Appendix 5

Module Catalog

International Media Cultural Work
Master's Degree Program

Media Department

Hochschule Darmstadt – University of Applied Sciences

issued 26 June 2015

effective 01 April 2016

Based on BBPO (Special Provisions for Examination Regulations) from 26 June 2015 (Official announcements 2016)

Table of Contents

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

This Module Catalog was translated from

the German original to English in order to make it accessible to
readers who are not German native speakers. It was done according to the
best of the translator's knowledge and accurately reflects the intent of the original
document. However, only the original German version is legally binding.

Industrial Placement

Industrial Placement					
ID IP_1	Workload 750 h	Credits 30	Semester Semester 1 (4-semester program only)	Module Frequency Winter Term Summer Term	Duration 1 semester
1	Type of Course a) Industrial Placement b) Accompanying course		Contact Hours b) 2 per week/36 h **(per wk= per week)	Self Study a) 690 h	Group Size b) 20
2	Indicative Module Content Upon successful completion the student will be able to: • understand and consider upon the practical work of a media designer, producer, developer, manager, media cultural practitioner; • consider new fields of application and new professional methods; • integrate needs of practice in media cultural projects; and • integrate methods of practice in media cultural projects. The industrial placement takes 18 weeks. There will be accompanying studies at the University before the placement and after the placement. The course preceding the placement offers information about specific placements and about the organization of the placement. In the course following the placement, the students give a presentation about their projects in the placement and about their experiences. Students have to produce a detailed report about their projects.				

Students will work in the following fields:
- 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 or programming of multimedia products, games and media systems
- 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
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4	Teaching Methods • Tutorials, group discussions, and peer reviews • Presentation
5	Prerequisite Subjects --
6	Assessment Methods IP report, presentation of IP report

7	Prerequisites for CP CAParation activities: Completed IP (0%) Final exam: IP report, presentation of IP report (100%)
8	Used in Other Courses -
9	Significance of Mark for Final Mark None (0%)
10	Name of Module Director and Teaching Professors Module Director: Prof. Sabine Breitsameter Teaching Professors: Prof. Torsten Fröhlich Prof. Claudia Söller-Eckert and other professors of the faculty / department
11	Other Information

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Projects

Transdisciplinary Media Cultural Project (1) + (2) (1) Research, Concept, and Realization (2) Communicating, Educating, Marketing				
ID TM CP 8/9	Workload 590 h	Credits 15	Semester 1, 2	Module Frequency Winter term (1), Summer term (2)	Duration 1 semester
1	Type of Course a) Theory: Collaborative teaching/lecture/seminar b) Praxis: Practical		Contact Hours a) 4 per wk/80 h b) 10 per wk/160h 14 per wk/240 h	Self Study 350 h	Group Size 20
2	Learning Outcomes / Competencies 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. Project 1 shall focus more on media theoretical and discourse-oriented approaches. Project 2 shall focus more on communicational and educational approaches and strategies. Interculturality and internationality are constant crosscutting issues. Both projects are interrelated, considering the aspects and learning outcomes or each, while taking different vantage points. In TMCP 8 (Research, Concept and Realization) thematic priority is given to the following learning outcomes. Upon successful completion of this module, the student shall able to: • identify worthwhile, future, and audience-oriented topics for media cultural works/events/programs/concepts; • develop and apply collaborative methods, skills, and attitudes for 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 fulfill 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; and
- enable, inform and lead other team members in order to fulfill the project's goal and bring it into existence.

In TMCP 9 (Communicating, Educating, Marketing) thematic priority is given to the following learning outcomes.
Upon 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/programs/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; and
- finalize sustainably a project's subsequent works.

| 3 | Indicative Module Content |

The workshop project is a space for advanced productions in all fields of media culture, ready to be presented within the frame of a festival, exhibition, media program, workshop context, conference, or presentation/performance/concert series. It has to be accomplished in Semesters 8 and 9, and 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.

Basically inspired by the research topics initiated by lectures, and complemented by collaborative self-study and discussions, the students develop transdisciplinary media cultural projects, benefitting from the exchange and collaboration in the forum-like workshop.

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.

Exemplary project examples
- 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 for newcomer musicians
- Educating the public (e.g. schoolchildren) on the occasion of a theatre/opera/concert/film premiere
- An audio drama festival or film festival for young adults
- A discourse-oriented exhibition on media futurism/interactivity/Big Data, etc.
- Tactical Media interventions in a public space
- Paying tribute to a famous media theorist's anniversary by a media event, program, or exhibition

All projects shall be framed by a guiding concept, which relates to actual debates, discourses, and/or art/culture/media theories.

4	Teaching Methods
	The range of teaching methods includes lectures, seminar methods, coaching of groups and individuals, practical assignments, and presentation.
5	Prerequisite Subjects
	-
6	Assessment Methods
	CAP activities: assignments, oral presentation, practical work, and demonstration (50%), Examination: Final presentation and written documentation (50%)

7	Prerequisites for CP
	–
8	Used in Other Courses
	–
9	Significance of Mark for Final Mark
	16.66%
10	Name of <u>Module Director</u> and Teaching Professors
	Module Director:
	<u>Prof. Sabine Breitsameter</u>
	Teaching Professors:
	Prof. Dr. Torsten Fröhlich
	Prof. Claudia Söller-Eckert
	Prof. Alexander Herzog
	N.N.
11	Other Information
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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	Group Size 10
2	Indicative Module Content Guiding concept: Development of an advanced scholarly/scientifically and artistically grounded media cultural work/event/program/concept, ready to be presented as or within the framework of a festival, exhibition, media program, workshop context, conference, presentation/performance/concert series, or during a public/business/cultural gathering. 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, organization, and how to gain/develop the audience's interest.					
4	Teaching Methods Exercises, practical tasks, 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. colloquy				

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 Module Director and Teaching Professors

	Module Director:
	Prof. Sabine Breitsameter
	Teaching Professors:
	Prof. Torsten Fröhlich
	Prof. Claudia Söller-Eckert
	and other professors of the faculty / department
11	Other Information
	-

Electives: Curating and Communicating

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		Contact Hours	Self Study	Group Size
	Seminar and practical		3 per wk/48 h	75 h	20

2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: • 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 potential 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; and • 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.
	Indicative Module Content • 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	Teaching Methods Lectures and/or seminar
5	Prerequisite Subjects -

6	Assessment Methods
	CAP activities: -
	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 Director</u> and Teaching Professors
	<u>Module Director</u>:
	<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 ME_C 2	Workload 125 h	Credits 5	Semester 1, 2	Module Frequency Winter term Summer term	Duration 1 semester
1	Type of Course Seminar and practical		Contact Hours 3 per wk/48 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: - 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; and - 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.				
	Indicative Module Content - 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 programs - Societal and political implications of curatorial concepts and practices - Scientific, scholarly and artistic approaches to media futurology				
4	Teaching Methods Lectures and/or seminar				
5	Prerequisite Subjects -				
6	Assessment Methods CAP activities: -				

	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 Director and Teaching Professors
	Module Director:
	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 ME _C3	Workload 125 h	Credits 5	Semester 1, 2	Module Frequency Winter Term Summer Term	Duration 1 Semester
1	Type of Course Seminar and Practical		Contact Hours 3 per wk/48 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to - 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.				
	Indicative Module Content - 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 programs, and their media theoretical and media philosophical background - Artistic approaches to media theories and vice versa - Critique of theories, discourses, and "belief systems" as a motor for generating media cultural projects				
4	Teaching Methods Lectures and/or seminar				
5	Prerequisite Subjects -				

6	Assessment Methods
	CAP activities: -
	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 Director and Teaching Professors
	Module Director:
	Prof. Sabine Breitsameter
	Teaching Professors:
	Prof. Sabine Breitsameter
	N.N.
11	Other Information
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Media Aesthetic Education Practices					
ID ME_C4	Workload 125 h	Credits 5	Semester 1, 2	Module Frequency Winter term Summer term	Duration 1 semester
1	Type of Course Seminar and Practical		Contact Hours 3 per wk/48 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: • 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; and • 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.				
	Indicative Module Content • 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	Teaching Methods Lectures and/or seminar				
5	Prerequisite Subjects -				
6	Assessment Methods CAP activities: -				

	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 Director and Teaching Professors
	Module Director:
	Prof. Sabine Breitsameter
	Teaching Professors:
	Prof. Sabine Breitsameter
	Prof. Claudia Söller-Eckert
	Prof. Alexander Herzog
	N.N.
11	Other Information
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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 per wk/48 h	Self Study 75 h	Group Size 20

2	Learning Outcomes / Competencies
	Upon successful completion of this module the student shall be able to:
	• 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 personnel planning of the project; and
	• evaluate the project.
	Indicative Module Content
	• 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 relationships gained
	• Principles of planning finances and personnel
	• 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 CAP activities: - 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 Director and Teaching Professors
	Module Director:
	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 program
11	Other Information
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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 per wk/48 h	Self Study 75 h	Group Size 20

2	Learning Outcomes / Competencies

Upon successful completion of this module the student shall be able to:
- understand the necessities for and principles of interculturality, inclusion in general, and a special regard to gender mainstreaming;
- understand the diverse interculturally based 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 with respect to interculturality and inclusion, lead discussions and discourses on its necessity, goals, and effects on media culture and media aesthetic education practices, and apply their outcomes critically to communicational and educational strategies for media cultural projects.

3	Indicative Module Content

- 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	Teaching Methods
	Lectures and/or seminar

5	Prerequisite Subjects
	-

6	Assessment Methods
	CAP activities: -
	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 Director and Teaching Professors
	Module Director:
	Prof. Sabine Breitsameter
	Teaching Professors:
	Professors from the department of Social Sciences (Gesellschaftswissenschaften/SuK)
11	Other Information
	-

Leadership by Arts/LCI					
ID ME-C7	Workload 125 h	Credits 5	Semester 8,9	Frequency of Module Each semester	Duration 1 semester
1	Type of Course Seminar/workshop/lectures/ project		Contact Hours 3 per wk / 50 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: • 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 complement to classical management methodologies; • identify, differentiate, and evaluate roles and functions in creative leadership; • explain, establish, and evaluate an art- or vision-driven approach in the 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, and • operate a production process from an artist's or designer's point of view.				
3	Indicative Module Content Aim • The established process for media productions is often managed by a strong sharing between the roles of management and creativity. As a future approach, the students learn that these two areas can work together to develop a strong unity in vision and production. A broad palette and various artistic roles in different media products requires the keepers of the vision to take part in the leading processes of the production, thereby influencing and communicating their ideas and concepts to users, players, listeners, and audiences, in order to initiate a social discussion. • The module intends to empower students to recognize 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 in communicating and defending a strong vision through the complexity of a media production, thus bringing the artistic idea to the center of the process. As keepers of the vision they relate rather to "what could be" than "what is". They will develop competencies in describing new experiences beyond using words like "cool" and "fun".				

	Objectives • 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 behavior research, analysis of audience and perception in media • Overview of different aspects of management tasks and different approaches to deal with them
4	Teaching Methods Lecture, seminar, presentations
5	Prerequisite Subjects -
6	Assessment Methods CAP activities: 0% Examination: Final presentation and written documentation (100%)
7	Prerequisites for CP -
8	Used in other courses -
9	Significance of Mark for Final Mark 5.55%
10	Name of Module Director and Teaching Professors Prof. Sabine Breitsameter
11	Other Information

Avant-garde in Digital Media/LCI				
ID ME- C8	Workload 125 h	Credits 5	Semester 8,9	Frequency of Module Each semester	Duration 1 semester
1	Type of Course Seminar/workshop/lectures/ project		Contact Hours 3 per wk / 50 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: • 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; and • demonstrate a synthesis of knowledge and competencies through the development of avant-garde media responses.				
3	Indicative Module Content Any aspect of media language undergoes 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. 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-garde artists 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. 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 depart from the traditional path of production. 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, converging media, and deconstruction of reality.

Students will develop and present an idea/concept/production proving that they are competent in crossing the borders of traditional common principles in media-production. Their project/thesis/paper should have a highly innovative aspect and seriously address the breaking 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 exercise can support or contrast their development of the master thesis.

4	Teaching Methods
	Lecture, seminar, presentations
5	Prerequisite Subjects
	-
6	Assessment Methods
	CAP activities: 0%
	Examination: Final presentation and written documentation (100%)
7	Prerequisites for CP
	-
8	Used in other courses
	-
9	Significance of Mark for Final Mark
	5.55%
10	Name of Module Director and Teaching Professors
	Prof. Sabine Breitsameter
	Prof. Claudia Söller-Eckert
11	Other Information

Electives: Management and Technology

Media Cultural Economy and Artistic Entrepreneurship					
ID ME _M T1	Workload 125 h	Credits 5	Semester 1, 2	Module Frequency Winter term Summer term	Duration 1 semester
1	Type of Course Seminar and Practical		Contact Hours 3 per wk/48 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to demonstrate and apply knowledge of: - economic 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 with different forms of institutions und companies, including compliance with specific rules and regulations; - artistic and/or cultural and/or educational self-employment, its different concepts, including funding, self-marketing, and social sustainability; and - the legal and financial relationship between self-employed individuals and cultural institutions/companies.				
	Indicative Module Content - Principles of media economy and culture economy - Principles of cultural financing on regional, national, and international levels, as well as private sponsorship - Principles, rules and, regulations of cultural financial planning and budgeting in diverse institutions and companies - Financial, legal, and organizational foundations for individual artistic entrepreneurship				
4	Teaching Methods Lectures and/or seminar				
5	Prerequisite Subjects -				

6	Assessment Methods
	CAP activities: -
	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 Director and Teaching Professors
	Module Director:
	Prof. Sabine Breitsameter
	Teaching Professors:
	N.N.
11	Other Information
	-

Audience Research and Development					
ID ME _M T2	Workload 125 h	Credits 5	Semester 1, 2	Module Frequency Winter term Summer term	Duration 1 semester
1	Type of Course Seminar and practical		Contact Hours 3 per wk/48 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: - demonstrate knowledge of qualitative and quantitative approaches and methods of audience research; and - 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; - identify barriers between institutions/programs/media products and audiences; - design strategies to address and remove barriers; - demonstrate and apply methods in marketing, commissioning, programming, education, customer care, pubLCIty and distribution in order to build up audiences and market shares; and - identify, access and foster new audiences, e.g. audiences from hitherto socially excluded groups, different lifestyle backgrounds, a different age spectrum, or different regions and countries.				
3	Indicative Module Content - Principles of qualitative and quantitative audiences research - Principles, ethos, and practices of audience development - Categories of audience typologies - Case studies of institutional endeavors developing and fostering media cultural audiences and accessing new ones				
4	Teaching Methods Lectures and/or seminar				
5	Prerequisite Subjects -				
6	Assessment Methods CAP activities: - 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 Director and Teaching Professors
	Module Director:
	Prof. Sabine Breitsameter
	Teaching Professors:
	Prof. Sabine Breitsameter
	N.N.
11	Other Information
	-

Media Cultural Project Management					
ID ME _M T3	Workload 125 h	Credits 5	Semester 1, 2	Module Frequency Winter term Summer term	Duration 1 semester
1	Type of Course Seminar and practical		Contact Hours 3 per wk/48 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: • 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 organization of financial as well as human resources; and • communicate with the project's stakeholders and develop an individual approach to the strategic dimension of culture, art, and creativity.				
	Indicative Module Content • Principles of cultural, media, and educational management, and their interrelationship • 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, and team and self development • Categories of audience typologies • Case studies of institutional endeavors developing media cultural audiences and accessing new ones				
4	Teaching Methods Seminar				
5	Prerequisite Subjects -				
6	Assessment Methods CAP activities: -				

	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 Director and Teaching Professors
	Module Director:
	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 per wk/48 h	Self Study 75 h	Group Size 20

2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: • demonstrate a knowledge of occurrences and structures of media culture and its communication and education in/by institutions and corporations; • analyze and discuss their media cultural approaches and strategies with 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, and goals and claims; and • demonstrate a knowledge of the overall professional field for media cultural work, and apply it to developing it further while identifying new fields and strategies.
	Indicative Module Content • Concepts of media and culture historically and currently • 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 CAP activities: -

	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 Director and Teaching Professors
	Module Director:
	Prof. Sabine Breitsameter
	Teaching Professors:
	Prof. Sabine Breitsameter
	Prof. Claudia Söller-Eckert
	N.N.
11	Other Information
	-

Marketing, Publishing and Public Relations					
ID ME_MT5	Workload 125 h	Credits 5	Semester 1, 2	Module Frequency Winter term Summer term	Duration 1 semester
1	Type of Course Seminar and practical		Contact Hours 3 per wk/48 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to demonstrate knowledge and analytical skills specific to: - the elements of media cultural projects' related measures, methods, and skills of publishing, publicizing, marketing, and public relations, as well as their objectives, values, strategies, and controlling methods; - conceptualize, design and implement: - 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; and - information, communication, education and marketing materials, e.g. social media communication, posters, flyers, press-kits, catalogues (e.g. public and press announcements), and press conferences, while balancing creative innovation with professional standards; and - establish, handle, 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.				
	Indicative Module Content - Principles of publishing, pubLCIzing, 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, pubLCIzing, 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 such as guerilla marketing and 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 CAP activities: - 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 Director and Teaching Professors Module Director: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter N.N.
11	Other Information -

Advanced Event and Display Technologies					
ID ME _M T6	Workload 125 h	Credits 5	Semester 1, 2	Module Frequency Winter term Summer term	Duration 1 semester
1	Type of Course Seminar and practical		Contact Hours 3 per wk/48 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: • demonstrate knowledge and skills of innovative technologies to be applied to 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; and • demonstrate, discuss, and adapt the technologies within a media cultural project according to the project's objectives, designs, and managerial frameworks.				
	Indicative Module Content Analysis of existing techniques and their possible evolution towards fields related to media and culture. Examples of these technologies may include: • 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; and • the process of designing a media cultural experience based on technological facts and ideas. This process also involves 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				

	CAP activities: -
	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 Director and Teaching Professors	
	Module Director:	
	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 per wk/48 h	Self Study 75 h	Group Size 20

2	Learning Outcomes / Competencies
	This module intensifies and deepens the knowledge of the legal framework in relation to media cultural productions, projects, exhibitions, workshops, and events.
	Upon successful completion of this module the student shall be able to:
	• 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 events, to different types of corporations and institutions, and all professional roles involved, including the role of the individual freelancer; and
	• demonstrate knowledge of and discuss the international dimensions of the pertinent laws and regulations, and their possible differences and gaps.
	Indicative Module Content
	• 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, licenses, etc.)
	• Case studies of solutions for the described 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	Teaching Methods Lecture, seminar

5	Prerequisite Subjects
	-
6	Assessment Methods
	CAP activities: -
	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 Director and Teaching Professors
	Module Director:
	Prof. Sabine Breitsameter
	Teaching Professors:
	Professors of GS
	N.N.
11	Other Information
	-

Leading People and Teams/LCI					
ID ME- MT8	Workload 125 h	Credits 5	Semester 8, 9	Frequency of Module Each semester	Duration 1 semester
1	Type of Course Seminar/workshop/lectures/ project		Contact Hours 3 per wk / 50 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: • demonstrate detailed knowledge of contemporary team leadership approaches; and • discuss the 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 Content • Concepts and models of leadership (principles, processes, factors) • Leadership styles (authoritative, participative, delegative) • Team leadership (goal setting, supervision, inspiring, learning, empowering, relationships) • Team leadership (growing a team, motivation, communication, character) • 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 CAP activities: 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 Director</u> and Teaching Professors
	Prof. Andrea Krajewski NN
11	Other Information

Technology as a driver for Media Products/LCI					
ID ME-MT9	Workload 125 h	Credits 5	Semester 8, 9	Module Frequency Winter term Summer term	Duration 1 Semester
1	Type of Course Seminar and practical		Contact Hours 3 per wk / 48 h	Self Study 75 h	Group Size 20

2	Learning Outcomes / Competencies
	Upon successful completion of this module the student shall be able to:
	• demonstrate knowledge of milestones in technical and scientific results and their transformation to media-related products; and
	• discuss specific needs for transforming technical results into elements of media products.

3	Indicative Module Content, listed according to specializations
	Contents of this module may contain, but are not limited to, the following aspects:
	• Analysis of existing techniques and their evolution towards the media-related business. Examples of these technologies may include:
	◦ Wireless communication
	◦ Advanced interfaces
	◦ Social networks
	• Facts without application: understanding the nature of technical and scientific knowledge and the way they need 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	Teaching Methods
	Seminars and presentation

5	Prerequisite Subjects
	-

6	Assessment Methods
	CAP activities: 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 Director</u> and Teaching Professors <u>Prof. Dr. Arnd Steinmetz</u>
11	Other Information -

ME-A&S – Emerging Technologies				
ID	Workload 125 h	Credits 5	Semester 8, 9	Frequency of Module Winter term Summer term	Duration 1 semester
1	Type of Course Seminar and practical		Contact Hours 3 per wk / 50 h	Self Study 75 h	Group Size 20
2	Learning Outcomes / Competencies Upon successful completion of this module the student shall be able to: • demonstrate understanding of current trends in technologies; • describe the major conferences in the respective areas; • read, understand, and evaluate technical research papers and publications; and • conceptualize and compose technological publications.				
3	Indicative Module Content This module aims to provide learners with the knowledge, skills, and competencies required to identify, investigate, and develop emerging technologies to a professional level. a) Theoretical • 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, etc.) • Presenting technical research proposals and outcomes • IEEE PaperFormat, ACM PaperFormat, Harvard PaperFormat, Springer Journalformat. b) Practical • Identification of emerging trends in the respective fields • Presentation of ground-breaking topics from international research and various development conferences • Identification of essential structure and content of research publications • Explain visualization techniques to present complex technological concepts				
4	Teaching Methods Lecture, seminar, presentations				
5	Prerequisite Subjects -				
6	Assessment Methods CAP activities: 0% Examination: Final presentation and written documentation (100%)				
7	Prerequisites for CP				

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