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UNIVERSITY OF APPLIED SCIENCES

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fbmd
FACHBEREICH MEDIA

Anlage 5

Modulhandbuch des Studiengangs

Expanded Media

Master of Arts

des Fachbereichs Media

der Hochschule Darmstadt – University of Applied Sciences

vom 21.05.2019

Zugrundeliegende BBPO vom 21.05.2019 (Amtliche Mitteilungen Jahr 2020)

INHALTSVERZEICHNIS

Vorbemerkungen

(1) Sämtliche Module werden im Sinne des § 1 Abs.7 ABPO durch folgende Punkte beschrieben:

1. Die Inhalte (Indicative Module Contents);

2. Die Lern- und Qualifikationsziele (Learning Outcomes) im Sinne von zu erwerbenden Kompetenzen (Competencies);

3. Die Lehrveranstaltungen (Type of Course) mit den Lehr- und Lernformen (Teaching Methods);

4. Den nach den Lehrveranstaltungen und Lernformen des Moduls aufgeschlüsselten Arbeitsaufwand (Workload) und die Zahl der vergebenen Punkte (CP);

5. Die Voraussetzungen für die Zulassung zu dem Modul (Prerequisites Subjects)

6. Die Dauer (Duration) und zeitliche Gliederung (Semester) sowie die Häufigkeit des Angebots (Module Frequency);

7. Die Verwendbarkeit des Moduls in verschiedenen Studiengängen (Used in other Courses);

8. Die Beschreibung der im Modul zu erbringenden Prüfungsvorleistungen und Prüfungen (Assessment Methods), sowie gegebenenfalls weitere Voraussetzungen für den erfolgreichen Abschluss des Moduls (Prerequisites for CP).

(2) Die Übersicht über die Module in Anlage 1 der BBPO enthält:

1. Den nach den Lehrveranstaltungen und Lernformen des Moduls aufgeschlüsselten Arbeitsaufwand (workload) und die Zahl der vergebenen Punkte (CP);

2. Die Dauer des Angebots (Duration);

3. Die Art und Form der im Modul zu erbringenden Prüfungen.

(3) Die Zulassungsvoraussetzungen zum Abschlussmodul sind in § 12 BBPO, zu allen anderen Modulen in § 11 BBPO geregelt. Darüber hinaus sind eventuelle weitere Zulassungsvoraussetzungen in den Modulbeschreibungen aufgeführt.

(4) Die Wahlpflichtmodule sind in Anlage 2 der BBPO aufgeführt und beschrieben.

The Principle of Project Based Learning Workshops

Preconditions

Facing the rise of complexity

Media-Projects are characterized by a two-dimensional multi-disciplinarity: They are on the one hand a combination of Media Design, Media Management, Media Technology (the "classical" disciplines) and on the other hand more and more often a combination of the diverse but meanwhile highly specific media genres with linear and/or interactive modalities like animation, game, installations, video, film, sound, augmented and virtual reality Teaching should correspond to the exposure of complexity by accentuating respective methods how to handle this rising complexity.

Facing new concepts of work

The change from an industrial to a knowledge-oriented society has deep impact on contemporary and future work patterns. Moreover, the half-value period of tools and software gets shorter ever. For the individual worker this means the rise of self directed work, self-motivation, self-organisation, lifelong learning and beyond this – teamwork in international (which means multi-cultural) settings. This requires teaching methods, which help students to reach the qualifications necessary in these fields.

Supporting constructivist learning

In the traditional sense, learning means to memorize and to recall facts. Thus, declarative knowledge will be acquired in a static way, which is suitable in complex situations to only a limited extent. The future media developer rather needs practical methodological skills and problem solving competencies. Therefore, a change from an instructional to a constructivist view of teaching is helpful. In this sense, learning means to incorporate the persistent fundamentals on the one hand and to actively construct thought-patterns on the other hand.

Supporting active learning

Constructivist learning means the change from reproduction to production, from gaining knowledge to developing competencies, from examination to facilitation, from teaching to coaching. These requirements can be fulfilled by an adequate link between theory and practice.

Supporting to learn how to learn

Knowledge management is a central task of our knowledge society. Until today, the idea of mainly explicit exchange of knowledge prevails. But, especially in the media industry a change from codified knowledge (externalized knowledge) to tacit knowledge (implied/implicit knowledge) is necessary.

Definition

Project-based learning (PBL) is a student-centred pedagogical strategy, applied to the study courses, in which students learn about the given indicative subjects in the context of complex, multifaceted, and realistic problems. Working in groups, students identify what they already know, what they need to know, and how and where to access new information that may lead to a resolution of the problem. The role of the instructor is that of a facilitator of learning who provides appropriate scaffolding of that process by (for example), asking probing questions, providing appropriate resources, and leading class discussions, as well as designing student assessments.

Implementation into the study programme

This form of teaching should embrace the disciplines Technology and Computer Science, Design for Expanded Realities, Methodology and Science as inherent parts of a workshop module with a given semester's topic. The module will follow the timeline of a real life situation including the steps:
Research, Concept and Development (e.g. Production and Implementation), Publishing, Evaluation and Documentation.

Way of teaching

From a constructivist perspective in a project-based learning strategy, the role of the instructor is to guide the learning process rather than provide. In this perspective, feedback and reflection on the learning process and group dynamics are essential components of PBL. Students are considered to be active agents who engage in social knowledge construction. Nevertheless, a professional and reliable input-framework is necessary.

Teaching methods in the workshops can be:
- Seminar
- Impulse keynote talk
- Coaching
- Discussion

General learning outcomes

In Detail PBL develops the following skills:
- Ability for critical thinking
- Analytical and methodological skills, i.e. transferable skills
- Research skills
- Problem solving skills
- Project management skills
- Communication, negotiation and conflict resolution skills
- Acquisition of knowledge that is flexibly usable
- Development of interdisciplinary competencies
- Social competency
- Capacity for teamwork
- Lifelong learning skills

Project phases

(Basic grid, to be adapted to focal-point-specific workshops)
- Define rules of work
- Analyse situation
- Define problem
- Design research & distribute work
- Research/work
- Share results & analyse results
- Conclusion

Benefits of PBL compared to traditional lecture teaching

- With a given project/workshop/production context, students want to learn to a greater extent than in pure lecture scenarios
- Students take ownership of the need to learn
- Students learn by doing – practice, trial-and-error, repetition, experimenting
- Making sense of what is being learned is more obvious – 'getting one's head around it'
- Better effects by learning from feedback: other people's reactions, seeing the results
- Deepening one's learning by explaining it to others, teaching, coaching
- Further deepening one's learning, by making informed judgements
- Work and on others' work – self- and peer-assessing

Projects

Expanded Media Project

The project EM-MP1 in the first semester is valid for each focus of Expanded Media.

1	**Modulname**	
	MP1 – Expanded Media Project	
1.1	**Modulkürzel**	
	EM-MP1	
1.2	**Art**	
	Mandatory/Pflicht	
1.3	**Lehrveranstaltung**	
	MP1 – Expanded Media Project	
1.4	**Semester**	
	1st Semester	
1.5	**Modulverantwortliche(r)**	
	Prof. Claudia Söller-Eckert, Prof. Georg Struck	
1.6	**Weitere Lehrende**	
	N.N. (associate lecturers)	
1.7	**Studiengangsniveau**	
	Master	
1.8	**Lehrsprache**	
	English	
2	**Inhalt**	
	The Expanded Media Project develops media concepts and prototypical realizations that provide an intense experience in a complex intermedia or transmedia storyworld, with an emphasis on designing media for events with audience participation in a real or virtual world.	
	The students develop expanded media projects, designing and realizing story-driven experiences for events or applications in	
	• the music sector (e.g. bands, orchestras, music festivals) • the cultural sector (e.g. museums, theatres)	

- the entertainment sector (e.g. multiplayer game events, Alternate Reality Games)
- the marketing sector (e.g. trade shows, PR events)
- the educational sector (e.g. learning institutions, serious games)
- the scientific sector (e.g. social sciences, psychology)

Concepts aim to bridge the real and the virtual, with participation via online channels or social VR/AR/MR expanding the scope of the real world event.

Students draw on a unified experience design framework practiced in parallel in the Elective 'Experience in Media' to plan for and systematically achieve a succession of specified experiences for their audiences. Employing a set of creative techniques, they elicit effects of identification, immersion, identity, tension and engagement in their audiences

Impulse lectures cover media strategies, design strategies, media technology and media production. The lectures familiarise students with the latest scholarly advances in the field of media production and enable them to explore designs on the cutting edge of scientific, artistic and technological development.

Students employ the ideation method of design thinking in order to support the user-centred design process. Working in small groups, students refine their designs in an iterative ideation and prototyping process. They start with researching the target group to address subconscious audience needs, develop audience engagement by offering storyworlds with attractive characters and goals, motivate audience participation with compelling player roles and actions; and allow participants to access untapped personal resources in an extraordinary and lasting experience.

Drawing on latest research in design & production methodologies, the expanded media project develops concepts and prototypes in multidisciplinary international teams, testing and iterating concepts in rapid succession. Employing scientific methods for qualitative and quantitative evaluation, students develop their concepts methodically to hone them for the targeted experience.

Students present their design in a midterm and a final presentation, providing convincing arguments for their choices and demonstrating the targeted experience in a prototype or experience trailer.

Indicative Module Content

- Keeping a vision through the concept development and realisation of a project
- Advanced UCD (user centred design), UXD (user experience design) and TXD (transmedia experience design) in expanded media
- Agile management, design thinking, rapid prototyping
- Advanced and emerging media technologies
- Creativity and experiment: examples from avant-garde, art, design, installation and media production
- Expanded media culture (advanced level): concepts, practices and ethical frameworks
- Creating and documenting advanced design concepts

| 3 | **Ziele** |

On successful completion of this module students shall be able to:

1_ Knowledge & Understanding:

- Demonstrate awareness of social, economic and technological changes in the media industry and be able to discuss these in relation to strategic challenges and goals of a given stakeholder;
- Demonstrate knowledge of emerging media technologies and innovative expanded media formats and understand how these can be leveraged to address the challenges and goals of a given stakeholder;

- Gain and demonstrate confident use of media production tools, design methods and creative techniques in conceptual and technical development of expanded media productions.

2_Intellectual Skills:

- Analyse and discuss innovative concepts and formats in the field of expanded media;
- Research target industry, client and audience needs methodically, and strategically define experience goals for target audience;
- Evaluate and discuss ideas in relation to a given strategic and creative goal.

3_Competences and Practical & Professional Skills:

- Demonstrate creativity, independence and inventiveness in the approach and methods used to develop, direct and realize a media project;
- Harness creative techniques to achieve desired effects of identification, immersion, identity, tension and engagement;
- Manage a group-initiated project development process from brief to prototypical realisation and presentation, employing agile project management to plan and execute in multidisciplinary international teams;
- Apply collaborative design methodologies (e.g. design thinking, design sprints) to a creative task;
- Apply a unified experience design method to achieve predefined experience goals;
- Apply scientific methods of evaluation to test audience experience and iterate the design process to adjust the experience.

4_Transferable Skills:

- Manage development processes in multidisciplinary international teams, employing agile project management to plan and execute: regular pitch presentations; the production and testing of a prototype; and/or the production of an experience trailer;
- Present a concept to stakeholders in a reasoned and compelling presentation, basing the argument on established key concepts and values of design for expanded media, with professional design document, prototype and/or experience trailer.

4	**Lehr- und Lernformen**

Project (Pro)

Media: Use of changing media according to the demands of the project and according to the possibilities given in the lecture hall, seminar room or laboratory room. Use of AV-production, AV-Editing, VR/AR systems etc.

5	**Arbeitsaufwand und Credit Points**

15 CP

Project work, incl. Impulse Lectures, Exercises and Coached Project Work: 150h

Selfstudy: 300h

Total Workload: 450h

6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**
	Examination Prerequisite:
	None
	Final Examination (Project):
	The part of project work (including practical work, final presentation and written documentation) for the final mark is 100 %.
	Opportunities to repeat the pre-examinations and examinations are provided in the following semester.
7	**Notwendige Kenntnisse**
	Not applicable / entfällt
8	**Empfohlene Kenntnisse**
	Not applicable / entfällt
9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots**
	8 SWS, Winter & Summer Term
10	**Verwendbarkeit des Moduls**
	Not applicable / entfällt
11	**Literatur**
	Henry Jenkins: Convergence Culture. Where Old and New Media Collide. Boston 2006
	Sean Guynes, Dan Hassler-Forest: Star Wars and the History of Transmedia Storytelling. Amsterdam 2018
	Don Norman: The Design of Everyday Things: Revised and Expanded Edition. New York 2013
	Mark Stickdorn, Markus Hormess, Adam Lawrence, Jakob Schneider: This is Service Design Doing: Using Research and Customer Journey Maps to Create Successful Services. London 2017

Expanded Storyworlds Project

The project EM-MP2-ESW in the second semester is valid for the focus Expanded Storyworlds.

1	**Modulname**
	MP2 - Expanded Storyworlds Project
1.1	**Modulkürzel**
	EM-MP2-ESW
1.2	**Art**
	Mandatory/Pflicht
1.3	**Lehrveranstaltung**
	MP2 - Expanded Storyworlds Project
1.4	**Semester**
	2nd Semester
1.5	**Modulverantwortliche(r)**
	Prof. Claudia Söller-Eckert, Prof. Georg Struck
1.6	**Weitere Lehrende**
	N.N. (associate lecturers)
1.7	**Studiengangsniveau**
	Master
1.8	**Lehrsprache**
	English
2	**Inhalt**
	The MP2 Expanded Storyworlds Project develops innovative media concepts and prototypes that provide an intense social experience in a storyworld. Deepening the skills and competencies practiced in the MP1 project, students focus on endowing their storyworlds with traits that will make them attractive and compelling for a broad audience and attract audience engagement in a wide range of formats.
	Students deepen their understanding of dramaturgy and gain practice in their handling of character, plot, theme and tonality in the development of more extensive storyworlds. They apply creative methods employed for serial narratives (e.g. define recurring plot elements and motifs) and practice collaborative story development (e.g. as in a writer's room for TV series) to provide open-ended storyworlds. They expand the storyworlds with an intensive world building, with non-linear structures, with interaction and audience participation.

Aiming for a realisation beyond a prototype, the MP2 expanded storyworlds project also introduces an added focus on dimensions of cost and ROI in specific media industries (e.g. brands, advertising agencies, museums, broadcasters, film or game production companies) and deepens student skills to address these challenges with innovative transmedia and intermedia concepts.

Impulse lectures and tailored coachings introduce students to cutting-edge academic research and state-of-the-art technology, helping them to identify windows of opportunity in their target industries. The prototypical realisation in MP2 is geared towards presentation for potential investors, producers and funding bodies. Students are required to tailor their media concept to a realistic budget and production plan.

3	**Ziele**

Students deepen their skills and competencies acquired in their first-semester project (see Module MP1). On successful completion of the module students shall be able to

1_Knowledge & Understanding:
- Be aware of the state-of-the-art academic research and technology in their chosen specialisation;
- Appraise the importance of new academic research, technological advancements and industry developments in the context of their chosen media industry fields.

2_Intellectual Skills:
- Identify windows of opportunity in their chosen specialisation and industry field, based on an understanding of current challenges and trends in media design and technology;
- Demonstrate ability to critically discuss the social impact of new formats and media technologies, identify desirable cultural or social innovations and independently set own creative and strategic goals
- Address the strategic and creative goals of a given client with an innovative use of expanded media design.

3_Competences and Practical & Professional Skills:
- Independently apply the design framework introduced in MP1 to their self-chosen or adopted strategic and creative goals and propose a user experience goal for a specified target group;
- Initiate collaborative design and prototype in international, interdisciplinary teams and direct the iterative development process to achieve the targeted user experience;
- Autonomously plan the realisation of a pitch document, prototype and experience trailer and employ agile project management strategies to ensure a timely implementation/production;
- Evaluate their prototype with a target group in a methodical, professional market evaluation;
- Present a media concept basing their argument on professional market research, an economical project plan and realistic budget for a full realisation.

4_Transferable Skills:
- Manage development processes in multidisciplinary international teams, employing agile project management for concept and production.

4	**Lehr- und Lernformen**

Project (Pro)

Media: Use of changing media according to the demands of the project and according to the possibilities given in the lecture hall, seminar room or laboratory room. Use of AV-production, AV-Editing, VR/AR systems etc.

5	**Arbeitsaufwand und Credit Points**
	15 CP
	Project work, incl. Impulse Lectures, Exercises and Coached Project Work: 150h
	Selfstudy: 300h
	Total Workload: 450h
6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**
	Examination Prerequisite:
	None
	Final Examination (Project):
	The part of project work (including practical work, final presentation and written documentation) for the final mark is 100 %.
	Opportunities to repeat the pre-examinations and examinations are provided in the following semester.
7	**Notwendige Kenntnisse**
	MP1 Expanded Media Project
8	**Empfohlene Kenntnisse**
	Mandatory Elective 'Experience in Media'
9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots**
	8 SWS, Winter & Summer Term
10	**Verwendbarkeit des Moduls**
	Not applicable / entfällt
11	**Literatur**
	Robert McKee: Story. Substance, Structure, Style and the Principles of Screenwriting. Los Angeles 1997
	Mark J.P. Wolf: Building Imaginary Worlds. The Theory and History of Subcreation. London 2012
	Yuval Noah Harari: A Brief History of Tomorrow. New York 2017.

Expanded Sound & Music Project

The project EM-MP2-ESM in the second semester is valid for the focus Expanded Sound & Music.

1	**Modulname**	
	MP2 - Expanded Sound & Music Project	
1.1	**Modulkürzel**	
	EM-MP2-ESM	
1.2	**Art**	
	Mandatory/Pflicht	
1.3	**Lehrveranstaltung**	
	MP2 - Expanded Sound & Music Project	
1.4	**Semester**	
	2nd Semester	
1.5	**Modulverantwortliche(r)**	
	Prof. Moritz Bergfeld, Prof. Dr. Jürgen Schwab	
1.6	**Weitere Lehrende**	
	N.N. (associate lecturers)	
1.7	**Studiengangsniveau**	
	Master	
1.8	**Lehrsprache**	
	English	
2	**Inhalt**	
	The MP2 Expanded Sound & Music Project develops innovative media projects, installations, productions and prototypes. Deepening the skills and competencies practiced in the MP1 project, students focus on ways to create intense and innovative sound and music experiences in different contexts for a wide range of listeners.	
	Students deepen their understanding of technical backgrounds, dramaturgy, music theory, broadcast environments and audio based interaction. They apply creative methods in developing and exploring new production strategies and innovative products.	
	Based on the experiences in MP1, students are encouraged to focus on trans- and intermedial impacts of their work, following the principles and possibilities of storytelling in their sound and music projects.	

Impulse lectures and tailored coachings introduce students to cutting-edge academic research and state-of-the-art technology, helping them to identify windows of opportunity in their target industries. The prototypical realisation in MP2 is geared towards presentation for potential investors, producers and funding bodies. Students are required to tailor their media concept to a realistic budget and production plan.

3 Ziele

Students deepen their skills and competencies acquired in their first-semester project (see Module MP1). On successful completion of the module students shall be able to:

1_Knowledge & Understanding:

- Be aware of the state-of-the-art musical and academic research and technology in their chosen specialisation;
- Appraise the importance of new academic research, technological advancements and industry developments in the context of their chosen media industry fields.

2_Intellectual Skills:

- Identify windows of opportunity in their chosen specialisation and industry field, based on an understanding of current challenges and trends in media production, design and technology;
- Demonstrate ability to critically discuss the social impact of new formats and media technologies, identify desirable cultural or social innovations and independently set own creative and strategic goals;
- Address the strategic and creative goals of a given client with an innovative use of expanded media design.

3_Competences and Practical & Professional Skills:

- Independently apply the design framework introduced in MP1 to their self-chosen or adopted strategic and creative goals;
- Initiate collaborative design and prototype in international, interdisciplinary teams and direct the iterative development process to achieve the projected results;
- Students can autonomously plan the realisation of a pitch document, prototype or project and employ agile project management strategies to ensure a timely production;
- Students can evaluate their project or product in terms of the applicable legal conditions;
- Students can present a media concept basing their argument on professional market research, an economical project plan and realistic budget for a full realisation.

4_Transferable Skills:

- Manage development process in multidisciplinary international teams, employing agile project management for concept and production.

4 Lehr- und Lernformen

Project (Pro)

Media: Use of changing media according to the demands of the project or production and according to the possibilities given in the lecture hall, seminar room or laboratory room. E.g. students need access to portable and studio multitrack audio recording and mixing equipment, VR/AR systems, hardware for sound installations, broadcasting networks etc.

5	**Arbeitsaufwand und Credit Points**
	15 CP
	Project work, incl. Impulse Lectures, Exercises and Coached Project Work: 150h
	Selfstudy: 300h
	Total Workload: 450h

6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**
	Examination Prerequisite:
	None
	Final Examination (Project):
	The part of project work (including practical work, final presentation and written documentation) for the final mark is 100 %.
	Opportunities to repeat the pre-examinations and examinations are provided in the following semester.

7	**Notwendige Kenntnisse**
	MP1 Expanded Media Project

8	**Empfohlene Kenntnisse**
	Solid knowledge in audio technology, music theory and sound dramaturgy

9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots**
	8 SWS, Winter & Summer Term

10	**Verwendbarkeit des Moduls**
	Not applicable / entfällt

11	**Literatur**
	Jürgen Meyer: Akustik und Musikalische Aufführungspraxis, PPV Medien, Bergkirchen 2015
	Sven Preger: Geschichten erzählen. Storytelling für Radio und Podcast, Wiesbaden, Springer Fachmedien 2019
	Bob McCarthy - Sound Systems Design and Optimization, Taylor & Francis 2016 (4. Auflage)
	Capturing 360° Audio using an Equal Segment Microphone Array (ESMA), Hyunkook Lee, AES Journal Oct 2018
	Increasing the Vertical Image Spread of Natural Sound Sources using Band-Limited Interchannel Decorrelation, Christopher Gribben and Hyunkook Lee, AES Paper 78, March 2019
	Udo Zölzer (Hg): DAFX - Digital Audio Effects, 2nd Edition, Wiley 2011

Expanded Realities Project

The project EM-MP2-ER in the second semester is valid for the focus Expandded Realities.

1	**Modulname**	
	MP2 - Expanded Realities Project	
1.1	**Modulkürzel**	
	EM-MP2-ER	
1.2	**Art**	
	Mandatory/Pflicht	
1.3	**Lehrveranstaltung**	
	MP2 - Expanded Realities Project	
1.4	**Semester**	
	2nd Semester	
1.5	**Modulverantwortliche(r)**	
	Prof. Dr. Frank Gabler	
1.6	**Weitere Lehrende**	
	N.N. (associate lecturers)	
1.7	**Studiengangsniveau**	
	Master	
1.8	**Lehrsprache**	
	English	
2	**Inhalt**	
	"Expanded Realities and Science" –is the leitmotif of this interdisciplinary MP2 Expanded Realities Project.	
	The aim of the MP2 Expanded Realities Project is to ideate, develop, produce and implement fully functional highly immersive experiences in the field of expanded realities, with state-of-the-art technology in emerging fields of applications inspired by latest scientific research results. Scientific methods and research applied in a user centred design approach take the central role.	
	The students will make use of creative methods and strategies (e.g. Design Thinking) to experience the full live circle of development from brief through presentation, research, iteration/testing and conceptual work to final production. Students are encouraged to explore the potential of emerging technologies and current scientific research results in the field of Expanded Realities.	
	The project work will integrate advanced project management aspects, which enable students to develop scenarios for emerging or future technological environments and market conditions where their project might be	

successfully used or applied. They will be asked to self-reflect their conceptual work at all stages and to evaluate decisions made in the conceptual process in order to optimize the results. The students learn how to apply latest scientific research results to create innovative experiences and applications in the field of Expanded Realities.

Indicative Module Content

- Scientific research processes and methodologies
- Agile project management and rapid prototyping
- Understand and apply latest scientific research results
- Keeping a vision through the development and realisation of a project
- Current design topics in expanded realities
- Contemporary art projects in the field of Expanded Realities
- Methods of artistic research.
- Expanded realities culture (advanced level): concepts, practices and ethical frameworks
- Artificial Intelligence and machine learning frameworks in in Expanded Realities
- State-of-the-art methods of computing
- Advanced application development principles and practice: writing clear, efficient and highly performing code, structured testing and quality assurance
- Advanced HCI (human computer interaction) in Expanded Realities
- Interface and controller development
- Tracking technologies and location based Expanded Realities applications
- Spatial sound design in expanded realities

3 Ziele

Students deepen their skills and competencies acquired in their first-semester project (see Module MP1). On successful completion of the module students shall be able to:

1_Knowledge & Understanding:

- Understand current scientific research in the field of Expanded Realities;
- Gain and demonstrate a broadened understanding of state-of-the-art design principles and strategies;
- Gain and demonstrate confident use of production tools and design strategies in conceptual and technical development of media productions;
- Understand, discuss and apply emerging technologies and current research results in expanded realities.

2_Intellectual Skills:

- Gain ability for critical thinking concerning innovation, new formats and technologies;
- Technological impact assessment for the society based on ethical and social discussions;
- Demonstrate creativity, independence and inventiveness in the approach and methods used to develop, direct and implement an innovative project;
- Make informed choices through a critical approach to information gained through appropriate research methods in the development and implementation of ideas for a project.

3_Competences and Practical & Professional Skills:

- Manage a self-initiated project based on profound research from brief through preproduction, iteration/testing to production, presentation and scientific evaluation methods.

- Show the ability to transfer and reflect technological innovation into cultural and/or social innovations.
- Demonstrate a self-reflective and self-critique in creation of a highly immersive application or experience.
- Perform advanced software architecture and programming in the field of expanded realities

4_Transferable Skills:
- Manage development processes in multidisciplinary international teams, employing agile project management for concept and production.

4	**Lehr- und Lernformen**
	Project (Pro)
	Media: Use of changing media according to the demands of the project and according to the possibilities given in the lecture hall, seminar room or laboratory room. Use of the Virtual Reality Lab and mobile AR/MR/VR-technologies.

5	**Arbeitsaufwand und Credit Points**
	15 CP
	Project work, incl. Impulse Lectures, Exercises and Coached Project Work: 150h
	Selfstudy: 300h
	Total Workload: 450h

6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**
	Examination Prerequisite:
	None
	Final Examination (Project):
	The part of project work (including practical work, final presentation and written documentation) for the final mark is 100 %.
	Opportunities to repeat the pre-examinations and examinations are provided in the following semester.

7	**Notwendige Kenntnisse**
	MP1 Expanded Media Project

8	**Empfohlene Kenntnisse**
	Not applicable / entfällt

9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots**
	8 SWS, Winter & Summer Term

10	**Verwendbarkeit des Moduls**
	Not applicable / entfällt

11	**Literatur**
	Jason Jerald: The VR Book: Human-Centered Design for Virtual Reality (Acm Books, No 8) Paperbook 2015
	Ralf Dörner, Wolfgang Broll, et al.: Virtual und Augmented Reality (VR / AR): Grundlagen und Methoden der Virtuellen und Augmentierten Realität (eXamen.press) Taschenbuch 2014
	Joseph LaViola, et al.: 3D User Interfaces: Theory and Practice (Usability and HCI) Paperbook 2017
	Steve Aukstakalnis: Practical Augmented Reality: A Guide to the Technologies, Applications and Human Factors for Ar and Vr (Usability) Paperbook 2016
	Andrea Rostásy, Tobias Sievers: Handbuch Mediatektur: Medien, Raum und Interaktion als Einheit gestalten. Methoden und Instrumente (Design, Bd. 3) Taschenbuch 2018

Master Project

1	**Modulname**	
	MP3 - Master Project	
1.1	**Modulkürzel**	
	EM-MP3	
1.2	**Art**	
	Mandatory/Pflicht	
1.3	**Lehrveranstaltung**	
	MP3 - Master Project	
1.4	**Semester**	
	3rd Semester in three-semester Master programme / 4th Semester in four-semester Master programme according § 4 Abs.2 BBPO)	
1.5	**Modulverantwortliche(r)**	
	Prof. Claudia Söller-Eckert	
1.6	**Weitere Lehrende**	
	N.N. (associate lecturers)	
1.7	**Studiengangsniveau**	
	Master	
1.8	**Lehrsprache**	
	English	
2	**Inhalt**	
	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.	
	By addressing pertinent issues of conception and production within the sectors of media experiences, expanded storyworlds, expanded sound & music and expanded realities the project outcomes should enhance our general and specific knowledge of the issues addressed.	
	The main subject aim of the Master project is to enable the student to fulfil his/her role as leader and vision keeper of the concept and of the final product based on a reasoned and systematic problem solving approach	

and a thorough understanding of the challenges encountered in the development of Expanded Media such as Expanded Storyworlds, Expanded Sound & Music or Expanded Realities.

3	**Ziele**

On successful completion of the module students shall be able to:

1_Knowledge & Understanding:

- Demonstrate comprehensive understanding of current and future trends, concepts and strategies within their chosen field of research;
- Demonstrate state-of-the-art academic research in their chosen specialisation, and apply technological advancements and industry developments in the context of their chosen media specialisation.

2_Intellectual Skills:

- Demonstrate conceptual and strategic leadership and directing abilities in the production of expanded storyworlds, expanded sound & music, expanded realities, games and immersive experiences;
- Address the strategic and creative goals of a given client with an innovative use of expanded media concept and design;
- Refine his/her individual narrative voice that integrates the elements of storytelling, user/player representation and experience;
- Demonstrate critical thinking and deeper insight, informed by current theoretical debates, into the social impact of expanded media productions.

3_Competences and Practical & Professional Skills:

- Conduct informed independent research in an interdisciplinary context, informed by the most recent debates within the field of expanded media and immersive experiences;
- Define a media concept based on market and audience research, an economical project plan and realistic budget;
- Plan and employ agile project management strategies to ensure a prototypical implementation/production/evaluation.

4_Transferable Skills:

- Apply collaborative design and production methods in international, interdisciplinary teams and direct the development process to achieve the targeted audience experience.

4	**Lehr- und Lernformen**

Project (Pro)

Media: Use of changing media according to the demands of the project. Use of all Media Labs, e.g. AV-production, AV-Editing, VR/AR systems etc.

5	**Arbeitsaufwand und Credit Points**

30 CP

Project work, incl. Impulse Lectures, Exercises and Coached Project Work: 300h

Selfstudy: 600h

	Total Workload: 450h
6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung** Examination Prerequisite: None Final Examination (Project) according §21-23 ABPO and §11-12 BBPO: Master Thesis: 75% of final mark Colloquium: 25% of final mark The opportunity to repeat the master project is provided in the following semester.
7	**Notwendige Kenntnisse** All mandatory projects and mandatory modules of the first and second semester, except one Elective module (5CP).
8	**Empfohlene Kenntnisse** Not applicable / entfällt
9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots** 8 SWS, Winter & Summer Term
10	**Verwendbarkeit des Moduls** Not applicable / entfällt
11	**Literatur** Not applicable / entfällt

Mandatory Modules

Experience in Media

1	**Modulname** Experience in Media
1.1	**Modulkürzel** EM-Exp
1.2	**Art** Mandatory/Pflicht
1.3	**Lehrveranstaltung** Experience in Media
1.4	**Semester** 1st Semester
1.5	**Modulverantwortliche(r)** Prof. Claudia Söller-Eckert, Prof. Georg Struck
1.6	**Weitere Lehrende** N.N. (associate lecturers)
1.7	**Studiengangsniveau** Master
1.8	**Lehrsprache** English
2	**Inhalt** The module *Experience in Media* provides the students with relevant methodical knowledge and skills to analyse and critique expanded media productions with regard to characteristics of experience, drama, storytelling, format, genre and audio-visual language. It provides learners with common concepts and strategies to identify and describe the historic, cultural, social and technical dimensions of related productions. It aims to strengthen the student's organization and communication skills, their critical, quality oriented thinking and their awareness for audiences and users. The module provides a unified design framework for the creation of engaging experiences in storyworlds accessed in live and virtual events. The students are introduced to strategies for experience design and narrative design from the fields of drama (film & television dramaturgy), user/audience experience design, games

and Virtual & Augmented Reality. Students learn to provide opportunities for identification, immersion, identity construction, participation and interaction of the audience/user in real and/or virtual environments.

Indicative Module Content

- Expanded Media studies: history, key terms, concepts and perspectives;
- Digital storytelling for Expanded Media: concepts and strategies of dramaturgy storytelling and mise-en-scene developed for theatre, film & television;
- User and audience experience for Expanded Media: concepts and strategies of user experience design and game design developed for installation, computer games, ARGs and AR/VR/MR;
- Participatory Culture in Expanded Media: concepts and strategies for participation, political and creative collaboration developed for Theatre Education, Media Arts and Avant-Garde.

3	**Ziele**

On successful completion of this module students shall demonstrate the following skills and competencies:

1_Knowledge & Understanding:

- Recognize and evaluate effects of identification, immersion, identity, tension, engagement and interaction in a wide range of media;
- Understand and discuss the strategies and techniques employed to elicit these effects and understand their limits for different media formats and settings.

2_Intellectual Skills:

- Apply methods of generating, developing and visualizing ideas in the context of an expanded media project;
- Conduct audience research and interpret the results in the context of an expanded media project;
- Demonstrate awareness of ethical issues in current areas of expanded media and discuss these in relation to personal beliefs and values.

3_Competences and Practical & Professional Skills:

- Design engaging experiences for real and/or virtual events and environments employing a combination of various media formats;
- Elicit effects of identification, immersion, identity, tension, engagement and interaction, choosing and combining appropriate methods for different formats and format combinations;
- Realize and develop an expanded experience for the audience by addressing subconscious audience needs, develop audience engagement by offering storyworlds with attractive characters and goals, and motivate audience participation with compelling experience and interaction opportunities;
- Present concepts for expanded media projects, basing their argument on audience research and established key terms and values of the creative field.

4	**Lehr- und Lernformen**

Seminar (S)

Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).

5	**Arbeitsaufwand und Credit Points**
	5 CP
	Seminar: 3SWS/50h
	Selftstudy: 100h
	Total Workload: 150h

6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**
	Examination Prerequisite:
	None
	Final Examination:
	The part of practical work and written documentation for the final mark is 100 %.
	Opportunities to repeat the pre-examinations and examinations are provided in the following semester.

7	**Notwendige Kenntnisse**
	Not applicable / entfällt

8	**Empfohlene Kenntnisse**
	Not applicable / entfällt

9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots**
	3 SWS/ 3h per week, Winter & Summer Term

10	**Verwendbarkeit des Moduls**
	Not applicable / entfällt

11	**Literatur**
	Henry Jenkins: Convergence Culture. Where Old and New Media Collide. Boston 2006
	Robert McKee: Story. Substance, Structure, Style and the Principles of Screenwriting. Los Angeles 1997
	Joseph Campbell: The Hero With a Thousand Faces. New York 1949
	Sean Guynes, Dan Hassler-Forest: Star Wars and the History of Transmedia Storytelling. Amsterdam 2018
	Don Norman: The Design of Everyday Things: Revised and Expanded Edition. New York 2013

Science in Media and Scientific Methods

1	**Modulname**	
	Science in Media and Scientific Methods	
1.1	**Modulkürzel**	
	EM-Sci Science in Media and Scientific Methods	
1.2	**Art**	
	Mandatory/Pflicht	
1.3	**Lehrveranstaltung**	
	Science in Media and Scientific Methods	
1.4	**Semester**	
	2nd Semester	
1.5	**Modulverantwortliche(r)**	
	Prof. Claudia Söller-Eckert, Prof. Frank Gabler	
1.6	**Weitere Lehrende**	
	N.N. (associate lecturers)	
1.7	**Studiengangsniveau**	
	Master	
1.8	**Lehrsprache**	
	English	
2	**Inhalt**	
	The module *Science in Media and Scientific Methods* provides the students with fundamental knowledge in the scientific work process. Main emphasis of the module is the imparting of theoretical foundations for independent scientific work. The learner will understand and apply different scientific research methods. Furthermore, the module provides the students with fundamental knowledge of how to approach a scientific publication and how to conduct a profound literature research. The students will learn how to use information management techniques and read and write scientific publications.	
	It provides the students with fundamental overview and knowledge in STEM (Science, Technology, Engineering, and Mathematics) related fields of science and research and their role and importance in expanded media. It introduces the methods of artistic research and contemporary arts and media in science. The students will be encouraged to discuss current fields of arts & science and the impact assessment of actual scientific trends and research results for society.	

Indicative Module Content

- Purpose and goals of scientific work
- Different forms and structures of artistic research
- Basic structure of a research projects
- Science theory
- Scientific research methods
- Inductive and deductive research logic
- Objectivity in the research process
- Founding and management of research projects
- Impact assessment of current scientific trends and results
- Scientific talks and presentation

3 Ziele

On successful completion of this module students shall demonstrate the following skills and competencies:

1_Knowledge & Understanding:

- Understand the purpose and goals of scientific work;
- Show understanding of the basic structure of a research project;
- Understand different forms and structure of artistic research;
- Understand important concepts of science theory;
- Understand the limits of objectivity in the research process;
- Understand and apply different scientific research methods;
- Understand and apply form and structure of scientific papers;
- Understand and apply the requirements of a scientific bibliography.

2_Intellectual Skills:

- Apply principles of scientific theory;
- Apply the requirements of scientific hypotheses;
- Discuss the impact assessment of current scientific trends and research results for society.

3_Competences and Practical & Professional Skills:

- Develop a correct formulation of scientific hypotheses;
- Make use of information management techniques;
- Prepare and perform a scientific talk/presentation;
- Explain and apply techniques for scientific writing, and research methodology to prepare the writing of a scientific report, poster, paper or degree project;
- Conduct a profound literature research, work on the Internet;
- Make use of information management techniques.

4	**Lehr- und Lernformen**
	Seminar (S)
	Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room. (e.g. Beamer, AV-systems, VR/AR systems etc.).

5	**Arbeitsaufwand und Credit Points**
	5 CP
	Seminar: 3SWS/50h
	Selftstudy: 100h
	Total Workload: 150h

6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**
	Examination Prerequisite:
	None
	Final Examination:
	The part of written documentation/homework and/or presentation for the final mark is 100 %.
	Opportunities to repeat the pre-examinations and examinations are provided in the following semester.

7	**Notwendige Kenntnisse**
	Not applicable / entfällt

8	**Empfohlene Kenntnisse**
	Not applicable / entfällt

9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots**
	3 SWS/ 3h per week, Winter & Summer Term

10	**Verwendbarkeit des Moduls**
	Not applicable / entfällt

11	Literatur
	Jens Badura, Selma Dubach, et al.: Künstlerische Forschung. Ein Handbuch (hors série) 2015
	Nicole Vennemann: Das Experiment in der zeitgenössischen Kunst: Initiierte Ereignisse als Form der künstlerischen Forschung (Image) Taschenbuch 2018
	Martin Grunwald: Human Haptic Perception: Basics and Applications 2008

Frank Steinicke, Yon Visell, et al.: Human Walking in Virtual Environments: Perception, Technology, and Applications 2015

Jeremy Wolfe, et al.: Sensation & Perception 2019

Rödiger Voss: Wissenschaftliches Arbeiten 2018

Norbert Franck, Joachim Stary: Die Technik wissenschaftlichen Arbeitens: Eine praktische Anleitung 2013

Jürg Aeppli: Empirisches wissenschaftliches Arbeiten: Ein Studienbuch für die Bildungswissenschaften 2016

Karl Meier-Gantenbein, Thomas Späth: Handbuch Bildung, Training und Beratung: Zwölf Konzepte der professionellen Erwachsenenbildung 2012

Niels Bergemann, Alan Chalmers, et al.: Wege der Wissenschaft: Einführung in die Wissenschaftstheorie 2006

Johann Schülein, Simon Reitze: Wissenschaftstheorie für Einsteiger 2016

Karoly Simonyi: Kulturgeschichte der Physik 2001

Ian Millington, John Funge: Artificial Intelligence for Games 2009

Ray Kurzweil: How to Create a Mind: The Secret of Human Thought Revealed 2013

Stephen Hawking: Brief Answers to the Big Questions 2018

Jurg Nanni: Visual Perception: An Interactive Journey of Discover through Our Visual System 2009

Industrial Placement

1	**Modulname**
	Industrial Placement
1.1	**Modulkürzel**
	EM-IP
1.2	**Art**
	Mandatory/Pflicht
1.3	**Lehrveranstaltung**
	Industrial Placement
1.4	**Semester**
	3^d Semester only in four-semester Master programme according § 4 Abs.2 BBPO
1.5	**Modulverantwortliche(r)**
	Prof. Claudia Söller-Eckert
1.6	**Weitere Lehrende**
	N.N. (associate lecturers)
1.7	**Studiengangsniveau**
	Master
1.8	**Lehrsprache**
	English
2	**Inhalt**
	The students work in the fields of • concept, planning, directing and / or production of movie, video, TV and AV projects; • concept, planning, directing and / or production of animation projects; • concept, planning, designing and / or production of game projects; • concept, planning, directing and / or production of interactive experience projects; • concept, planning, directing and / or production of audio projects; • concept, planning and / or production of media systems; • concept, planning and / or production of audio systems; • implementation and / or programming of multimedia products and media systems; • implementation and / or programming of games; • management and marketing of multimedia products and media systems.

There will be accompanying studies at university that will provide participants with topics and issues such as

- methodological description of practical work;
- reflection and assessment of practical work;
- analysis of practical work.

3	**Ziele**

On successful completion of this module students shall demonstrate the following skills and competencies:

1_Knowledge & Understanding:
- Understand and reflect the practical work of a concepter, director, producer or developer of media projects and media products;
- Identify new fields of professional practice.

2_Intellectual Skills:
- Analyse and assess professional methods.

3_Competences and Practical & Professional Skills:
- Integrate methods of practice in future projects.

4_Transferable Skills and Competencies:
- Take personal responsibility in terms of professional behaviour, personal motivation and planning of one's own work.

4	**Lehr- und Lernformen**

Tutorials, group discussions and peer reviews, presentation

Industrial placement

5	**Arbeitsaufwand und Credit Points**

30 CP

Seminar: 2 SWS/30h

Selftstudy: 870h

Total Workload: 900h

6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**
	Examination Prerequisite:
	• Completed Industrial Placement (IP-Contract) of minimum 18 weeks with company, or completed 30 credit points of abroad studies (marks) or completed research phase (certificate of research institution)
	• Seminar.
	Final Examination (Documentation):
	Written IP-Report with minimum of 20 pages with description of the company, the tasks, the projects and the learnings. The part of the written IP-Report is 100 %.
	Opportunities to repeat the pre-examinations and examinations are provided in the following semester.
7	**Notwendige Kenntnisse**
	Not applicable / entfällt
8	**Empfohlene Kenntnisse**
	Not applicable / entfällt
9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots**
	2 SWS/ 2h per week, Winter & Summer Term
10	**Verwendbarkeit des Moduls**
	Not applicable / entfällt
11	**Literatur**
	Not applicable / entfällt

Elective Modules

Expanded Media Elective – Advanced Conception and Production

The students have to choose four electives in total.

1	**Modulname**
	Expanded Media Elective
1.1	**Modulkürzel**
	EM-El1 bis EM-El4 Expanded Media Elective
1.2	**Art**
	Elective
1.3	**Lehrveranstaltung**
	Expanded Media Elective
1.4	**Semester**
	1st and 2nd Semester
1.5	**Modulverantwortliche(r)**
	Prof. Claudia Söller-Eckert
1.6	**Weitere Lehrende**
	N.N. (associate lecturers)
1.7	**Studiengangsniveau**
	Master
1.8	**Lehrsprache**
	English
2	**Inhalt**
	This module comprises a range of changing elective topics in the field of Expanded Media which allow students either to build up specialist knowledge, competencies and skills in a particular field related to Expanded Storyworlds, Expanded Sound & Music, Expanded Realities, or to aim for an interdisciplinary widening of their profile. Students can choose between electives offered within the Expanded Media programme or other Master level electives offered by digital media related programmes within the Faculty of Media. Their indicative content can be categorized as follows:

1_Expanded Storyworlds

This category provides students with a range of topics from the field of Expanded Storyworlds such as for example: Advanced Storytelling, Worldbuilding, Interactive & Transmedia Storytelling, Transmedia Experience Design, Immersive Media, Media Installation, Directing & Acting, Visual Production.

2_Expanded Sound & Music

This category provides students with a range of topics from the field of Expanded Sound & Music such as for example: Advanced Sound Design, Advanced Sound & Music Production, Sound Technology, Broadcast, Immersive Audio, Sound Direction, Scenography & Performance, interactive Installation.

3_Expanded Realities

This category provides students with a range of topics from the field of Expanded Realities such as for example: ER-Storytelling, ER-Experience-Design, ER-Technologies, Emerging Technologies, Computer Graphics, 3D Graphics, Interface-Design, Programming.

4_Advanced Digital Media Studies

This category provides students with a wide range of interdisciplinary topics from the Master level elective pool at the Faculty of Media such as for example: Audience and User Research, Creative Strategies, Avant-Garde in Digital Media, Digital Culture, Animation & Games, Visual Effects.

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3 | **Ziele**

On successful completion of this module students shall be able to:

1_Knowledge & Understanding:
- Define interdisciplinary analytical and critical frameworks to develop fresh thinking in media design projects;
- Describe technical requirements and software tools for developing a wide range of media projects;
- Demonstrate an understanding of the potential of new technologies and their creative uses.

2_Intellectual Skills:
- Use professional-level communication and technological practices in digital environments;
- Analyse and strategically approach diverse digital media and their audiences;
- Choose interdisciplinary approaches to questions, topics and themes related to the creative development and design of digital media projects.

3_Competences and Practical & Professional Skills:
- Carry out various forms of advanced research involving independent enquiry;
- Demonstrate the ability of intercultural and interdisciplinary communication.

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4 | **Lehr- und Lernformen**

Seminar (S)

Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room. (e.g. Beamer, AV-systems, VR/AR systems etc.).

5	**Arbeitsaufwand und Credit Points**
	5 CP
	Seminar: 3SWS/50h
	Selftstudy: 100h
	Total Workload: 150h

6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**
	Examination Prerequisite:
	None
	Final Examination:
	The part of practical work (including written documentation) and/or homework and/or presentation for the final mark is 100 %.
	Opportunities to repeat the examinations are provided in the following semester.

7	**Notwendige Kenntnisse**
	Not applicable / entfällt

8	**Empfohlene Kenntnisse**
	Not applicable / entfällt

9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots**
	3 SWS/ 3h per week, Winter & Summer Term

10	**Verwendbarkeit des Moduls**
	Not applicable / entfällt

11	**Literatur**
	Will be announced at the beginning of the seminar period.

Elective in Social and Cultural Studies

1	**Modulname**
	Elective in Social and Cultural Studies
1.1	**Modulkürzel**
	EM-El-SCS Elective in Social and Cultural Studies
1.2	**Art**
	Elective
1.3	**Lehrveranstaltung**
	Elective in Social and Cultural Studies
1.4	**Semester**
	1st and 2nd Semester
1.5	**Modulverantwortliche(r)**
	Prof. Claudia Söller-Eckert
1.6	**Weitere Lehrende**
	N.N. (associate lecturers)
1.7	**Studiengangsniveau**
	Master
1.8	**Lehrsprache**
	English
2	**Inhalt**
	This module comprises a range of changing elective topics in the field of humanities, cultural studies and social sciences which enable students to connect their subject specific learning with a larger context of contemporary cultural, ethical, economic and technological discourses. Students can choose from the Elective Catalogue provided by the Department of Social and Cultural Studies SUK of Hochschule Darmstadt. The curriculum design of the electives will be clearly related to the Expanded Media Master Programme, focusing on content such as
	- legal frameworks and issues in international media production; - audiences and users in contemporary media culture; - diversity and interculturalism; - media ethics and media politics;

	• work and workplace in digital societies;
	• communication and conflict resolution;
	• psychological concepts of cognition and learning;
	• literature and film, media and public spaces as cultural texts.
3	**Ziele**
	On successful completion of this module students shall be able to:
	1_Knowledge & Understanding:
	• Relate their own creative practice and experience to contemporary cultural, ethical, political, cultural and social contexts;
	• Reflect the role of digital technology in today's knowledge society;
	• Describe basic theoretical models of communication and cognition.
	2_Competences and Practical & Professional Skills:
	• Critically differentiate cultural stereotypes in communication and media;
	• Evaluate legal and ethical issues related to media production and reception;
	• Articulate new approaches to questions, topics and themes associated with traditional disciplines;
	• Demonstrate information literacy by recognizing the different cultural, social, political contexts in which meaning is made.
	3_Transferable Skills and Competencies:
	• Carry out various forms of advanced research involving independent enquiry;
	• Demonstrate the ability of intercultural and interdisciplinary communication;
	• Present their own critical position in formal contexts;
	• Appraise the importance of lifelong learning.
4	**Lehr- und Lernformen**
	Seminar (S)
	Media: Beamer. Use of changing media according to the demands of the seminar.
5	**Arbeitsaufwand und Credit Points**
	5 CP
	Seminar: 3SWS/50h
	Selftstudy: 100h
	Total Workload: 150h

6	**Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**
	Examination Prerequisite:
	None
	Final Examination (Project):
	The part of homework, final presentation and written documentation for the final mark is 100 %.
	Opportunities to repeat the pre-examinations and examinations are provided in the following semester.

7	**Notwendige Kenntnisse**
	Not applicable / entfällt

8	**Empfohlene Kenntnisse**
	Not applicable / entfällt

9	**Dauer, zeitliche Gliederung und Häufigkeit des Angebots**
	3 SWS/ 3h per week, Winter & Summer Term

10	**Verwendbarkeit des Moduls**
	Not applicable / entfällt

11	**Literatur**
	Will be announced at the beginning of the seminar period.