

Anlage 5

Modulhandbuch des Studiengangs

International Media Cultural Work

Master

des Fachbereichs Media

der Hochschule Darmstadt – University of Applied Sciences

vom 26.06.2015

Gültig ab 01.04.2016

Zugrundeliegende BBPO vom 26.06.2015 (Amtliche Mitteilungen 2016)

Table of Contents

Except in the case of IP_1 (Industrial Placement), the semester indicated in the module description is given for the 3-semester program. For the 4-semester program, the given number has to be incremented by 1.

Industrial Placement

IP_1 Industrial Placement
(only for those students admitted to IMC's 4-semester program)

Projects

CP_8/9: Transdisciplinary Media Cultural Project (1)+(2)
Research, Concepts and Realization (1)
Communicating, Educating, Marketing (2)
CP_10: Master Project

Elective Catalogue A: „Curating and Communicating“

ME_C1: Media, Culture and Technology: Historical and future
perspectives
ME_C2: Curatorial Strategies: Concepts and Applications
ME_C3: Bringing Media Theory and Discourse to Practice
ME_C4: Media Aesthetic Education Practices
ME_C5: Independent Project
ME_C6: Interculturality and Inclusion in
Media Cultural Work (FB GS)
ME_C7: Avantgarde in Digital Media (LCI)
ME_C8: Leadership by Arts (LCI)

Elective Catalogue B: „Management and Technology“

ME_MT1: Media Cultural Economy and Artistic Entrepreneurship
ME_MT2: Audience Research and Development
ME_MT3: Media Cultural Project Management
ME_MT4: Media Cultural Strategies in Corporations and
Institutions
ME_MT5: Marketing, Publishing and Public Relations
ME_MT6: Advanced Event and Display Technologies
ME_MT7: Media, Entertainment and Event Law (SuK/GS)
ME_MT8: Leading People and Teams (LCI)
ME_MT9: Technology as a driver for Media Products (LCI)
ME_MT10: Emerging Technologies (LCI)

Industrial Placement

Industrial Placement					
ID	Workload	Credits	Semester	Module Frequency	Duration
IP_1	750 h	30	Semester 1 (4 semester program only)	Winter Term Summer Term	1 Semester
1	Type of Course a) Industrial Placement b) Accompanying Course		Contact Hours b) 2 SWS/36 h	Self-Study a) 690 h	Size of Groups b) 20
2	<p>Indicative Module Contents</p> <p>On successful completion the student will be able to:</p> <ul style="list-style-type: none"> • Understand and reflect the practical work of a media designer, producer, developer, manager, media cultural practitioner • Reflect new fields of application and new professional methods • Integrate needs of practice in media cultural projects • Integrate methods of practice in media cultural projects <p>The industrial placement takes 18 weeks. There will be accompanying studies at university before the placement and after the placement.</p> <p>The course before the placement gives information about industrial places and about the organisation of the placement. In the course after the placement the students give a presentation about their projects in the placement and about their experiences.</p> <p>Students have to produce a detailed report about their projects.</p> <p>The students work in the fields of:</p> <ul style="list-style-type: none"> • Concept, planning and / or production of movie, video, TV and AV projects • Concept, planning and / or production of animation projects • Concept, planning and / or production of game projects • Concept, planning and / or production of multimedia projects • Concept, planning and / or production of sound projects • Concept, planning and / or production of media systems • Concept, planning and / or production of sound systems • Implementation and / or programming of multimedia products, games and media 				

	<p>systems</p> <ul style="list-style-type: none"> • Concept, planning and / or production of curatorial and/or educational media cultural practices in events, presentations, and programs • Management and marketing of multimedia products and media systems <p>-</p>
4	<p>Teaching Methods</p> <ul style="list-style-type: none"> • Tutorials, group discussions and peer reviews • Presentation
5	<p>Prerequisite Subjects</p> <p>--</p>
6	<p>Assessment Methods</p> <p>IP-Report, presentation of IP-Report</p>

7	<p>Prerequisites for CP</p> <p>Prüfungsvorleistung: Completed IP (0%)</p> <p>Prüfungsleistung: IP-Report, presentation of IP-Report (100%)</p>
8	<p>Used in Other Courses</p> <p>-</p>
9	<p>Significance of Mark for Final Mark</p> <p>None (0%)</p>
10	<p>Name of <u>Module-Responsible</u> and Teaching Professors</p> <p>Module-responsible: <u>Prof. Sabine Breitsameter</u></p> <p>Teaching Professors: Prof. Torsten Fröhlich Prof. Claudia Söller-Eckert</p> <p>and other professors of the faculty</p>
11	<p>Other Information</p> <p>-</p>

Projects

Transdisciplinary Media Cultural Project (1)+ (2)					
(1) Research, Concept and Realization					
(2) Communicating, Educating, Marketing					
ID	Workload	Credits	Semester	Module Frequency	Duration
TM CP 8/9	590 h	15	1,2	Winter Term (1), Summer Term (2)	1 Semester
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	a) Theory: Collaborative teaching/ lecture/seminar		a) 4 SWS/80 h	350 h	20
	b) Praxis: Practical		b) 10 SWS/160h 14 SWS/240 h		
2	<p>Learning Outcomes / Competencies</p> <p>This project workshop module provides a foundation for initiating, realizing, carrying out and accomplishing transdisciplinary media cultural projects and processes. The module will lead students through a media cultural project's lifecycle.</p> <p>Project 1 shall focus more on media theoretical and discourse-oriented approaches. Project 2 shall focus more on communicational and educational approaches and strategies.</p> <p>Interculturality and internationality are constant crosscutting issues.</p> <p>Both projects are interrelated, considering each other's aspects and learning outcomes, while taking different vantage points.</p> <p>In TMCP 8 ("Research, Concept and Realization") the thematic priority is given to the following learning outcomes :</p> <p>On successful completion of this module, the student shall able to</p> <ul style="list-style-type: none"> • identify worthwhile, future and audience oriented topics for media cultural works/events/programmes/concept • develop and apply collaborative methods, skills and attitudes for a responsible, effective and sustainable decision making • relate the topics to and demonstrate knowledge of ongoing media, art and cultural discourses, as well as to a set of major historical media theories, and apply them • research the preliminary topics by scholarly/scientific standards concerning their phenomenological as well as theoretical-discursive essences, contexts and perspectives 				

- transfer theory and discourse into vibrant, ostensive and sensory concepts and practices
- develop and discuss diverse project scenarios and finally form and decide on a project concept
- identify and fulfil necessary roles in the decision finding and realization processes
- identify technological necessities, find supportive technological strategies and plan them
- define, control and – if necessary – adjust a goal oriented work schedule
- enable, inform and lead other team members in order to fulfil the project’s goal and bring it into existence

In TMCP 9 (“Communicating, Educating, Marketing”) the thematic priority is given to the following learning outcomes :

On successful completion of this module, the student shall able to

- demonstrate knowledge of and relate the chosen topic to communicational and educational approaches, methods, strategies, and apply them
- identify audience involvement and activities for media cultural works/events/programmes/concepts
- demonstrate an awareness of audiences, target groups and communities in the communication and interpretation of ideas, and the ability to develop them
- adjust and collate the concept/s in order to fit the communicational/educational aim as well as the available human, financial and technological resources, continuously assessing and adjusting them
- communicate and market the project’s goals, ideas and approaches to the stake holders, the targeted audience, communities, the general public and media
- develop an exhibition and/or program design, in order to display and communicate the contents adequately
- develop a media plan and strategy, produce media products and apply social media in order to communicate the project effectively
- assess, control and – if necessary – adjust the project’s qualities
- evaluate the project’s’ success, outcomes and impact by diverse methods
- finalize sustainably a project’s subsequent works

3

Indicative Module Contents

The workshop project is a space for advanced productions in all fields of media culture,

	<p>ready to be presented within the frame of a festival, exhibition, media programme, workshop context, conference, presentation/performance/concert series. It has to be accomplished in the semesters 8 and 9, it can be done in any order. The student's second participation in the module implies that the level of independent and original work is significantly above the level of his/her first participation.</p> <p>Basically inspired by the research topics initiated by lectures, and complemented by collaborative self studies and discussions, the students develop transdisciplinary media cultural projects, benefitting from the exchange and collaboration in the forum-like workshop.</p> <p>The workshop project can be connected to media and/or cultural and/or educational institutions and/or the media department's research institute ikum, and other research facilities. The findings gained in the project workshops can be implemented in the master thesis.</p> <p>Exemplary projects can be</p> <ul style="list-style-type: none"> • Establishing a media art center in a rural area • A digital media workshop series (e.g. Instagram) for the elder generation's artistic self expression • A competition for music videos of newcomer musicians. • Educating the public (e.g. schoolchildren) on the occasion of a theatre/opera/concert/film première • An earplay/film festival for young adults • A discourse oriented exhibition on media futurism/interactivity/Big Data etc. • Tactical Media interventions in public space • Paying tribute to a famous media theorist's anniversary by a media event, programme or exhibition <p>All projects shall be framed by a leading conceptual topic, which relates to actual debates, discourses and/or art/culture/media theories.</p>
4	<p>Teaching Methods</p> <p>The range of teaching methods includes lectures, seminary methods, coaching of groups and individuals, practical assignments and presentation.</p>
5	<p>Prerequisite Subjects</p> <p>-</p>
6	<p>Assessment Methods</p> <p>Examination Prerequisite: Homework, oral presentation practical work and demonstration (50%),</p> <p>Examination: Final presentation and written documentation (50%)</p>

7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark 16,66%
10	Name of <u>Module-Responsible</u> and Teaching Professors Module-responsible: <u>Prof. Sabine Breitsameter</u> Teaching Professors: Prof. Dr. Torsten Fröhlich Prof. Claudia Söller-Eckert Prof. Alexander Herzog N.N.
11	Other Information -

Master Project

MA-Master					
ID	Workload	Credits	Semester	Module Frequency	Duration
CP 10	540 h	30	3	Winter Term Summer Term	1 Semester
1	Type of Course Master thesis work		Contact Hours 70 h	Self-Study 470 h	Size of Groups 10
2	<p>Indicative Module Contents</p> <p>Main Idea: Development of an advanced scholarly/scientifically and artistically grounded media cultural work/event/programme/concept, ready to be presented as or within the frame of a festival, exhibition, media programme, workshop context, conference, presentation/performance/concert series, or during a public/business/cultural gathering.</p> <p>The work should be inventive and original, future-oriented as well as informed by actual and possible future trends in media products and processes, theories and discourses of media theory and culture, educational and communicational approaches, social and technological developments, and show professional considerations of financing, budgeting, organisation and how to gain/develop the audience's interest.</p>				
4	Teaching Methods Homework, practical and presentation				
5	Prerequisite Subjects Successful completion of TMCP 1 + 2, and Electives according to examination regulations BBPO §12 (5).				
6	Assessment Methods Written documentation incl. colloquium				
7	Prerequisites for CP Successful completion of 55 CP according to examination regulation BBPO §12 (5)				
8	Used in Other Courses -				
9	Significance of Mark for Final Mark 33,33%				
10	Name of <u>Module-Responsible</u> and Teaching Professors				

	<p>Module-responsible: <u>Prof. Sabine Breitsameter</u></p> <p>Teaching Professors: Prof. Torsten Fröhlich Prof. Claudia Söller-Eckert</p> <p>and other professors of the faculty</p>
11	<p>Other Information</p> <p>-</p>

Media, Culture and Technology: Historical and future perspectives					
ID	Workload	Credits	Semester	Module Frequency	Duration
ME_C1	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • show knowledge of media technological and cultural developments throughout history, and apply it. • show knowledge of diverse approaches, concepts and theories on the interrelation between media, culture and technology, the ability to assess them critically and apply them to the conditions of human existence as well as everyday life. • show competencies of conceptualizing the future development of media, culture, technology and its possible impact on human conditions based on scholarly, scientific and artistic methods. • show knowledge of diverse notions of “medium”, “culture”, “technology”, and discuss one’s own individual position. • lead discussions and discourses on the interdependency between media, culture and technology, and apply their outcomes critically to developing aesthetic concepts, communicational and educational strategies for media cultural projects. 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • media/cultural historical and media philosophical approaches, ideologies and theories and their critical discussion • scientific, scholarly and artistic methods/approaches to media futurology and their critical discussion 				
4	<p>Teaching Methods</p> <p>Lectures and/or seminar</p>				

5	Prerequisite Subjects -
6	Assessment Methods Examination Prerequisite: - Examination: Final presentation and written documentation (100%)
7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of <u>Module-Responsible</u> and Teaching Professors Module-responsible: <u>Prof. Sabine Breitsameter</u> Teaching Professors: Prof. Sabine Breitsameter Prof. Claudia Söller-Eckert N.N.
11	Other Information -

Curatorial Strategies: Concepts and Applications

ID	Workload	Credits	Semester	Module Frequency	Duration
ME _C2	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • show knowledge of diverse curatorial approaches and concepts, their cultural, societal and technical pre-conditions and show abilities to discuss them critically • apply the knowledge to different forms of media cultural projects, media cultural communication and/or education purposes and aims • adapt existing approaches and concepts to contemporary and possible future conditions and/or develop new curatorial notions • show competencies of applying appropriate curatorial strategies critically according to working on a certain project and/or in an institutional framework. • lead discussions and discourses on the role of curator and curating, and apply their outcomes critically to developing artistic concepts, communicational and educational strategies for media cultural projects. 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • general curatorial approaches, concepts and notions, as exemplified by theories and discourses as well as by media, technological, cultural and/or artistic phenomena and practices • current curatorial approaches, as exemplified by actual exhibitions and programmes • societal and political implications of curatorial concepts and practices • scientific, scholarly and artistic approaches to media futurology 				
4	<p>Teaching Methods</p> <p>Lectures and/or seminar</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				
6	<p>Assessment Methods</p> <p>Examination Prerequisite: -</p> <p>Examination: Final presentation and written documentation (100%)</p>				

7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter Prof. Claudia Söller-Eckert N.N.
11	Other Information -

Bringing Media Theory and Discourse to Practice

ID	Workload	Credits	Semester	Module Frequency	Duration
ME_C3	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • show knowledge of diverse media theories and discourses • apply the knowledge to different forms of media phenomena, as for examples new forms of media products, innovative technologies, new concepts of participation and interactivity • be able to identify therein the media cultural aspects and perspectives and its fields of activities • adapt existing theories and discourses to contemporary and possible future media cultural conditions and/or develop new cultural notions • apply the knowledge to curatorial concepts, media cultural communication and/or education purposes and aims • lead discussions and discourses on the relationship between media theories and media cultural approaches, and apply their outcomes critically to developing artistic concepts, communicational and educational strategies for media cultural projects. 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • media theories and philosophies throughout history • forms of media theoretical discourses and debates; current media theoretical debates and discourses; • Current media cultural projects, as exemplified by actual exhibitions and programmes, and their media theoretical and media philosophical background • artistic approaches to media theories and vice versa • critique of theories, discourses and “believe systems” as a motor for generating media cultural projects 				
4	<p>Teaching Methods</p> <p>Lectures and/or seminar</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				

6	<p>Assessment Methods</p> <p>Examination Prerequisite: -</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Prerequisites for CP</p> <p>-</p>
8	<p>Used in Other Courses</p> <p>-</p>
9	<p>Significance of Mark for Final Mark</p> <p>According to CP: 5,55%</p>
10	<p>Name of Module-Responsible and Teaching Professors</p> <p>Module-responsible:</p> <p>Prof. Sabine Breitsameter</p> <p>Teaching Professors:</p> <p>Prof. Sabine Breitsameter</p> <p>N.N.</p>
11	<p>Other Information</p> <p>-</p>

Media Aesthetic Education Practices

ID	Workload	Credits	Semester	Module Frequency	Duration
ME_C4	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • understand and apply the notion of education in general and media aesthetic education specifically • show knowledge of diverse media aesthetic educational approaches and practices and their methods of involving participation and interactivity • apply the knowledge to different forms of cultural institutions, target groups/communities, media genres and technological phenomena • adapt existing media aesthetic educational practices to contemporary and possible future media cultural conditions, envisioning and developing new approaches • lead discussions and discourses on the necessity, goals, and effects of media aesthetic education practices, and apply their outcomes critically to developing artistic concepts, communicational and educational strategies for media cultural projects. 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • history of media aesthetic education within the frameworks of education • current debates and critiques on media aesthetic education • differences and similarities between media aesthetic education and media pedagogy • current examples of media aesthetic communication, as practiced by cultural institutions, and their media philosophical background • artists' approaches to media aesthetic education • ethical and philosophical problematics of media aesthetic education 				
4	<p>Teaching Methods</p> <p>Lectures and/or seminar</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				
6	<p>Assessment Methods</p> <p>Examination Prerequisite: -</p>				

	Examination: Final presentation and written documentation (100%)
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7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter Prof. Claudia Söller-Eckert Prof. Alexander Herzog N.N.
11	Other Information -

Independent Project

ID	Workload	Credits	Semester	Module Frequency	Duration
ME _C5	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • identify worthwhile topics and scenarios for a specific, independently chosen media cultural project • initiate, implement, carry out and accomplish the project, and communicate it by methods of cultural public relations and marketing • know, find and apply for financial resources (funding, sponsoring etc.) and supervise the project's budget and material resources • develop and supervise the personell planning of the project • evaluate the project 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • principles of media cultural project planning from the initial idea and draft to full implementation • principles of applying for different types of funds, sponsoring and partnerships and fostering the so gained relationships • principles of planning finances and personell • principles of creating and implementing a media plan and a marketing strategy • principles of identifying and measuring different aspects of a project's success 				
4	Teaching Methods Coaching				
5	Prerequisite Subjects -				
6	Assessment Methods Examination Prerequisite: - Examination: Final presentation and written documentation (100%)				
7	Prerequisites for CP -				
8	Used in Other Courses -				

9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Dr. Torsten Fröhlich Teaching Professors: Prof. Sabine Breitsameter Prof. Dr. Torsten Fröhlich Prof. Alexander Herzog Prof. Claudia Söller-Eckert all professors teaching within the programme
11	Other Information -

Interculturality and Inclusion in Media Cultural Work					
ID	Workload	Credits	Semester	Module Frequency	Duration
ME_C6	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • understand the necessities for and principles of interculturality, inclusion in general and a special regard to gender mainstreaming • understand the diverse interculturality- and inclusion-based approaches to media culture as one of its core principles • show knowledge of diverse practices of interculturality, inclusion and gender mainstreaming, and apply the knowledge to different forms of target groups/communities, cultural institutions, media genres and technological phenomena, implying gender awareness as a cross cutting issue • evaluate critically existing media aesthetic educational practices in respect to interculturality and inclusion, lead discussions and discourses on its necessity, goals, and effects on media culture, media aesthetic education practices, and apply their outcomes critically to communicational and educational strategies for media cultural projects. 				
3	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • inducement and principles of interculturality, inclusion and gender mainstreaming in general as well as within the framework of media culture • examples of media culturally framed practices of interculturality, inclusion and gender mainstreaming and their aims • current debates and critiques on interculturality, inclusion and gender mainstreaming within the field of media aesthetic education • artists' approaches to interculturality, inclusion and gender mainstreaming 				
4	<p>Teaching Methods</p> <p>Lectures and/or seminar</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				
6	<p>Assessment Methods</p> <p>Examination Prerequisite: -</p> <p>Examination: Final presentation and written documentation (100%)</p>				

7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Professors from the department Gesellschaftswissenschaften/SuK
11	Other Information -

Leadership by Arts/LCI

ID	Workload	Credits	Semester	Frequency of Module	Duration
ME-C7	125 h	5	8,9	Each semester	1 Semester
1	Type of Course seminar/workshop/lectures/ project		Contact Hours 3 SWS / 50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • define and describe the tasks of an artist or the impact of an artistic vision in development and production of a media product in contrast or completion to classical management methodologies. • identify, differentiate and evaluate roles and functions in creative leadership. • explain, establish and value an art- or vision- driven approach in management of a media production without violating standard leadership schemes. • critically analyze the relationship of art and design towards society, commerce and industry. • estimate the impact of aesthetic quality on the process of development as well as on the final product. • identify and establish different criteria of success for media products. • operate a production process from an artists or designers point of view. 				
3	<p>Indicative Module Contents</p> <p>Aim</p> <ul style="list-style-type: none"> • The established process for media productions is often managed by a strong share of the roles between management and creativity. As a future approach the students learn that these two areas can coexist together developing a strong unity in vision and production. A huge palette and significance of artistic roles in different media products requires the keepers of the vision to take part in the leading process of the production. Thus influencing and communicating their ideas and concepts to users, players, listeners and audiences to initiate a social discussion. • The modul intends to empower students to recognise the aesthetic characteristics of new media forms and platforms. They are able recognize their economic and social potential towards society and markets. It will enhance their skills communicating and defending a strong vision through the complex way of a media production, thus bringing the artistic idea to the centre of the process. As keepers of the vision they relate rather to the term “what could be” than “what is”. They will be competent to describe new experiences beyond using words like “cool” and “fun”. 				

	<p>Objectives</p> <ul style="list-style-type: none"> • Case studies on actual and previous art and design centered media projects i.e. serious games, social advertisement, interactive experiences or webisodes. • Examples of management tasks that have been supported by use of methods / ideas / approaches originally found in an artistic or creative environment i.e. innovation, intuition in decision-making, creative thinking. • Methodologies of user and behaviour research, analysis of audience and perception in media. • Overview of different aspects of management tasks and different approaches to deal with them.
4	<p>Teaching Methods</p> <p>Lecture, seminar, presentations</p>
5	<p>Prerequisite Subjects</p> <p>-</p>
6	<p>Assessment Methods</p> <p>Examination Prerequisite: 0%</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Prerequisites for CP</p> <p>-</p>
8	<p>Used in other courses</p> <p>-</p>
9	<p>Significance of Mark for Final Mark</p> <p>5,55%</p>
10	<p>Name of <u>Module-Responsible</u> and Teaching Professors</p> <p>Prof. Sabine Breitsameter</p>
11	<p>Other Information</p>

Avantgarde in Digital Media/LCI					
ID	Workload	Credits	Semester	Frequency of Module	Duration
ME-C8	125 h	5	8,9	Each semester	1 Semester
1	Type of Course seminar/workshop/lectures/ project		Contact Hours 3 SWS / 50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Critically challenge the 'standard' or 'traditional' concepts of digital media design and development; • Extend their comprehension of digital media into previously unexplored areas through considered analysis and reflection; • Adapt and extend known strategies in order to establish individual methods and approaches; • Identify and evaluate radical approaches in current media research and practice; • Demonstrate a synthesis of knowledge and competencies through the development of avant-garde media responses. 				
3	<p>Indicative Module Contents</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 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,</p>				

	<p>converging media, deconstruction of reality.</p> <p>Students will develop and present an idea/concept/production proofing 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>
4	<p>Teaching Methods</p> <p>Lecture, seminar, presentations</p>
5	<p>Prerequisite Subjects</p> <p>-</p>
6	<p>Assessment Methods</p> <p>Examination Prerequisite: 0%</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Prerequisites for CP</p> <p>-</p>
8	<p>Used in other courses</p> <p>-</p>
9	<p>Significance of Mark for Final Mark</p> <p>5,55%</p>
10	<p>Name of <u>Module-Responsible</u> and Teaching Professors</p> <p><u>Prof. Sabine Breitsameter</u></p> <p><u>Prof. Claudia Söller-Eckert</u></p>
11	<p>Other Information</p>

Electives “Management and Technology”

Media Cultural Economy and Artistic Entrepreneurship					
ID	Workload	Credits	Semester	Module Frequency	Duration
ME _M T1	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to demonstrate and apply knowledge of</p> <ul style="list-style-type: none"> • the economical factors within media culture • diverse ways of financing media cultural projects, including public funding and private sponsorship • cultural financial planning, calculation, budgeting and account settlement to different forms of institutions und companies, including to their specific rules and regulations • artistic and/or cultural and/or educational self-employment, its different concepts, including funding, self-marketing and social sustainability • the legal and financial relationship between the self employed individuals and cultural institutions/companies 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • principles of media economy and culture economy • principles of cultural financing on regional, national and international level as well as private sponsorship • principles, rules and regulations of cultural financial planning and budgeting in diverse institutions and companies • financial, legal and organisational foundations for individual Artistic Entrepreneurship 				
4	<p>Teaching Methods</p> <p>Lectures and/or seminar</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				

6	<p>Assessment Methods</p> <p>Examination Prerequisite: -</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Prerequisites for CP</p> <p>-</p>
8	<p>Used in Other Courses</p> <p>-</p>
9	<p>Significance of Mark for Final Mark</p> <p>According to CP: 5,55%</p>
10	<p>Name of Module-Responsible and Teaching Professors</p> <p>Module-responsible:</p> <p>Prof. Sabine Breitsameter</p> <p>Teaching Professors:</p> <p>N.N.</p>
11	<p>Other Information</p> <p>-</p>

Audience Research and Development

ID	Workload	Credits	Semester	Module Frequency	Duration
ME _M T2	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • demonstrate knowledge of qualitative and quantitative approaches and methods of audience research • Apply this knowledge for researching existing and potential audiences, target groups and communities to enable art, media and cultural institutions to develop sustainable relations with them <p>The student should be able to</p> <ul style="list-style-type: none"> • identify barriers between institutions/programmes/media products and audiences • design strategies to address and remove the barriers • demonstrate and apply methods in marketing, commissioning, programming, education, customer care, publicity and distribution in order to build up audiences and market shares • identify, access and foster new audiences, e.g. audiences from hitherto socially excluded groups, different lifestyle backgrounds, a different age spectrum, different regions and countries 				
3	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • principles of qualitative and quantitative audiences research • principles, ethos and practices of audience development • categories of audience typologies • case studies of institutional endeavours developing and fostering media cultural audiences and accessing new ones 				
4	<p>Teaching Methods</p> <p>Lectures and/or seminar</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				
6	<p>Assessment Methods</p> <p>Examination Prerequisite: -</p>				

	Examination: Final presentation and written documentation (100%)
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7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter N.N.
11	Other Information -

Media Cultural Project Management					
ID	Workload	Credits	Semester	Module Frequency	Duration
ME _M T3	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • discuss, select and apply state-of-the-art methods and tools for managing media cultural projects collaboratively in teams and for self-managing • demonstrate and apply knowledge of decision making approaches and methods, considering the specific conditions of the media, culture and art sphere • demonstrate and apply knowledge of a media cultural project's lifecycle, scheduling tasks, distributing assignments and organizing the financial as well as human resources • communicate with the project's stakeholders and develop an individual approach to the strategic dimension of culture, art and creativity 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • principles of cultural, media and educational management, and their merging • roles and executive roles within a media cultural project • management approaches and methodologies for distributed, international and intercultural teams • methods, skills and strategies for directing team and individual activities in goal setting and adjusting, decision making, planning, scheduling, task and budget tracking, project evaluation, team and self development. • categories of audience typologies • case studies of institutional endeavours developing media cultural audiences and accessing new ones 				
4	Teaching Methods seminar				
5	Prerequisite Subjects -				
6	<p>Assessment Methods</p> <p>Examination Prerequisite: -</p> <p>Examination: Final presentation and written documentation (100%)</p>				

7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Dr. Torsten Fröhlich Teaching Professors: Prof. Sabine Breitsameter Prof. Dr. Torsten Fröhlich N.N.
11	Other Information -

Media Cultural Strategies in Corporations and Institutions

ID	Workload	Credits	Semester	Module Frequency	Duration
ME_M_T4	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • demonstrate a knowledge of occurrences and structures of media culture, its communication and education in/by institutions and corporations • analyze and discuss their media cultural approaches and strategies in respect to their goals, their audiences and clients, their roles for the institution's or corporation's identity and overall positioning, and the similarities and differences between commercially oriented and non profit entities • analyze and discuss their media culture related managerial structures within the respective organization, economical frameworks, communicational and marketing methods, their contents, goals and claims • demonstrate a knowledge of the overall professional field for media cultural work, and apply it to developing it further, and identifying new fields and strategies 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • concepts of media and culture in history and presence • case studies of media cultural activities, projects and structures within institutions and corporations according to the learning outcome's parameters. • typologies of institutions and corporations dealing with media culture, internally and/or externally • innovative institutional and corporate approaches in media culture; expanded media culture 				
4	Teaching Methods seminar				
5	Prerequisite Subjects -				
6	Assessment Methods Examination Prerequisite: -				

	Examination: Final presentation and written documentation (100%)
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7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter Prof. Claudia Söller-Eckert N.N.
11	Other Information -

Marketing, Publishing and Public Relations

ID	Workload	Credits	Semester	Module Frequency	Duration
ME _M T5	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to demonstrate knowledge and analyzing skills of</p> <ul style="list-style-type: none"> • the elements of media cultural projects' related measures, methods and skills of publishing, publicizing, marketing and public relations, as well as their the objectives, values, strategies and controlling methods <p>conceptualize, design and implement</p> <ul style="list-style-type: none"> • a media plan, using diverse media including social media, addressing different types of clients, audiences and stake holders • market-related activities/products/projects in order to satisfy, foster and create (potential) demanders, last but not least by innovative approaches including social media • information, communication, education and marketing materials e.g. social media communication, posters, flyers, press-kits, catalogues; e.g. public and press announcements, press conferences and balance creative innovation with professional standards • establish, deal with and develop relations to social media, reporting media and media partners, to multipliers and stakeholders and develop an individual approach to the strategic dimension of publicizing 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • principles of publishing, publicizing, marketing and public relations for culture and media • respective objectives, approaches and products and their criteria for quality and success • pertinent case studies of publishing, publicizing, marketing and public relations and their products and activities, including social media and alternative approaches • practical methods of conceptualizing and implementing information, communication and marketing products and activities, including social media and alternative approaches like e.g. guerilla marketing, ambient marketing. • analyze ways of relating and communicating to/with reporting media and media 				

	partners, to multipliers and stakeholders
4	Teaching Methods Seminar/practical
5	Prerequisite Subjects -
6	Assessment Methods Examination Prerequisite: - Examination: Final presentation and written documentation (100%)
7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter N.N.
11	Other Information -

Advanced Event and Display Technologies

ID	Workload	Credits	Semester	Module Frequency	Duration
ME _M T6	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • demonstrate knowledge and skills of innovative technologies to be applied for enhancing and expanding audience experiences in media cultural projects (e.g. in events, exhibitions, workshops; for participatory strategies, collaborative working environments, virtual and simulative environments, tools for media production and distribution etc.) • conceptualize innovative approaches to media cultural communication and education by applying innovative technologies • develop and apply novel applications and tools in order to create novel experiences • demonstrate, discuss and adapt the technologies within a media cultural project according to the project's objectives, designs and managerial frameworks. 				
	<p>Indicative Module Contents</p> <p>Analysis of existing techniques and their possible evolution towards the media and culture related fields. Examples of these technologies may include:</p> <ul style="list-style-type: none"> • simulation and virtual reality techniques • advanced interfaces • collaborative techniques and social network technologies • analysis and discussion of the nature of technical and scientific knowledge and their conceptualization and adaption for cultural usage scenarios • the process of designing a media cultural experience based on technological facts and imaginations: this process involves also a non-technical but rather aesthetic-oriented and/or user experience-oriented point of view. 				
4	Teaching Methods Seminar/practical				
5	Prerequisite Subjects -				
6	Assessment Methods				

	Examination Prerequisite: - Examination: Final presentation and written documentation (100%)
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7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Dr. Torsten Fröhlich Teaching Professors: Prof. Dr. Torsten Fröhlich N.N.
11	Other Information -

Media, Entertainment and Event Law/SuK

ID	Workload	Credits	Semester	Module Frequency	Duration
ME_M T7/ SuK	125 h	5	1,2	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS/48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>This module intensifies and deepens the knowledge of the legal framework in relation to media cultural productions, projects, exhibitions, workshops and events.</p> <p>On successful completion of this module the student shall be able to</p> <ul style="list-style-type: none"> • demonstrate a knowledge of the typical pertinent legal issues and problematics • demonstrate a knowledge of standards and procedures on how the pertinent laws and regulations need to be applied, in a national as well as in an international context • apply this knowledge to different aspects and stages of media cultural productions, projects, exhibitions, workshops and event, to different types of corporations and institutions, and all professional roles involved inclusively the role of the individual freelancer • demonstrate a knowledge and discuss the international dimensions of the pertinent laws and regulations, their possible differences and gaps 				
	<p>Indicative Module Contents</p> <ul style="list-style-type: none"> • introduction into the pertinent legal framework of Germany and Europe and their fundamental principles (especially the constitutional rights related to media, culture, research and teaching, forms of expressions etc.) • introduction into typical issues and problematics arising within the field of media cultural projects (e.g. contract designs, issues of ownership, liabilities, licences etc.) • case studies of solutions for these issues and how to avoid or circumvent them • introduction into the international dimension of the described issues by typical laws and regulations as well as by case studies 				
4	<p>Teaching Methods</p> <p>Lecture, seminar</p>				

5	Prerequisite Subjects -
6	Assessment Methods Examination Prerequisite: - Examination: Final presentation and written documentation (100%)
7	Prerequisites for CP -
8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP: 5,55%
10	Name of Module-Responsible and Teaching Professors Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Professors of GS N.N.
11	Other Information -

Leading People and Teams/LCI

ID	Workload	Credits	Semester	Frequency of Module	Duration
ME-MT8	125 h	5	8,9	Each semester	1 Semester
1	Type of Course seminar/workshop/lectures/ project		Contact Hours 3 SWS / 50 h	Self-Study 75 h	Size of Groups 20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> • Demonstrate detailed knowledge of contemporary team leadership approaches • Discuss pros and cons of different methods of leadership and management according to team size, type of task, temporal, financial and organizational constraints, etc. 				
3	Indicative Module Contents <ul style="list-style-type: none"> • Concepts and models of Leadership (principles, processes, factors) • Leadership styles (authorian, participative, delegative) • Team Leadership (goal setting, supervision, inspiring, learning, powering, relationships) • Team Leadership (growing a team, motivation, communication, characters) • Group dynamics (group mix, group norms, group conflicts) • Organizational behavior (elements, models, development, learning) • Diversity (culture, atmosphere, attitude, behavior) • Change (acceptance, leading the change) 				
4	Teaching Methods Lecture, seminar, presentations				
5	Prerequisite Subjects -				
6	Assessment Methods Examination Prerequisite: 0% Examination: Final presentation and written documentation (100%)				
7	Prerequisites for CP -				
8	Used in other courses -				
9	Significance of Mark for Final Mark According to CP				
10	Name of <u>Module-Responsible</u> and Teaching Professors				

	Prof. Andrea Krajewski NN
11	Other Information

Technology as a driver for Media Products/LCI					
ID	Workload	Credits	Semester	Module Frequency	Duration
ME-MT9	125 h	5	8,9	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS / 48 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of milestones in technical and scientific results and their transformation to media-related products • Discuss specific needs for transforming technical results into elements of media products 				
3	<p>Indicative Module Contents listed according to Specialisations</p> <p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> • Analysis of existing techniques and their evolution towards the media related business. Examples of these technologies may include: <ul style="list-style-type: none"> <input type="checkbox"/> Wireless communication <input type="checkbox"/> Advanced interfaces <input type="checkbox"/> Social networks • „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) • „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. 				
4	<p>Teaching Methods</p> <p>Seminary and presentation</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				
6	<p>Assessment Methods</p> <p>Examination Prerequisite: 0%</p> <p>Examination: Final presentation and written documentation (100%)</p>				
7	<p>Prerequisites for CP</p> <p>-</p>				

8	Used in Other Courses -
9	Significance of Mark for Final Mark According to CP
10	Name of <u>Module-Responsible</u> and Teaching Professors <u>Prof. Dr. Arnd Steinmetz</u>
11	Other Information -

ME-A&S – Emerging Technologies					
ID	Workload	Credits	Semester	Frequency of Module	Duration
	125 h	5	8,9	Winter Term Summer Term	1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 SWS / 50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Demonstrate understanding of current trends in technologies; • Describe the major conferences in the respective areas; • Ability to read understand and evaluate technical research papers and publications; • Ability to conceptualize, compose and write technological publications. 				
3	<p>Indicative Module Contents</p> <p>This module aims to provide learners with the knowledge, skills and competencies required to identify, investigate and develop emerging technologies to a professional level.</p> <p>a) Theory</p> <ul style="list-style-type: none"> • Emerging trends in the field of game/ interactive media / audio / video / 3D studio technology (such as, CHI, HCI, SIGGRAPH, EUROGRAPHICS, VIS, ICASSP, EUROSPEECH, IBC, eDIT ...) • Presenting technical research proposals and outcomes • IEEE PaperFormat, ACM PaperFormat, Harvard PaperFormat, Springer Journalformat. <p>b) Practical</p> <ul style="list-style-type: none"> • Point out emerging trends in the resp. fields; - • Presentation of on-the-edge topics from international research / development conferences; • Identifying the basic essential structure and content of research publications; • Explain visualisation techniques to present complex technological concepts 				
4	<p>Teaching Methods</p> <p>Lecture, seminar, presentations</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				
6	<p>Assessment Methods</p> <p>Examination Prerequisite: 0%</p> <p>Examination: Final presentation and written documentation (100%)</p>				
7	<p>Prerequisites for CP</p>				

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