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# **MEDIA**

**Computer Science and Media**

**Media Studies**

**Media Management**

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## WELCOME FROM THE DEAN

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Over the last several decades, the Bauhaus-Universität Weimar has honed its reputation as a place where art, science and technology meet. Our faculty investigates and develops the specific field of media – the innovative, integrative and multidimensional productive force which drives technical, economic, cultural and social development. From the winter semester 2016/2017 onwards, the faculty consists of 17 full professorships and six junior professorships. All of these are systematically interlinked and divided into the fields of Computer Science and Media, Media Studies and Media Management. Within these fields of study, students can opt for two Bachelor's and four Master's programmes.

Our strengths include creativity and originality, expertise and excellence in research, the ambition to achieve and commitment, collegiality and solidarity. By concentrating on a diverse range of (professional) skills in one faculty, our students are able independently to develop their interests and talents in an interdisciplinary environment. We look forward to working with students who want to develop themselves on an intensive, (self-)critical, problem-oriented and project-related basis in the field of media. Welcome to our exceptional faculty!

Prof. Dr.-Ing. Volker Rodehorst  
Dean of the Faculty of Media

# WELCOME TO THE FACULTY OF MEDIA

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Creativity, excellence in research, high performance and commitment. These are the ingredients of success at the Bauhaus-Universität Weimar's Faculty of Media, a success story that is still going strong after 20 years. Since it was founded in 1996, this relatively small faculty has done much to uphold the university's philosophy. Thanks to its interdisciplinary character, it creates synergies between the theoretical-academic and the technical-experimental world, as well as economic reality – in a media-based context throughout. With this emphasis on media, spanning the fields of science, technology and economics, the Faculty of Media is like no other in Germany today.

Its media-technological, media-cultural, media-aesthetic and media-economic approach to research and instruction is reflected in the three areas of study offered at the faculty: »Medieninformatik« (Computer Science and Media), »Medienkultur« (Media Studies), and »Medienmanagement« (Media Management). The central focus of instruction is on research-oriented and interdisciplinary project study – i.e. close and concentrated group work on challenging projects which require a good amount of team spirit and personal commitment. Our well-equipped laboratories, workshops and classrooms provide the ideal conditions for putting one's ideas into practice and gaining a high-quality education and degree. Some 680 students are enrolled at our faculty and supervised by 17 professors and six junior professors. This great student-professor ratio and the independent project work create an atmosphere ideally suited for training creative and academically-oriented media professionals and managers. A wide range of career opportunities are available to graduates in all three disciplines – professions in the media, cultural, computer and telecommunication sectors, as well as academic professions in research and teaching.

When the European university reform project was initiated in Bologna, Italy in 1999, the Faculty of Media quickly and efficiently implemented reforms of its own. By 2003, it had succeeded in converting all of its degree programmes into Bachelor's and Master's degree programmes, and in so doing, began conferring internationally recognised degrees to its graduates. The Faculty of Media was one of the first faculties in Germany to implement the internationally mandated changes to the system of higher education. In the meantime, the faculty has also established bi- and tri-national Bachelor's and Master's degree programmes in cooperation with partner universities in Lyon and Utrecht. The international character of the faculty was further enhanced through its decision to intensively cultivate and support university-level cooperation and student exchange programmes abroad. This also applies to our English-language Master's degree programmes Computer Science and Media and Human-Computer Interaction.

The quality assurance institute ACQUIN regularly re-accredits all Bachelor's and Master's degree programmes at the Faculty of Media. Not only does this reflect the excellence of our curriculum, but also our continued desire to expand the faculty's international orientation.

Join us in the joyful pursuit of experimentation and succumb to your scientific curiosity. We'll provide you with the freedom and room for creative and intellectual development. Welcome to the Faculty of Media!

For more information about the degree programmes offered by the Faculty of Media, please visit: [www.uni-weimar.de/media](http://www.uni-weimar.de/media).



## WEIMAR FOR STUDENTS

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Weimar has a long tradition of beginning new things. Student life resembles a contemporary microcosm influenced by the great historic avant-garde; German democracy, the Bauhaus and the Weimar classical era all began here. Weimar is home to numerous events and cultural projects, e.g. temporary showrooms, project workshops, the university gallery »marke.6«, the student-organized soap-box derby SpaceKidHeadCup and the backup short-film festival, organized by students. These are accompanied by the cultural spectrum of Weimar's large institutions, such as the Klassik Stiftung Weimar, the Deutsches National Theater, the Buchenwald Memorial, the Goethe House, the Bauhaus Museum and the ACC Galerie. There are also four cinemas, several small theatre venues, more than 20 museums and countless student clubs and concert events, all of which strengthen Weimar's reputation as one of Europe's former cultural capitals. Weimar is small enough for students to quickly get their bearings and reach most destinations by bike or on foot. The largest cities in the state of Thuringia, Erfurt and Jena, are each just a 15-minute train ride away.

Click here to find out more about what Weimar has to offer:

[www.uni-weimar.de/weimar-for-students](http://www.uni-weimar.de/weimar-for-students).



# COMPUTER SCIENCE AND MEDIA

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*»Digital media form the basis of our interconnected knowledge and information society. That's why media computer scientists are in big demand everywhere! They have excellent employment and career opportunities, for which they are optimally prepared in this project-oriented, interdisciplinary degree programme in Weimar.«  
(Director of the degree programme in Computer Science and Media)*

Are you interested in computer science? Do you find digital media exciting? Do you want to work in an interdisciplinary field which combines applied and experimental approaches? Then come to Weimar!

The degree programme Computer Science and Media offers the following courses:

- \_ Bachelor's degree programme »Medieninformatik« (B.Sc.)
- \_ Master's degree programme Computer Science and Media; taught in English (M.Sc.)
- \_ Master's degree programme Human-Computer Interaction; taught in English (M.Sc.)

For more information on this programme, please visit:

**[www.uni-weimar.de/computer-science-and-media](http://www.uni-weimar.de/computer-science-and-media)**.

Student videos and insight into our Computer Science and Media projects can be found on our Vimeo channel at **<https://vimeo.com/album/2615571>**.

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# MEDIENINFORMATIK (B. SC.)

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In the Bachelor's degree programme »Medieninformatik« (Computer Science and Media), internationally renowned professors offer students a scientifically rigorous education in the area of information processing for digital media. This undergraduate programme consists of theoretical and applied mathematics and computer science courses in combination with interdisciplinary courses offered by the Faculty of Media.

What makes this programme so unique is its strong project-based orientation. In intensive collaboration with professors and doctoral candidates, you will put challenging, exciting and innovative project ideas into practice. This teaching situation offers students practical experience for entry into the workforce and is an excellent way to prepare them for the research-oriented Master's degree programmes. Our well-equipped laboratories and workstations as well as the research building Digital Bauhaus Lab also offer working conditions of the highest level:

[www.digital-bauhaus-lab.de](http://www.digital-bauhaus-lab.de).

## What does the programme offer?

In the first half of the Bachelor's degree programme »Medieninformatik«, students are taught the scientific fundamentals of Computer Science and Media, supplemented by introductory courses in Psychology and Perception, Media Economics and Media Law. In the second half, students attend lectures with a focus on applied computer science for digital media.

**The Bachelor's degree programme »Medieninformatik« focuses on the following areas:**

- \_ Visualisation
- \_ Computer Graphics
- \_ Information Systems

- \_ Computer-Supported Cooperative Work
- \_ Cryptology and Security
- \_ Web Technology
- \_ Human-Computer Interfaces

The lectures are accompanied by project work. In small, intensively supervised teams, students solve challenging, interdisciplinary and problem-based software and hardware problems. A multi-semester elective module allows students to choose courses from »Medienkultur« (Media Studies) or »Medienmanagement« (Media Management) or from the Faculty of Art and Design and to thus qualify for English-language graduate programmes, such as our Master's degrees in Computer Science and Media and Human-Computer Interaction. Our instructors also support students who wish to study abroad (optimally during the 4th, 5th or 6th semester) in an exchange programme of their choice.

The standard period of study is six semesters for students in the Bachelor's degree programme »Medieninformatik«. After successfully completing and presenting their Bachelor's thesis, students are awarded the Bachelor of Science (B.Sc.) degree by the Faculty of Media.

## How do I apply?

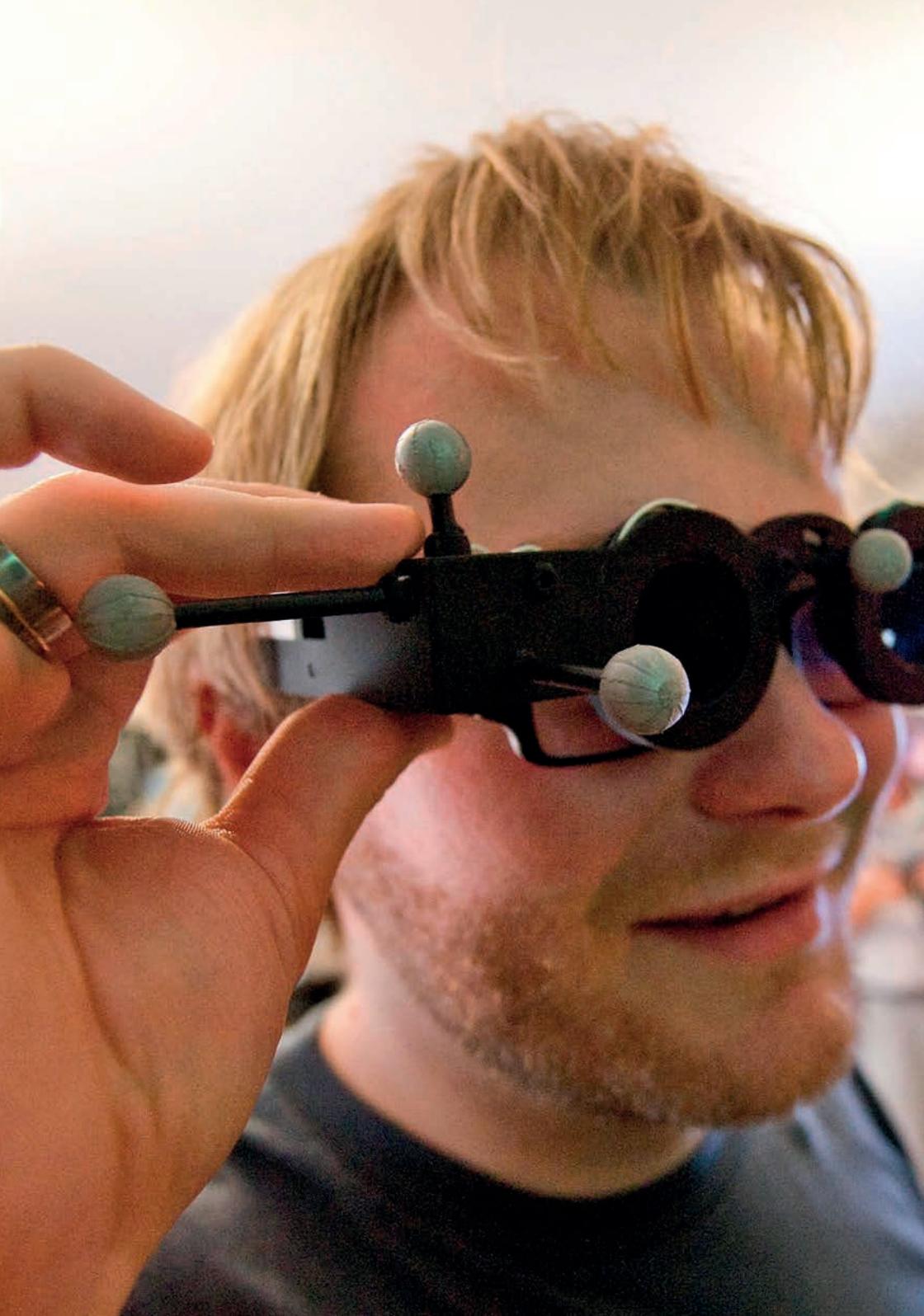
If you are interested in computer science and digital media, have a solid understanding of mathematics and have attained your university entrance qualification (Abitur/A level/high-school diploma), then you meet all the requirements for joining our degree programme. There are no admission restrictions. Candidates may only be admitted to this Bachelor's degree programme in the winter semester.

For upcoming application and registration deadlines, as well as access to the online application portal, please visit:

[www.uni-weimar.de/computer-science-and-media](http://www.uni-weimar.de/computer-science-and-media).

If you have any other questions, please contact a faculty advisor at:

[mi-info@medien.uni-weimar.de](mailto:mi-info@medien.uni-weimar.de).



### **And after I finish my Bachelor's degree?**

Well-trained computer science experts continue to be in very high demand. Our studies show that once our graduates enter the labour market, they quickly find employment, for which they are well-paid. The reason is that in addition to acquiring the fundamentals in Computer Science and Media, our students gain interdisciplinary and social competence through project work and the large selection of elective modules, offered in the Bachelor's programme. Experience has shown us that graduates of our Bachelor's degree programme are excellently suited as candidates for company-specific trainee programmes.

#### **Career opportunities for graduates include:**

- \_ Software development
- \_ Game development
- \_ Interface design
- \_ Web development
- \_ IT security-experts in corporate environments
- \_ Consultants in the IT branch
- \_ Project management for IT projects
- \_ Teaching and research at universities or in industry
- \_ Self-employment

Eighty percent of our graduates go directly on to earn their Master's degree. The strong orientation on fundamentals in the undergraduate programme encourages students to choose the consecutive Bachelor's-Master's degree model.

Therefore, if you are interested in gaining a scientifically-oriented graduate degree following your Bachelor's programme, the English-language Master's degree programmes in Computer Science and Media or Human-Computer Interaction is an ideal opportunity for you.

# COMPUTER SCIENCE AND MEDIA (M. SC.)

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In the English-language Master's degree programme Computer Science and Media, students are introduced to the latest research findings in the field of interactive digital media. In addition to providing research-oriented professional training, the programme helps students acquire communication and presentation skills through their project work.

Our graduates leave university optimally prepared to enter the IT market and compete in the international research sector.

## What does the programme offer?

This programme is comprised of lectures, practical sessions, seminars, two extensive research projects and a final Master's thesis. Two main areas form the basis of the programme:

(a) The study of current issues in the field of Computer Science and Media: media security, data mining, information retrieval, machine learning, visual analytics, optimisation, mathematical modelling, human-computer interaction, mobile media, usability, virtual reality, computer graphics, computer vision and visualisation.

(b) The acquisition of key qualifications through a project-based study approach in small groups with the goal of enhancing students' scientific communication, presentation and writing skills.

In the first and third semesters, lectures are supplemented by two research projects carried out in small groups comprised of three to six participants. Students

are free to sign up for any of the various projects offered by the professors in the department of Computer Science and Media. A comprehensive elective module spanning the second and third semesters enables students – depending on their individual interests – to gain in-depth knowledge of Computer Science, Mathematics or any other discipline taught at the Bauhaus-Universität Weimar. We strongly encourage our students to study abroad during the third semester as it is especially flexible in terms of course requirements. The fourth and final semester is reserved for writing the Master's thesis.

Our well-equipped laboratories, workspaces, and the research building »Digital Bauhaus Lab« ([www.digital-bauhaus-lab.de](http://www.digital-bauhaus-lab.de)) are available to you throughout your studies and as part of your project work.

The standard period of study for the Master's degree programme Computer Science and Media is four semesters. After successfully completing and presenting their Master's thesis, students are awarded a »Master of Science« (M.Sc.) degree from the Faculty of Media.

## How do I apply?

If you've received your Bachelor's degree and wish to continue honing your scientific skills in the area of computer science research in digital media, you are welcome to apply for admission to this Master's degree programme.

The prerequisite for admission is a university degree in Computer Science and Media with a final grade of at least 2.0 (»good«) or an equivalent, subject-relevant university qualification recognised by the responsible examination committee. In this case, a »subject-relevant« degree programme would be a Bachelor-level, (media-related) Computer Science programme or other technical-scientific programme with a strong emphasis on Computer Science.

Candidates must provide proof of English language proficiency at the B2 level as put forth in the Common European Framework of Reference for Languages. English mastery as a native speaker also suffices if the candidate provides a certificate

of higher education entrance qualification or first-level professional qualification (i.e. undergraduate degree) from an English-speaking country.

Students may begin the Master's degree programme Computer Science and Media in either the summer or winter semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/computer-science-and-media](http://www.uni-weimar.de/computer-science-and-media). If you have any other questions, please contact a faculty advisor at: [csm-info@medien.uni-weimar.de](mailto:csm-info@medien.uni-weimar.de)

### And after I finish my Master's degree?

Well-trained computer science experts are in high demand both here in Germany and on the international market. Because this programme combines high-level computer science with the direct, application-oriented examination of IT issues, there is an especially strong demand for our graduates in the telecommunication, game and entertainment branches, service-oriented software departments in industrial and commercial enterprises and multimedia corporations. We have learned from our alumni that M.Sc. graduates frequently find employment in R&D departments at large research institutes (e.g. Fraunhofer), universities and tertiary educational institutions, and often plan on earning a doctorate.



## HUMAN-COMPUTER INTERACTION (M. SC.)

The increased use of mobile devices and ubiquitous technologies has made the design and development of intelligent software systems and interfaces that much more important. In the English-language Master's degree programme Human-Computer Interaction, students are involved in the latest computer science research, focusing on the theoretical and practical issues in the field of interface design and interactive system development. The technically-oriented degree programme (HCI) also offers students the chance to work on interdisciplinary projects. It is also possible for students to participate in courses from the Faculty of Art and Design, as well as from the Faculty of Architecture and Urbanism.

### What does the programme offer?

This international degree programme is based on two fundamental areas:

- (a) The study of a range of current topics in the field of Human-Computer Interaction: usability, user-centred design, user interface testing & research, advanced interface-technologies such as virtual reality, mobile systems, adaptive systems, mixed reality, ubiquitous computing, graphical interfaces.
- (b) The acquisition of key qualifications through a project-based study approach in small groups with the goal of enhancing the students' scientific communication, presentation and writing skills.

In line with the Weimar Model, the course of study is largely made up of projects that have a scientific and practical orientation. When choosing electives, it is possible to choose not only from the courses listed for Computer Science and Media, but it is also possible to choose courses from other degree programmes within the

faculty such as »Medienkultur« (Media Science) or »Medienmanagement« (Media Management). It is also possible to choose electives from other faculties, such as the Faculty of Art and Design or the Faculty of Architecture and Urbanism, or alternatively to choose one of the language courses offered by the Language Centre. The fourth and last semester is devoted to the completion of the Master's thesis. The topic of the thesis can be chosen from the topics offered by the various professorships. All of the Master's courses are taught in English.

The standard period of study for the Master's degree programme Human-Computer Interaction is four semesters (two years). After successfully completing and presenting their Master's thesis, students are awarded a »Master of Science« (M.Sc.) degree from the Faculty of Media.

## How do I apply?

If you have received your Bachelor's degree; want to revolutionize the world of Human-Computer Interaction and are interested in developing technologically sophisticated and creative concepts for our digital future, then apply for admission to our Master's programme.

The prerequisite for admission is a Bachelor's degree in Human-Computer Interaction or Computer Science and Media or a subject-relevant undergraduate degree from a recognized university or vocational academy (as decided by the responsible examination committee) with a final grade of at least a 2.0 (»good«). In this case, a subject-relevant degree programme would be Media Technology, Human-Computer Interaction, Computer Science and Media and Computer Science as well as any other technical or scientific degree relevant to HCI.

Candidates must also be able to provide proof of English language proficiency at the B2 level as put forth in the Common European Framework of Reference for Languages. This is possible by submitting your high school transcripts showing at least 6 years of English lessons (starting in the 7th grade and continuing until graduation). The final grade or the grade point average of the last two years must be at least a 2.0 (good) or 10 points. It is also possible to prove language profici-

ency by submitting proof of a successfully completed Bachelor's degree that was conducted in English. If you are unable to prove your language proficiency by either of these methods, then you can submit test results from a standardized exam (TOEFL, IELTS, etc.) that is not older than two years.

Students may begin the Master's degree programme Human-Computer Interaction in either the summer or winter semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/hci](http://www.uni-weimar.de/hci).

If you have any further questions, please contact a faculty advisor at:

[hci-info@medien.uni-weimar.de](mailto:hci-info@medien.uni-weimar.de).

## And after I finish my Master's degree?

Well-educated individuals with computer science and design expertise are in high demand, both here in Germany and on the international market. Because this programme combines sophisticated computer science with the direct, application-oriented and creative examination of IT issues, there is an especially strong demand for our graduates in the telecommunication, game and industry branches, the service-oriented software departments within industrial and commercial enterprises, start-ups and multimedia corporations. Potential future occupations include user interface designer, user experience designer, usability engineer, software developer, application developer, interaction designer and much more. We have learned from our alumni that M.Sc. graduates frequently find employment in R&D departments in large corporations, in research institutes (e.g. Fraunhofer), universities and other tertiary educational institutions, and often plan to pursue a doctorate.

## MEDIA STUDIES

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*»Media fosters perception and accompanies all that we do. Media produces and disseminates knowledge. Media is an active participant in society and culture. Together with our students, we scientifically examine the various roles of the media and always look forward to benefiting from our students' experience, insights and arguments. We invite you to join us and receive professional training at one of the leading institutions of research and study. The Bauhaus Experiment!«  
(Director of the degree programme in Media Studies)*

Are you interested in learning and developing new ideas for the analysis and observation of the media and cultures? Do you want to gain an interdisciplinary background, while applying and experimenting with what you've learned? Then come to Weimar!

**The degree programme Media Studies offers the following courses:**

- \_ Bachelor's degree programme »Medienkultur« (B. A.)
- \_ Bachelor's degree programme »Europäische Medienkultur« (B. A., L. I. C.)
- \_ Master's degree programme »Medienwissenschaft« (M. A.)
- \_ Master's degree programme European Film and Media Studies (M. A.)

Weimar's Media Studies programme has been repeatedly positioned near the top in almost all categories in the CHE University Ranking in the Zeit's Study Guide, making it one of the top-ranked Media Studies degree programmes in Germany. The ranking praises above all the excellent conditions for study, such as intensive supervision, the syllabus's high degree of academic relevance and the superbly equipped media labs and seminar rooms. The general learning conditions within the programme also received very positive reviews.

For more information on this programme, please visit:

**[www.uni-weimar.de/mediastudies](http://www.uni-weimar.de/mediastudies)**.

# MEDIENKULTUR (B. A.)

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The Bachelor's degree programme »Medienkultur« (Media Studies) is a fundamental discipline within the humanities. This is why Weimar continues to expand the research opportunities, areas of application and professional activity for media (agents) in their diverse contexts.

Through the connection to Media Management and Computer Science and Media within the Faculty, an interdisciplinary study environment is thus formed. There are also connections beyond the Faculty to the degree course »Medienkunst/Mediengestaltung« (Media Art and Design) at the Faculty of Art and Design. This is also anchored in the curriculum.

## What does the programme offer?

The goal of the Bachelor's degree programme »Medienkultur« is to provide students the basic scientific tools for dealing with media and culture, its processes, structures and products. Students gain the discursive, analytical-critical, historical, theoretical, organisational and practical skills necessary for pursuing concept- and knowledge-oriented careers in the media and cultural sector. This includes attaining an adequate level of media mastery. Independent, cooperative, responsible and innovative work is especially encouraged through project-oriented study. In contrast to other academic forms, project-oriented study is characterised by close student collaboration on individual projects within small groups. In addition to improving team-working skills, the programme encourages our students to work independently and think in interdisciplinary terms.

**The Bachelor's degree programme »Medienkultur« focuses on the following areas:**

- \_ Media and Cultural Theory
- \_ Media and Cultural History

- \_ Media Philosophy
- \_ Film Studies and Visual Theory
- \_ Microeconomics and Management
- \_ Sociology and Media Law
- \_ Media Worlds and Cultural Technologies
- \_ Archive Theory and Cultural Memory

The degree programme is divided in two parts: the fundamental stage and the advanced study stage. During the first two semesters, students complete introductory and study modules which provide them with the subject-related and methodological fundamentals of the Bachelor's degree programme and ensure a systematic orientation. This is followed by a four-semester advanced-study stage, which includes projects and study modules and the Bachelor's thesis module. The programme also requires students to complete a practice module comprised of an artistic-practical project in the »Medienkunst/Mediengestaltung« degree programme, or an internship outside the university for the duration of twelve weeks. It is possible and encouraged to participate in a study abroad during the fourth or fifth semester at one of our many partner universities.

The standard period of study is six semesters for students in the Bachelor's degree programme »Medienkultur«. After successfully completing and presenting their Bachelor's thesis, students are awarded the »Bachelor of Arts« (B. A.) degree by the Faculty of Media.

## How do I apply?

If you are interested in acquiring interdisciplinary media competence, knowledge about the formats and changes in film and television, and deeper insight into basic media-theoretical and cultural-historic issues, then you are ideally suited for this Bachelor's degree programme.

The admissions requirements for this degree programme consist of a university entrance qualification or equivalent academic qualification, together with an aptitude test. The latter is a process that is governed by the following criteria:

(a) average grade in the university entrance qualification; (b) average score in English, German and History; (c) a two-page letter of motivation; (d) a course-specific professional qualification (if applicable). A preparatory internship is recommended.

Candidates may only be admitted to this Bachelor's degree programme in the winter semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit:

**[www.uni-weimar.de/mediastudies](http://www.uni-weimar.de/mediastudies).**

If you have any other questions, please contact a faculty advisor at:

**[mk-info@medien.uni-weimar.de](mailto:mk-info@medien.uni-weimar.de).**

### **And after I finish my Bachelor's degree?**

This Bachelor's degree programme qualifies graduates to enter conceptual and decision-making media and communications-related professions.

#### **Graduates are qualified for jobs in the following areas:**

- \_ Cultural management, public relations in agencies or corporations
- \_ Editorial work in radio, print media, television, online media and publishing
- \_ Film production, film distribution and film funding
- \_ Decision management or management consultancy for mass media and the entertainment industry
- \_ Programme planning

After attaining your Bachelor's degree in »Medienkultur«, you may wish to pursue a Master's degree in »Medienwissenschaft« (Media Studies) Studies in order to gain advanced scientific knowledge in media acquisition, image and film analysis and the examination of cultural and social change. With this degree, you are especially qualified to pursue an individual doctoral study or to enter a Ph. D. programme.



# EUROPÄISCHE MEDIENKULTUR (B. A. / L. I. C.)

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The Faculty of Media also provides students in the Bachelor's degree programme »Medienkultur« the opportunity to participate in the binational dual-degree course in »Europäische Medienkultur« (European Media Culture). In cooperation with the Université Lumière Lyon 2, special courses have been created to teach students to scientifically describe, analyse and critically reflect on the development of European culture within the system of the media.

The goal of the programme, which is funded by the Deutsch-Französische Hochschule, is to offer students a media-specific education of a European scope. Students take courses at two universities in two different languages. They experience two cultures and two academic systems, and in the end, attain a German and a French university degree.

## What does the programme offer?

**The primary areas of study in the Bachelor's degree programme »Europäische Medienkultur« consist of the following subjects:**

- \_ Media and Cultural Studies (Media and Cultural Theory, Media and Cultural History, Media Philosophy, Film and Image Theory, Cultural Technologies)
- \_ European Studies
- \_ Media Economics, Media Management
- \_ Media Design
- \_ Information and Communication Sciences (Journalism, Marketing, Organisational Communication, Media Effectiveness Research)

The degree programme is divided between two universities. Students spend their first year studying at their home university and the second year at the partner

university. All students in the programme study together in Lyon during the fifth semester and in Weimar during the sixth semester.

The standard period of study for the Bachelor's degree programme in »Europäische Medienkultur« is six semesters. After successfully completing and presenting their Bachelor's thesis, students are awarded a »Bachelor of Arts« (B.A.) degree from the Faculty of Media of the Bauhaus-Universität Weimar and a »Licence Information-Communication« (L.I.C.) from the Université Lumière Lyon 2.

## How do I apply?

If you are interested in acquiring interdisciplinary media competence and knowledge about the cultural, media and communication sectors in two countries, then you are ideally suited for this Bachelor's degree programme.

The admissions requirements for this degree programme consist of a university entrance qualification or equivalent academic qualification, together with an aptitude test. The latter is a process that is governed by the following criteria: (a) average grade in the university entrance qualification; (b) average score in French, German and History; (c) a two-page letter of motivation written in French; (d) a course-specific professional qualification or Internship (if applicable); (e) an admissions interview in German and French.

The Bachelor's degree programme »Europäische Medienkultur« commences in the winter semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit:

**[www.uni-weimar.de/emk](http://www.uni-weimar.de/emk)**.

If you have any other questions, please contact a faculty advisor at:

**[emk-info@medien.uni-weimar.de](mailto:emk-info@medien.uni-weimar.de)**.



## And after I finish my Bachelor's degree?

This Bachelor's degree programme educates students to become intercultural intermediaries and qualifies them for concept-building and decision-making media and communications professions with a European scope.

### **More specifically, our graduates are prepared for careers in the following areas:**

- \_ Programme and marketing development in the media industry
- \_ Editing, public relations and consulting in agencies or corporations
- \_ Artistic and cultural production and administration
- \_ Education and knowledge transfer
- \_ Intercultural communication within EU institutions

The Bachelor's degree is also a prerequisite for admission to a Master's degree programme in various related areas, including Media and Cultural Studies, Information and Communication, Film Studies and European Studies.

# MEDIENWISSENSCHAFT (M. A.)

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Thanks to the intensive research efforts of our professors in Media Studies, the Faculty of Media has assumed a leading role in the field both nationally and internationally. For this reason, the Faculty of Media is now more intensively integrating its research activities into the Master's degree programme »Medienwissenschaft« (Media Studies). In the long term, this programme enables students to participate in current research processes, analyse findings and engage in research and project work of their own.

## What does the programme offer?

Professors and students jointly develop models, which can be used to situate and describe the historical and current processes of aesthetic, social and (media-) technological change as a cultural process and practice, as a social and individual process of signification, and as a catalyst or stabilizer depending on the environment and subjective forms. Media Studies investigate and describe the wide array of media processes and encourage the historical and theoretical power of judgement when dealing with media and contemplating the effects and design of media.

### The Master's degree programme »Medienwissenschaft« focuses on the following areas:

- \_ Media Scientific Fundamentals (Media Theory, Media History)
- \_ Film and Media Philosophy
- \_ Media Worlds
- \_ History and Theory of Cultural Technologies
- \_ Image Theory and Moving Picture Research
- \_ Media Sociology
- \_ Media Historiography
- \_ Archive and literary research

The first three semesters consist of both a study module and a project module in the areas of Media Studies or Cultural Studies. The purpose of the project module is to enable students to study a chosen subject or research area in an intensive, reflective and exceedingly independent manner. Students are expected to come up with their own scientific results, write publishable articles on their findings or produce experimental presentations in another form, such as exhibitions, publication projects, installations and the like. In the fourth semester, students complete the Master's module.

The standard period of study for the Master's degree programme »Medienwissenschaft« is four semesters. After successfully completing and presenting their Master's thesis, students are awarded a »Master of Arts« (M. A.) degree from the Faculty of Media.

## How do I apply?

Are you interested in gaining advanced, specialised expertise in dealing with media and media products? Would you like to apply yourself to addressing cultural problems and issues which require analytical-critical, historical, theoretical, organisational and practical competence? Then you are ideally suited for this Master's degree programme.

The admission requirements are (a) a Bachelor of Arts in »Medienwissenschaft« with an above-average final grade or a subject-relevant, university qualification recognised by the responsible examination committee and (b) a three- to four-page letter of motivation.

Students may begin the Master's degree programme »Medienwissenschaft« in the summer or winter semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit:

**[www.uni-weimar.de/mediastudies](http://www.uni-weimar.de/mediastudies)**.

If you have any other questions, please contact a faculty advisor at:

**[mk-info@medien.uni-weimar.de](mailto:mk-info@medien.uni-weimar.de)**.

## And after I finish my Master's degree?

Graduates of the Master's degree programme »Medienwissenschaft« are qualified to pursue a doctorate or gain admission to a Ph.D. programme. For graduates who wish to enter the workforce, this programme provides professional qualification in the areas of media, PR, culture, as well as business, cultural and political consulting.

**More specifically, our graduates are prepared for careers in the following areas:**

- \_ Editorial work, curation, consultancy, PR work, authorship
- \_ Programme design in the media industry
- \_ Arts production and management
- \_ Political and business consultancy
- \_ Academic research and instruction

If you are interested in continuing your academic career, then take a look at the Internationales Kolleg für Kulturtechnikforschung (IKKM) located here in Weimar. The IKKM offers the highest standards in infrastructure, organisation and personnel for the establishment of contacts with leading international researchers. The productive, dynamic interaction between research and teaching, between students/doctoral candidates and professors/international fellows is strongly established and promises sustained success.

For more information, please visit:

**[www.ikkm-weimar.de](http://www.ikkm-weimar.de)**

## EUROPEAN FILM AND MEDIA STUDIES (M. A.)

As part of the Master's degree programme »Medienwissenschaft« (Media Studies), the Faculty of Media in cooperation with the Université Lumière Lyon 2 and the Universiteit Utrecht offers students the opportunity to earn a tri-national Master's degree in European Film and Media Studies. This programme, financed in part by the Deutsch-Französische Hochschule (DFH), focuses on the media dimension of historic and aesthetic processes that contribute to creating European cultures. The film-studies component of the programme examines the European perspective of film history, film theory and film practice.

### What does the programme offer?

Due to the specific profile of the participating institutions and the unique concept of the European Film and Media Studies programme, students are trained to become independent concept designers equipped with innovation-making skills. Consequently, the curriculum aims to deepen and expand the students' academic abilities in such areas as concept-building, methodological development and reflection, and research. Students gain expertise in German and French national cinematography, European film, media and cultural history, and specifically in the German and French traditions of media and cultural theory, as well as documentary film and photography.

**The Master's degree programme European Film and Media Studies focuses on the following areas:**

- \_ Media and Cultural Theory/History
- \_ Media Philosophy
- \_ Cultural Technologies
- \_ Film Studies, Film History, History of Film Discourse

- \_ Aesthetic Analysis of Media Products with a concentration on Film and Documentary Film
- \_ European Studies

The standard period of study for the Master's degree programme European Film and Media Studies is four semesters. After successfully completing and presenting their Master's thesis, students are awarded a »Master of Arts« (M. A.) degree from the Faculty of Media of the Bauhaus-Universität Weimar and a »Humanités et Sciences Humaines« Master's degree from the Université Lumière Lyon 2.

### How do I apply?

If you are interested in acquiring media, film and cultural scientific expertise and would like to become familiar with the cultural and educational systems of our European neighbours, then you are ideally suited for this Master's degree programme.

The admission requirements are (a) an above-average, first-level professional qualification conferred by a university in an EU member state (or comparable international degree) in Cultural Studies and Humanities (Licence en Sciences Humaines, Bachelor of Fine Arts, Bachelor of Arts, Diplom, Maîtrise, Magister) and (b) a personal interview in German, French and English. Furthermore, we expect candidates to have acquired some intercultural skills, for example, knowledge about the participating countries, participation in ERASMUS during one's Bachelor's programme, or certified foreign internships and language courses.

Students may begin the Master's degree programme European Film and Media Studies in the winter semester only. Enrolment is possible at any of the three participating universities.

For upcoming application and registration deadlines, as well as access to the online application portal, please visit: [www.uni-weimar.de/efms/eng](http://www.uni-weimar.de/efms/eng).

If you have any other questions, please contact a faculty advisor at:

[emk-info@medien.uni-weimar.de](mailto:emk-info@medien.uni-weimar.de).



### And after I finish my Master's degree?

This research-oriented Master's degree programme prepares students for professional tasks in the European film and media sector which demand a high level of on-going training, reflective competence and presentation skills.

#### Graduates are qualified to enter the following professional fields here in Germany and abroad:

- \_ Education, knowledge transfer
- \_ Media and cultural criticism
- \_ Editing, curating, consulting, public relations, authoring
- \_ Academic research and teaching
- \_ Programme and marketing development in the media industry
- \_ Artistic and cultural production and administration

## MEDIA MANAGEMENT

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*»Media influence how we perceive reality. More and more, this occurs on the basis of economic logic and represents the theoretical starting point of Media Management. In this Master's degree programme, we work with students to analyse economic models, which examine the relationship between media and cultural, social and political circumstances. The goal is to provide students an innovative research environment and practice-based education in times of changing media.«*  
(Director of the degree programme Media Management)

Are you brimming with new ideas for analysing and managing the media markets of today and tomorrow? Would you like to gain an interdisciplinary background, applying your knowledge practically and experimentally? Then come to Weimar!

You can study for a Master's degree in »Medienmanagement« (M.A.) at the Bauhaus-Universität Weimar.

For more information on this programme, please visit:

**[www.uni-weimar.de/media-management](http://www.uni-weimar.de/media-management)**.

# MEDIENMANAGEMENT (M. A.)

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The master's degree programme »Medienmanagement« studies the area where economics, social science and media science overlap. Both instruction and research are characterised by a transdisciplinary, multi-perspective approach which does not neglect, however, the core competences of the modern media management. The Faculty of Media regards this approach as a necessary reaction to the far-reaching changes affecting the media industry, its products and conditions. As is the tradition at the Bauhaus-Universität Weimar, students receive a project-based education which provides them fundamental knowledge of economics, introduces them to current theoretical and practical issues and allows them to apply a professionally-oriented working method in projects. The objects of study, such as media companies, media products, media markets and media consumers, are not examined as isolated entities, but rather as part of a larger cultural, social and political structure, seen from an economic perspective.

## What does the programme offer?

The research-oriented master's degree programme »Medienmanagement« focuses, in both its teaching and research, on Media Management, Media Economics and Marketing and Media. The programme is supplemented by specialised courses in International Management and Media, Innovation- and Start-up Management, Media Law, Internal and External Accounting and the Investment and Financing of Media of Media Enterprises. The course material is taught in project modules and study modules. Qualitative and quantitative methods of market research can be directly tested in laboratory conditions. Students may also take elective modules from the syllabus of the Bauhaus-Universität Weimar and other Thuringian universities.

In the first semester, students are taught the fundamentals of media economics, methodology and theory. In the second and third semesters, the subject matter is examined in further depth. Students can specialise in the core study areas of the individual chairs. During this intensive period of study, students are expected to independently identify and formulate scientific problems and address them in a methodically appropriate way. In the fourth semester, students select a topic for their master's thesis. Supervision takes place within the framework of a Master's colloquium and individual consultations.

In addition to the lectures and seminars, the degree programme in »Medienmanagement« offers a series of talks with the title »Medienterrasse«, in which speakers address current topics and debates in the field of media management. The »neudeli« start-up hub collaborates closely with teachers and students of the degree programme, also addressing entrepreneurial ideas and schemes in relation to start-ups.

The standard period of study is four semesters for students in the master's degree programme »Medienmanagement«. After successfully completing and presenting their master's thesis, students are awarded the »Master of Arts« (M. A.) degree by the Faculty of Media.

The central location for all Master's students in the »Medienmanagement« programme is Albrecht-Dürer-Straße 2, a villa which comprises generously-proportioned seminar, lecture- and communal rooms.

## How do I apply?

Are you interested in deepening your micro- and macroeconomic knowledge in the field of media and the management of media companies? Would you like to examine scientific issues? Then you are ideally suited for admission to our master's degree programme.

To be eligible for admission to the Master's programme, you must have attained a first-level university professional qualification with above-average examination

results in (a) an Economics degree programme or (b) Media Studies degree programme with a concentration in Economics, which includes coursework totalling at least 50 ECTS. If you meet this formal requirement, your application is then reviewed by a university admissions board. The final grade of your undergraduate degree programme plays the largest role for admission. You are also required to submit a three- to four-page letter of motivation in which you describe your subject-specific academic background, practical experience (e.g. internships, projects, international experience) and reasons for pursuing further study of Media Management.

The letter enables the review board to assess your attention to detail and your skills in reflecting on media-scientific issues.



Candidates may only be admitted to this master's degree programme in the winter semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit:

**[www.uni-weimar.de/media-management](http://www.uni-weimar.de/media-management)**.

If you have any other questions, please contact a faculty advisor at:

**[mm-info@medien.uni-weimar.de](mailto:mm-info@medien.uni-weimar.de)**.

### **And after I finish my Master's degree?**

Graduates of the Master's degree programme »Medienmanagement« are not only qualified to take up management positions in private companies and public-law organisations in the fields of media, communication, information and entertainment, but also with all organisations in which a combination of media competence and economic knowledge is required.

#### **More specifically, graduates find employment in the following:**

- \_ Management- and marketing positions in media companies
- \_ Communication and media-oriented roles in international or European organisations
- \_ Supranational political institutions and organisations
- \_ Public relations work and media consultancy

This programme also prepares graduates for teaching and research positions in the areas of economics and media. In the field of postgraduate studies and the promotion of young academic talent, the Bauhaus Research School offers considerable support in terms of grants and sponsorship, as well as specialised courses and coaching sessions.

## PROJECTS AT THE FACULTY OF MEDIA

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### **OpenLab Night in the Department of Computer Science and Media**

How can we reduce energy consumption in mobile devices? How does secure online banking work? And how exactly do search engines find what we're looking for? These and many other questions are the focus of study and research in the Computer Science and Media programmes. As part of their project work each semester, students present their most recent and fascinating research findings. To ensure that these do not simply disappear into a drawer, the department organises an OpenLab Night every year. The prospective computer scientists open their laboratories and working rooms to the public and present their latest developments in the fields of digital media, computer systems and information technology.

Not only are guests allowed to look around, but they can ask questions, touch and try things out. In 2014, the Virtual Reality Laboratory demonstrated what one could do with 3D glasses outside the cinema. In the Web Technology Laboratory, visitors learned how researchers are able to detect plagiaries. In the foyer, visitors could marvel interactive theatre costumes, so-called wearables, from Jules Verne's »Twenty Thousand Leagues Under the Sea«. In these and other laboratories, guests can experience the technologies of tomorrow, explained and presented by our students. In addition, visitors can also learn more about our study programmes, international cooperation and business partners. The professors actively support their students in creative knowledge transfer. One of the objectives of the OpenLab Night is to practice explaining complex scientific concepts in a way that laypeople understand. In this way, the Computer Science and Media department in Weimar offers instruction that combines both theory and practice.

For more information, please visit: [www.uni-weimar.de/media](http://www.uni-weimar.de/media).

## Internationales Kolleg für Kulturtechnikforschung und Medienphilosophie – IKKM

In 2008, the department of Media Studies at the Bauhaus-Universität Weimar initiated and established the first of now eight Käte Hamburger Research Groups in Germany. These research groups are directly funded by the Federal Ministry of Education and Research (BMBF) and support research efforts in German humanities at the international level.

At the Internationales Kolleg für Kulturtechnikforschung und Medienphilosophie (IKKM) in Weimar, various long-established branches of research at the Faculty of Media are bundled and developed further. In addition to a group of permanent researchers, the IKKM also hosts international research fellows who examine the relationship between objects and humans in the technologically advanced media societies of the 20th and 21st century. We can no longer regard technical apparatus and artefacts as mere tools of cultural action, perception, recognition, communication, etc. Indeed, they are playing a more active role in shaping cultural processes and reflection. The traditional European school of thought has long regarded the human subject as different from mere objects in that humans are self-determined and self-empowered. However, as media apparatus and human beings increasingly mix and interconnect, we require an expanded, more complex understanding of a distributed, shared function of subject and action. And this is the central focus of the Internationales Kolleg für Kulturtechnikforschung und Medienphilosophie.

For more information about events and current research projects at the IKKM, please visit: [www.ikkm-weimar.de](http://www.ikkm-weimar.de).



## Start-up hub neudeli

Since 2001, the Startup Hub »neudeli« at the Bauhaus-Universität Weimar has been a central refuge for students, staff and alumni – from all four faculties at the university – who are interested in entrepreneurship. It offers maverick thinkers an attractive and innovative environment in which they can develop their own businesses. In line with the Bauhaus tradition, »neudeli« is a central location for creative endeavours, trial and error and experimentation.

The »neudeli« team offers critical feedback to business ideas and helps create viable business models through individual consultations and coaching as well as start-up specific workshops. The multiple workshops at the university, as well as the outstanding technical equipment such as the 3D printer and modern computer pools, offer creative free space for building prototypes and developing concepts.

From the pure start-up consultation, an educational and research area has emerged that works closely together with other scientists and start-up consultants. The focal point of this area is placed on the prototyping during the innovation process as well as on new and critical approaches to management research in the area of creativity management.

In addition, the »neudeli« team works in close cooperation with the professorship Media/Management at the Bauhaus-Universität Weimar on the following topics: marketing management, innovation and creativity management as well organisational and management sciences for a knowledge-intensive and informational economy.

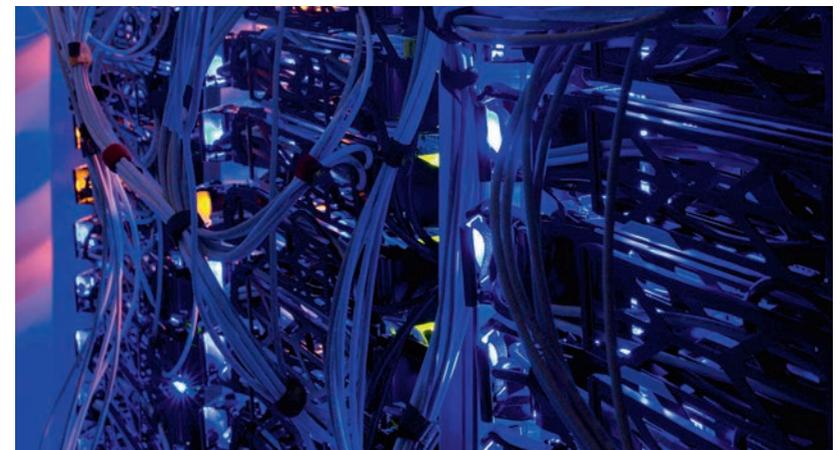
For more information about events and current research projects at the neudeli, please visit: [www.uni-weimar.de/neudeli](http://www.uni-weimar.de/neudeli).

## Digital Bauhaus Lab

The Digital Bauhaus Lab is a new, interdisciplinary research center where Computer Scientists, Engineers, and Artists tackle major scientific and societal challenges of the information society.

The lab comprises five, technically advanced, large-scale research devices such as interactive displays and cluster computers plus an interface development lab. For example, the interface development lab and a high-resolution visual analytics device form an ideal symbiosis for hardware and software development of user interfaces. Social interaction will be the focus of the publicly accessible rooms on the ground floor and highlight the human element itself as an object of investigation. Two cluster computing facilities will enable competitive research on Big Data analytics problems and high performance computing for engineering research. A technical highlight is a multi-user 3D display, the only one of its kind in the world, which is especially suited for visualising complex spatial simulations. Among others, it will be used by computer scientists and civil engineers for collaborating on a virtual construction site.

For more information, please visit: [www.digital-bauhaus-lab.de](http://www.digital-bauhaus-lab.de).



## Center for Media Anthropology – KOMA

The Center for Media Anthropology is a project supported in the ProExzellenz initiative of the Free State of Thuringia. It pursues an innovative and interdisciplinary concept of media anthropology, focusing on the study of mediality and the determination of human existence by media, coining the term anthropomediality. Anthropomediality describes the intertwining of man and media, preceding the distinction of these as separate entities.

This focus requires an interdisciplinary approach. The Center for media anthropology therefore integrates expertise from the fields of philosophy, media studies, sociology, art history, cultural studies, architecture and the history of science. Young researchers at an early stage of their career have the opportunity to acquire profound knowledge in the field of anthropomediality and in close cooperation with the team of professors participating in the Center for media anthropology learn how to develop their own promising research project.

A further strategic task of the center is the grant application for a DFG research training group on anthropomediality which will be completed by the end of 2017.

For more information about events and current research projects at the KOMA, please visit: [www.uni-weimar.de/koma](http://www.uni-weimar.de/koma)

## General Academic Advising

Campus.Office  
Bauhaus-Universität Weimar  
Geschwister-Scholl-Straße 15  
99423 Weimar  
Germany

phone: +49 (0) 36 43/58 23 23

e-mail: [study@uni-weimar.de](mailto:study@uni-weimar.de)

Further Information and office hours can be found on:

[www.uni-weimar.de/academic-advising](http://www.uni-weimar.de/academic-advising)

Students display their best projects online:

[www.uni-weimar.de/experiment-bauhaus](http://www.uni-weimar.de/experiment-bauhaus)

[www.uni-weimar.de/medien](http://www.uni-weimar.de/medien)

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