> <li>• Initiate and direct work in collaborative and in interdisciplinary contexts;</li> <li>• Interact in a professional manner with experts in various sub-fields of media;</li> <li>• Demonstrate critical thinking and deeper insight, informed by current theoretical debates, into all aspects of practical work in their chosen sub-field of media.</li> </ul>				
<b>3</b>	<p><b>Indicative Module Contents</b></p> <p>The main subject aim of the Master project is to enable the learner to contribute to the development of media as a strategic communication channel in every field of our society. The Master topic should be the result of an independent approach to the issues identified through previous studies and focused research. It should be informed but not limited by current thinking in pertinent fields of research and practice and should extend and deepen our understanding and/or knowledge of the topic under investigation.</p> <p>By addressing pertinent issues within the sectors of media systems, games, interactive media, video production, sound production, post production or experimental media the project outcomes should enhance our general and specific knowledge of the issues addressed.</p>				

<b>4</b>	<b>Teaching Methods</b> Assisted single work or team work with individual responsibilities Project work Colloquium
<b>5</b>	<b>Prerequisite Subjects</b> Successful completion of MP-workshops and ME-electives according to examination regulations BBPO §12 (5)
<b>6</b>	<b>Assessment Methods</b> Master Project: 75% Colloquium: 25%
<b>7</b>	<b>Prerequisites for CP</b> Successful completion of 55 CP according to examination regulations BBPO §12 (5)
<b>8</b>	<b>Used in Other Courses</b> -
<b>9</b>	<b>Significance of Mark for Final Mark</b> According to CP
<b>10</b>	<b>Name of <u>Module-Responsible</u> and Teaching Professors</b> <u>Prof. Claudia Söller-Eckert</u> All professors of Digital Media
<b>11</b>	<b>Other Information</b> -

## Electives “Arts & Sciences”

ME-A&S – Technology as a Driver for Media Products					
ID	Workload	Credits	Semester	Module Frequency	Duration
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 48 h	75 h	20
<b>2</b>	<b>Learning Outcomes / Competencies</b>				
	<p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate knowledge of milestones in technical and scientific results and their transformation to media-related products;</li> <li>• Discuss specific needs for transforming technical results into elements of media products.</li> </ul>				
<b>3</b>	<b>Indicative Module Contents listed according to Specialisations</b>				
	<p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> <li>• Analysis of existing techniques and their evolution towards the media related business. Examples of these technologies may include: <ul style="list-style-type: none"> <li>◦ Wireless communication</li> <li>◦ Advanced interfaces</li> <li>◦ Social networks</li> </ul> </li> <li>• „Facts without application“: understanding the nature of technical and scientific knowledge and the way they have to be adopted for real-world usage scenarios (e.g. delays between innovation and commercial production can range from 3 to 25 years);</li> <li>• „Applications based on technology“: The process of designing a media product based on technological facts: this process involves a non-technical but rather user-oriented point of view.</li> </ul>				
<b>4</b>	<b>Teaching Methods</b>				
	Seminary and presentation				
<b>5</b>	<b>Prerequisite Subjects</b>				
	-				

6	<b>Assessment Methods</b> Examination Prerequisite: 0% Examination: Final presentation and written documentation (100%)
7	<b>Prerequisites for CP</b> -
8	<b>Used in Other Courses</b> -
9	<b>Significance of Mark for Final Mark</b> According to CP
10	<b>Name of <u>Module-Responsible</u> and Teaching Professors</b> <u>Prof. Arnd Steinmetz</u>
11	<b>Other Information</b> -

<b>ME-A&amp;S – Leadership by Arts</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<p><b>Learning Outcomes / Competencies</b></p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Define and describe an artist’s approach or the impact of an artistic vision in developing and producing media products in contrast or completion to classical management methodologies;</li> <li>• Identify, differentiate and evaluate roles, methodologies and functions in creative leadership;</li> <li>• Value, explain, develop and establish an art- or vision- driven approach in managing media production without violating standard leadership schemes;</li> <li>• Critically analyze the relationship of art and design towards society, economy and industry;</li> <li>• Estimate the role and impact of aesthetic quality on the process of media development as well as on the final product;</li> <li>• Identify and establish different criteria of success for media products;</li> <li>• Operate a production process successfully from an artist’s or designer’s point of view.</li> </ul>				
<b>3</b>	<p><b>Indicative Module Contents</b></p> <p>Aim</p> <ul style="list-style-type: none"> <li>• The customary managing process for media productions is often coined by a strict division of work between the management and the creatives. As a future oriented approach the students learn in this module that these two areas should coexist seeking productive interaction by developing a strong unity in vision and production. A huge palette and significance of artistic roles in different media products requires the visionary artist to take an influential part in the leading process of the production, thus communicating their ideas and concepts to users, players, listeners and audiences aiming to initiate a societal discussion.</li> <li>• The module intends to empower students to recognise the aesthetic characteristics of new media forms and platforms. They will be enabled to recognize their potential towards society and markets. It will enhance their skills communicating and advocate a strong vision through the complex way of a media production, thus bringing the</li> </ul>				

artistic idea to the process.’ core As visionaries they will rather relate rather to the imagination of “what could be” than to the unquestioned acceptance of what is given and customary. By completing the module successfully the students will be competent, too, in describing and communicating new experiences in a professional, significant, precise and appropriate language.

Content:

- Case studies on actual and previous art and design centered media projects i.e. serious games, social advertisement, interactive configurations, experience oriented exhibitions or installations;
- Examples of management tasks that have been supported by use of methods / ideas / approaches originally found in an artistic and/or creative environments i.e. innovation, lateral thinking, sensitivity and imaginativity in decision-making;
- Methodologies of user and behaviour research, analysis of audience and its developments and changes of tastes, values and ideals;
- Overview of different aspects of management tasks and different approaches to deal with the mentioned approaches.

<b>4</b>	<b>Teaching Methods</b> Lecture, seminar, presentations
<b>5</b>	<b>Prerequisite Subjects</b> -
<b>6</b>	<b>Assessment Methods</b> Examination Prerequisite: 0% Examination: Final presentation and written documentation (100%)
<b>7</b>	<b>Prerequisites for CP</b> -
<b>8</b>	<b>Used in other courses</b> -
<b>9</b>	<b>Significance of Mark for Final Mark</b> According to CP
<b>10</b>	<b>Name of <u>Module-Responsible</u> and Teaching Professors</b> Prof. Sabine Breitsameter
<b>11</b>	<b>Other Information</b>

<b>ME-A&amp;S – Scientific Progress in Digital Media</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<p><b>Learning Outcomes / Competencies</b></p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Explain the typical structure and outline of a scientific publication;</li> <li>• Discuss and evaluate the properties of a given publication with respect to these scientific standards;</li> <li>• Plan, organize, structure and write a new publication on a given scientific issue meeting the scientific standards of a publication;</li> <li>• Discuss the scientific theories and questions being treated within different fields related to digital media;</li> <li>• Present and critically discuss recent and upcoming trends media related sciences, including media-related philosophical, sociological, economical and technological aspects.</li> </ul>				
<b>3</b>	<p><b>Indicative Module Contents</b></p> <p>Any successful completion of a master program in creative leadership will require a sound knowledge and understanding in media related sciences. This module is intended to provide insight into the formal requirements used and accepted by the international scientific community.</p> <p>One of these aspects is the tradition of understanding sciences as a process of continuous discussion and exchange within the academic and scientific community. The student is invited to learn that scientific progress is essentially based on a transparent and open exchange of ideas, theories and findings. The accepted tool for this communication process has found its form in a scientific publication. A publication (i.e. a scientific paper) is not only expected to be read by other scientists working in a similar field. They are also explicitly intended to be discussed, questioned and tested. Subsequently, they may gain acceptance by additional findings supporting this point of view or may be questioned or even rejected based on contradictory findings.</p> <p>In order to be able to participate in this process, it is of crucial importance to express your own findings and ideas in the proper form of a scientific publication.</p>				

	<p>In addition, it is also necessary to evaluate and judge a given publication on the basis of valid, proven and independent knowledge. This will be trained in this module.</p> <p>Students will read, summarize, present and discuss different scientific papers representing different areas of media-related activities. In addition, we will also write their own scientific papers, which will subsequently be discussed and critically analysed.</p>
<b>4</b>	<p><b>Teaching Methods</b></p> <p>Lecture, seminar, presentations</p>
<b>5</b>	<p><b>Prerequisite Subjects</b></p> <p>-</p>
<b>6</b>	<p><b>Assessment Methods</b></p> <p>Examination Prerequisite: 0%</p> <p>Examination: Final presentation and written documentation (100%)</p>
<b>7</b>	<p><b>Prerequisites for CP</b></p> <p>-</p>
<b>8</b>	<p><b>Used in other courses</b></p> <p>-</p>
<b>9</b>	<p><b>Significance of Mark for Final Mark</b></p> <p>According to CP</p>
<b>10</b>	<p><b>Name of <u>Module-Responsible</u> and Teaching Professors</b></p> <p><u>Prof. Kyrill Fischer</u></p>
<b>11</b>	<p><b>Other Information</b></p>



<b>ME-A&amp;S – Avantgarde in Digital Media</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<p><b>Learning Outcomes / Competencies</b></p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Critically challenge the 'standard' or 'traditional' concepts of digital media design and development;</li> <li>• Extend their comprehension of digital media into previously unexplored areas through considered analysis and reflection;</li> <li>• Adapt and extend known strategies in order to establish individual methods and approaches;</li> <li>• Identify and evaluate radical approaches in current media research and practice;</li> <li>• Demonstrate a synthesis of knowledge and competencies through the development of avant-garde media responses.</li> </ul>				
<b>3</b>	<p><b>Indicative Module Contents</b></p> <p>Any aspect of media language is in persistent progress. Digital communication presents itself as a highly productive domain for critical strategies and artistic innovation. Bending or breaking the principles for artistic or commercial reasons drives the development of the whole industry and human perception.</p> <p>In this module students learn to combine critical thinking with their sophisticated skills in their major field of study. Before breaking the rules they have understood what they are and why they work. They accept the inheritance of the avant-gardes of the last century that provides an enormously useful set of conceptual tools and references to develop a critical engagement with the conditions of digital mediation.</p> <p>At the same time they take these strategies far beyond the sanctified realm of the arts and play it out in a radically enlarged context of media in all areas of society. Starting from an analytic reflection of media and design in history and presence they are capable of using well founded violations of rules or taboos to broaden the spectrum of media communication. They learn to take risks and leave the traditional path of production.</p> <p>Seminars concerning different aspects of media culture, techniques and contemporary</p>				

	<p>examples following key issues such as: Digital code, breaking up the unified perspective, breaking the unity of time, breaking away from figuration, real-virtuality, continuity and discontinuity, history of avant-garde, contemporary avant-garde, borders and taboos, forms of communication in the network society, subculture, cheap and easy media, converging media, deconstruction of reality.</p> <p>Students will develop and present an idea/concept/production proving that they are competent crossing the borders of traditional common principles in media-production. Their project/thesis/paper should have a highly innovative aspect and handle seriously with the break of rules. The risky approach of this exercise will include the chance of "terrific failure". Thus the grading is not directly related to a successful result but to the process of development. This practical can support or contrast their development of the master thesis.</p>
<b>4</b>	<p><b>Teaching Methods</b></p> <p>Lecture, seminar, presentations</p>
<b>5</b>	<p><b>Prerequisite Subjects</b></p> <p>-</p>
<b>6</b>	<p><b>Assessment Methods</b></p> <p>Examination Prerequisite: 0%</p> <p>Examination: Final presentation and written documentation (100%)</p>
<b>7</b>	<p><b>Prerequisites for CP</b></p> <p>-</p>
<b>8</b>	<p><b>Used in other courses</b></p> <p>-</p>
<b>9</b>	<p><b>Significance of Mark for Final Mark</b></p> <p>According to CP</p>
<b>10</b>	<p><b>Name of <u>Module-Responsible</u> and Teaching Professors</b></p> <p><u>Prof. Sabine Breitsameter</u></p> <p><u>Prof. Claudia Söller-Eckert</u></p>
<b>11</b>	<p><b>Other Information</b></p>

<b>ME-A&amp;S – Audience and User as Centre of Design</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<b>Learning Outcomes / Competencies</b>				
	<p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Identify and define differences and similarities in needs and demands of audiences and users in linear and interactive media;</li> <li>• Identify and explain different methods of audience- and user research;</li> <li>• Identify and apply the influence of media from TV to cyberspace to audiences' and users' behaviours, hopes and attitudes;</li> <li>• Explain and apply User Experience Design (UX).</li> </ul>				
<b>3</b>	<b>Indicative Module Contents</b>				
	<ul style="list-style-type: none"> <li>• Principles of cognetics of users/audiences of different disciplinary and cultural backgrounds;</li> <li>• The Role of user and audience in different media genres and their roles in innovative design processes;</li> <li>• User Centred Design Methods in different media genres;</li> <li>• Main approaches and current methods of user research in theory and practice;</li> <li>• Approaches and current methods of usability testing in theory and practice for classical and innovative media products.</li> </ul>				
<b>4</b>	<b>Teaching Methods</b>				
	Lecture, seminar, presentations				
<b>5</b>	<b>Prerequisite Subjects</b>				
	-				
<b>6</b>	<b>Assessment Methods</b>				
	<p>Examination Prerequisite: 0%</p> <p>Examination: Final presentation and written documentation (100%)</p>				

<b>7</b>	<b>Prerequisites for CP</b> -
<b>8</b>	<b>Used in other courses</b> -
<b>9</b>	<b>Significance of Mark for Final Mark</b> According to CP
<b>10</b>	<b>Name of <u>Module-Responsible</u> and Teaching Professors</b> <u>Prof. Andrea Krajewski</u> <u>Prof. Moritz Bergfeld</u>
<b>11</b>	<b>Other Information</b>

<b>ME-A&amp;S – Innovation</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<p><b>Learning Outcomes / Competencies</b></p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Know about basic theoretical approaches to innovation and to technical and social development and change in modern societies and organizations;</li> <li>• Know and identify supporting conditions for innovations of different types as a strategical factor in organizations;</li> <li>• Be able to design and implement an integrated innovation-management-system in an organization and conceive a successful innovation cycle;</li> <li>• Be able to support the realization of an innovative media product, with respect to design, usability/quality and market success.</li> </ul>				
<b>3</b>	<p><b>Indicative Module Contents</b></p> <p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> <li>• Theoretical approaches to innovation: The meaning of innovation in society, business, science, arts and design;</li> <li>• Different forms of innovation like technology innovation, process innovation, product innovation / product development, social and institutional innovation, ... and different modes of innovations (radical or incremental, evolutionary or revolutionary, ...);</li> <li>• Trend-research, forecasting and futurology - methods and practices</li> <li>• Design management, Corporate Identity, Corporate Governance and modern forms of leading the personnel as factors of successful innovation management in organizations;</li> <li>• Creativity techniques, team- and project-management, product development, sales and marketing of innovative products, business intelligence and knowledge management as parts of an integrated innovation-system;</li> <li>• Risk- and technology-assessment in product- and technology-development – theory and case studies;</li> <li>• Intellectual property rights management and information security as innovation-stabilizing factors in the global competition context;</li> <li>• Discussion of an innovation-steered new media conception process which may support an improved link between technological approaches, design-related processes, and business processes.</li> </ul>				
<b>4</b>	<b>Teaching Methods</b>				

	Seminary and presentation
<b>5</b>	<b>Prerequisite Subjects</b> -
<b>6</b>	<b>Assessment Methods</b> Examination Prerequisite: 0% Examination: Final presentation and written documentation (100%)
<b>7</b>	<b>Prerequisites for CP</b> -
<b>8</b>	<b>Used in other courses</b> -
<b>9</b>	<b>Significance of Mark for Final Mark</b> <b>According to CP</b>
<b>10</b>	<b><u>Name of Module-Responsible and Teaching Professors</u></b> Module-Responsible: Studienbereichsleitung des SuK-Begleitstudiums Teaching Professors or associate lecturers SuK
<b>11</b>	<b>Other Information</b> -

<b>ME-A&amp;S – Technology and Society</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<b>Learning Outcomes / Competencies</b>				
	<p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Deal with and know about the interactions between technology and society;</li> <li>• To reflect on social conditions, anticipations of the future, guiding visions and the history and experiences with established technologies;</li> <li>• Recognise the importance of an interdisciplinary approach regarding technology and society;</li> <li>• Discuss ethical issues in media production.</li> </ul>				
<b>3</b>	<b>Indicative Module Contents</b>				
	<p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> <li>• Processes of the co-shaping or co-evolution of technology and society;</li> <li>• Reflection on social conditions, anticipations of the future, guiding visions, or the history and experiences with established technologies;</li> <li>• Influence of these elements on innovation processes, the work of those working in the media industry and the societal models of embedding new technologies;</li> <li>• Media ethics: ethics of journalism, ethics of entertainment media, media and democracy;</li> <li>• Empirical basis of several case studies developed and conducted in society of technology, history of technology, and technology assessment – e.g. dealing with computer and information technology and with media industry.</li> </ul>				
<b>4</b>	<b>Teaching Methods</b>				
	Lecture and/or seminar				
<b>5</b>	<b>Prerequisite Subjects</b>				
	-				
<b>6</b>	<b>Assessment Methods</b>				
	<p>Examination Prerequisite: assignments and/or presentation (0 %), Examination: Written exam and/or final presentation (100%)</p>				
<b>7</b>	<b>Prerequisites for CP</b>				
	-				

8	<b>Used in other courses</b> -
9	<b>Significance of Mark for Final Mark</b> <b>According to CP</b>
10	<b><u>Name of Module-Responsible and Teaching Professors</u></b> Module-Responsible: Studienbereichsleitung des SuK-Begleitstudiums Teaching Professors or associate lecturers SuK
11	<b>Other Information</b> -



<b>ME-A&amp;S – Creative Strategies</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<p><b>Learning Outcomes / Competencies</b></p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the principle theories of creativity and their potential for holistic design and communication strategies;</li> <li>• Critically evaluate media concepts with regard to their innovative potential, their general interest, their technical dimensionality and their potential to be realized;</li> <li>• Apply a variety of creative and analytical methods of idea generation and development;</li> <li>• Identify and develop professional concepts for innovative digital media products;</li> <li>• Describe and apply professional methods of presentation, simulation and prototyping of media concepts to get the point of the main conceptual quality of a developed strategy.</li> </ul>				
<b>3</b>	<p><b>Indicative Module Contents</b></p> <p>This module aims to provide learners with the knowledge, skills and competencies required to identify, investigate and develop advanced media design concepts and communication strategies to a professional level. By encouraging a diverse approach to idea generation it gets learners to expand their thought processes and to adopt an open and creative approach to problem solving. Through the application of advanced analysis, evaluation and reflection practices learners develop their ability to generate creative solutions to self-initiated or set challenges.</p> <p>a) Theory</p> <ul style="list-style-type: none"> <li>• Psychological theories of creativity and convergent thinking;</li> <li>• Concepts of innovation in Aesthetics and Art Theory (“creation”, “idea”, “genius”, “avant-garde”, etc.);</li> <li>• The evolution of ideas and concepts from the point of view of Theory of Science;</li> <li>• Techniques and strategies of creative idea generation and development.</li> </ul>				

	<p>b) Practical</p> <ul style="list-style-type: none"> <li>• Case studies innovative products and projects: analysis of current examples from disciplines like media arts, entertainment industry, computer science, product development, marketing and engineering;</li> <li>• Staff-led, individual and collaborative exercises in idea generation;</li> <li>• Script, model, scenario, simulation: how to develop and materialize ideas;</li> <li>• Development of individual projects through feed-back discussions.</li> </ul>
<b>4</b>	<p><b>Teaching Methods</b></p> <p>Lecture, seminar, presentations</p>
<b>5</b>	<p><b>Prerequisite Subjects</b></p> <p>-</p>
<b>6</b>	<p><b>Assessment Methods</b></p> <p>Examination Prerequisite: 0%</p> <p>Examination: Final presentation and written documentation (100%)</p>
<b>7</b>	<p><b>Prerequisites for CP</b></p> <p>-</p>
<b>8</b>	<p><b>Used in other courses</b></p> <p>-</p>
<b>9</b>	<p><b>Significance of Mark for Final Mark</b></p> <p>According to CP</p>
<b>10</b>	<p><b>Name of <u>Module-Responsible</u> and Teaching Professors</b></p> <p><u>Prof. Andrea Krajewski</u></p> <p><u>N.N.</u></p>
<b>11</b>	<p><b>Other Information</b></p>

## Electives “Career”

<b>ME-C – Leading People and Teams</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<b>Learning Outcomes / Competencies</b>				
	<p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate detailed knowledge of contemporary team leadership approaches;</li> <li>• Discuss pros and cons of different methods of leadership and management according to team size, type of task, temporal, financial and organizational constraints, etc.</li> </ul>				
<b>3</b>	<b>Indicative Module Contents</b>				
	<ul style="list-style-type: none"> <li>• Concepts and models of Leadership (principles, processes, factors);</li> <li>• Leadership styles (authorian, participative, delegative);</li> <li>• Team Leadership (goal setting, supervision, inspiring, learning, powering, relationships);</li> <li>• Team Leadership (growing a team, motivation, communication, characters);</li> <li>• Group dynamics (group mix, group norms, group conflicts);</li> <li>• Organizational behavior (elements, models, development, learning);</li> <li>• Diversity (culture, atmosphere, attitude, behavior);</li> <li>• Change (acceptance, leading the change).</li> </ul>				
<b>4</b>	<b>Teaching Methods</b>				
	Lecture, seminar, presentations				
<b>5</b>	<b>Prerequisite Subjects</b>				
	-				
<b>6</b>	<b>Assessment Methods</b>				
	<p>Examination Prerequisite: 0%</p> <p>Examination: Final presentation and written documentation (100%)</p>				

<b>7</b>	<b>Prerequisites for CP</b> -
<b>8</b>	<b>Used in other courses</b> -
<b>9</b>	<b>Significance of Mark for Final Mark</b> According to CP
<b>10</b>	<b>Name of <u>Module-Responsible</u> and Teaching Professors</b> Prof. Andrea Krajewski N.N.
<b>11</b>	<b>Other Information</b>

## ME-C – Self-management and modern PM-Methodologies

ID	Workload	Credits	Semester	Frequency of Module	Duration
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<p><b>Learning Outcomes / Competencies</b></p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Describe common project management methodologies that are relevant in the media-related industry;</li> <li>• Discuss and individually select various state-of-the-art methods and tools for self-management and for managing teams (e.g. web-based collaboration tools, progress monitoring, etc.).</li> </ul>				
<b>3</b>	<p><b>Indicative Module Contents</b></p> <ul style="list-style-type: none"> <li>• Methods, skills and strategies for directing the individual and team activities in: <ul style="list-style-type: none"> <li>○ Goal setting</li> <li>○ Decision making</li> <li>○ Focusing</li> <li>○ Planning</li> <li>○ Scheduling</li> <li>○ Task tracking</li> <li>○ Self-evaluation</li> <li>○ Self-intervention</li> <li>○ Self-development</li> </ul> </li> <li>• Management approaches and methodologies specifically applicable for distributed teams in the creative and media industry;</li> <li>• Presentation and discussion of the student's experiences during periods of practical work in the media industry;</li> <li>• Discussion of possible pros and cons of the different management ideas discussed.</li> </ul>				
<b>4</b>	<p><b>Teaching Methods</b></p> <p>Lecture, seminar, presentations</p>				

<b>5</b>	<b>Prerequisite Subjects</b> -
<b>6</b>	<b>Assessment Methods</b> Examination Prerequisite: 0% Examination: Final presentation and written documentation (100%)
<b>7</b>	<b>Prerequisites for CP</b> -
<b>8</b>	<b>Used in other courses</b> -
<b>9</b>	<b>Significance of Mark for Final Mark</b> According to CP
<b>10</b>	<b>Name of <u>Module-Responsible</u> and Teaching Professors</b> Prof. Tilmann Kohlhaase N.N.
<b>11</b>	<b>Other Information</b>

<b>ME-C – Strategies of Leadership in the Creative Industries</b>					
<b>ID</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency of Module</b>	<b>Duration</b>
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<b>Learning Outcomes / Competencies</b> On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> <li>• Demonstrate knowledge of the decision makers' targets, strategies and processes in a media company;</li> <li>• Communicate with those decision makers and to present own strategic ideas driven by technology, design or arts;</li> <li>• Discuss pros and cons of the different management approaches with specific respect to the 'creative industry';</li> <li>• Understand the methods of Design Management;</li> <li>• Develop an individual approach to the strategic dimension of creativity.</li> </ul>				
<b>3</b>	<b>Indicative Module Contents</b> <ul style="list-style-type: none"> <li>• Basics of guiding people;</li> <li>• Classical and modern Leadership theories and concepts;</li> <li>• Executive roles;</li> <li>• Leadership and ethical values;</li> <li>• Role of creativity in leadership processes;</li> <li>• Leadership -potential of creative.</li> </ul>				
<b>4</b>	<b>Teaching Methods</b> Lecture, seminar, presentations				
<b>5</b>	<b>Prerequisite Subjects</b> -				
<b>6</b>	<b>Assessment Methods</b> Examination Prerequisite: 0% Examination: Final presentation and written documentation (100%)				

<b>7</b>	<b>Prerequisites for CP</b> -
<b>8</b>	<b>Used in other courses</b> -
<b>9</b>	<b>Significance of Mark for Final Mark</b> According to CP
<b>10</b>	<b>Name of <u>Module-Responsible</u> and Teaching Professors</b> Prof. Andrea Krajewski N.N.
<b>11</b>	<b>Other Information</b>



## ME-C – Business StartUp and Freelancing

ID	Workload	Credits	Semester	Frequency of Module	Duration
	125 h	5	8,9	Winter Term Summer Term	1 Semester
<b>1</b>	<b>Type of Course</b>		<b>Contact Hours</b>	<b>Self-Study</b>	<b>Size of Groups</b>
	Seminar and Practical		3 SWS / 50 h	75 h	20
<b>2</b>	<b>Learning Outcomes / Competencies</b>				
	<p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Know the process how to establish a business StartUp or self-employment;</li> <li>• Know the legal framework for a business StartUp;</li> <li>• Formulate a business plan for a business StartUp;</li> <li>• Execute so called elevator pitches;</li> <li>• Understand the concept of business angels.</li> </ul>				
<b>3</b>	<b>Indicative Module Contents</b>				
	<ul style="list-style-type: none"> <li>• Why being self employed?</li> <li>• Concept of entrepreneurship;</li> <li>• Business StartUp motifs and ideas;</li> <li>• Legal framework of foundations;</li> <li>• Economic framework of foundations;</li> <li>• StartUp Networks.</li> </ul>				
<b>4</b>	<b>Teaching Methods</b>				
	Lecture, seminar, presentations				
<b>5</b>	<b>Prerequisite Subjects</b>				
	-				
<b>6</b>	<b>Assessment Methods</b>				
	Examination Prerequisite: 0% Examination: Final presentation and written documentation (100%)				
<b>7</b>	<b>Prerequisites for CP</b>				
	-				
<b>8</b>	<b>Used in other courses</b>				

	-
<b>9</b>	<b>Significance of Mark for Final Mark</b> According to CP
<b>10</b>	<b>Name of <u>Module-Responsible</u> and Teaching Professors</b> N.N.
<b>11</b>	<b>Other Information</b>