

GENERAL COURSES 2 ECTS

BACHELOR FALLTERM

1, 2 or 3 can be chosen additionally to the modules and electives at MultiMediaArt

(NOT MultimediaTechnology)

Media Studies 2

2 ECTS

Course Content: Deepening the field of scientific analysis of media communication, which deals with the content, history, and impact of various analog and digital media, especially mass media, as well as the communicative platforms of our digitally interconnected society. Students learn about different data collection and analysis tools from qualitative and quantitative research methods. Media studies generate a high level of media literacy, which is of existential importance for the students, and complement practical project work in the field of media design.

Learning Outcomes: The students understand the connection between communication, media effects, and the different transmission formats across digital and analog platforms of messages, with a special focus on the new digital mass media. Students acquire media literacy and are capable of understanding, analyzing, and critically questioning communicative processes in digital as well as analog media. The students acquire the competence to purposefully utilize communicative processes in both analog and digital environments.

Pop Culture 2

2 ECTS

Course Content: Pop culture as a seismograph of changing media usage (e.g., streaming, downloads, cross-media productions and their effects on pop-cultural artifacts). Special attention is given to current manifestations of pop-cultural phenomena and their artistic expressions or forms (e.g., GIFs, memes, selfies, TikTok videos), as well as their societal connections, history, and communities. Characteristics and current topics within pop culture and digital arts (e.g., cyberculture, digital utopias, virtuality). Pop-cultural theoretical and analytical approaches and their relationships to cultural studies, rhizomes, genealogy/archaeology, deconstructions, gender studies. Conveying a trans-disciplinary contextual thinking that includes de-contextualization and recontextualization as cultural, artistic, and creative practices.

Learning Outcomes: The students recognize pop culture and its phenomena as part of artistic-multimedia work and as a constant transformation between various genres, disciplines, and societal developments. They are aware of current pop-cultural aspects and themes within the context of cultural and gender studies, intercultural communication, and sociological positions on plural life levels.

Projectmanagement 2

2 ECTS

Course Content :

Advanced knowledge for working with methods and processes of project management is conveyed. Detailed planning, risk management, cost estimation, project documentation, project marketing, case studies in media production, workflows in the creative industries (systemic, agile, hybrid, etc.), and project management tools are part of the course content.

Learning Outcomes: The students:

- Are familiar with the main tools for management/communication in media productions.
- Understand the importance of project documentation.
- Understand format-specific requirements (film, interactive, event).
- Are familiar with various project management workflows and can select and apply them accordingly to the project.
- Can conduct simple cost calculations (for sole proprietorships, small and medium-sized enterprises).
- Can create a detailed project plan for a media production.
- Can create a rough marketing plan.