
MEDIA

Computer Science and Media

Media Culture

Media Art and Design

Media Management

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WELCOME FROM THE DEAN

Over the last several years and decades, the Bauhaus-Universität Weimar has honed its reputation as a place where art, science and technology meet. Our faculty investigates, develops and designs its own field of media – that innovative, integrative and multidimensional productive force which drives technical, artistic, cultural and social development. Our faculty is comprised of 20 professorships and nine junior professorships, all of which are systematically interlinked and divided into four branches of study: Computer Science and Media (B. Sc., M. Sc.), Media Culture (B. A., M. A.), Media Art and Design (B. F. A., M. F. A.) and Media Management (M. A.).

Creativity, originality, expertise, excellence in research, the ambition to achieve, commitment, collegiality and solidarity – these are our strengths. By concentrating on a diverse range of (professional) skills in one faculty, our students are able to independently develop their interests and talents in an interdisciplinary environment. We look forward to working with students who are prepared to intensively and (self-) critically devote themselves to solving problem- and project-oriented challenges. Welcome to our exceptional faculty!

Prof. Dr. Andreas Ziemann
Dean of the Faculty of Media

WELCOME TO THE FACULTY OF MEDIA

Creativity, excellence in research, high performance and commitment. These are the ingredients of success at the Faculty of Media of the Bauhaus-Universität Weimar. A success story still going strong after 15 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-scientific and the artistic-experimental world in a media-based context throughout. With this emphasis on media, spanning the fields of science, art, 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 four areas of study offered at the faculty: Computer Science and Media, Media Culture, Media Art and Design and Media Management. The central focus of instruction is on research-oriented and interdisciplinary project study – i.e. close and concentration 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 800 students are enrolled at our faculty and supervised by 20 professors and nine junior professors. This high student-professor ratio and the independent project work create an atmosphere ideally suited for training creative and academically-oriented media professionals. A wide range of career opportunities are available to graduates in all four 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 study courses 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 Shanghai, 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 Media Art and Design and Computer Science and Media.

In 2011, the quality assurance institute ACQUIN re-accredited 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. 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**.





WEIMAR FOR STUDENTS

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 the Faculty of Media. 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 cultural capitals.

Weimar is small enough that students can quickly get their bearings and reach most destinations by bike or on foot. Click here to find out more about what Weimar has to offer: **www.uni-weimar.de/weimar-for-students**.

COMPUTER SCIENCE AND MEDIA

*»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 Computer Science and Media
- _ Master's degree programme Computer Science and Media (english)

For more information on this programme, please visit: **www.uni-weimar.de/computer-science-and-media**.

BACHELOR'S DEGREE PROGRAMME COMPUTER SCIENCE AND MEDIA (B.SC.)

In the bachelor's degree programme 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, students put challenging 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.

What does the programme offer?

In the first half of the bachelor's degree programme Computer Science and Media, students are taught the scientific fundamentals of media information science, 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 areas of study include:

- _ Visualisation
- _ Computer Graphics
- _ Audio Processing

- _ 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 specialise in Media Culture, Media Management or Media Art and Design and to gain qualification for English-language graduate programmes, such as our master's degree in Computer Science and Media. Our instructors also support students who wish to study abroad (at best 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 Computer Science and Media. 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, 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.

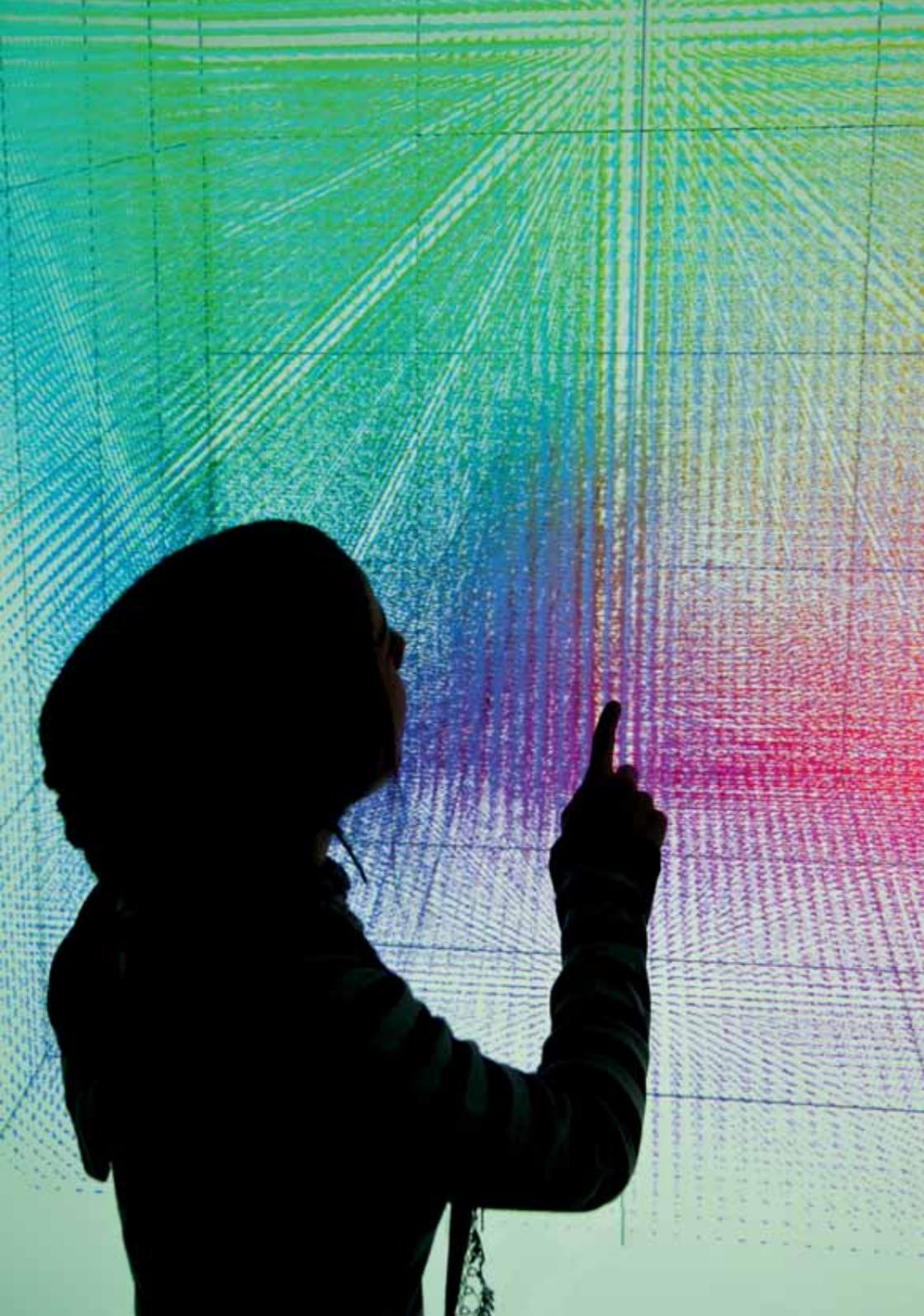
For upcoming application and registration deadlines, as well as access to the online application portal, please visit: **www.uni-weimar.de/computer-science-and-media**. If you have any other questions, please contact a faculty advisor at: **mi-info@medien.uni-weimar.de**.

And after my bachelor study?

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 receive decent pay. 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 shows us that graduates of our bachelor's degree programme are excellently suited as candidates for company-specific trainee programmes.

Eighty percent of all graduates of the bachelor's degree programme in Computer Science and Media directly go 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 programme in Computer Science and Media is an ideal opportunity for you.



MASTER'S DEGREE PROGRAMME COMPUTER SCIENCE AND MEDIA (M.SC.)

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.

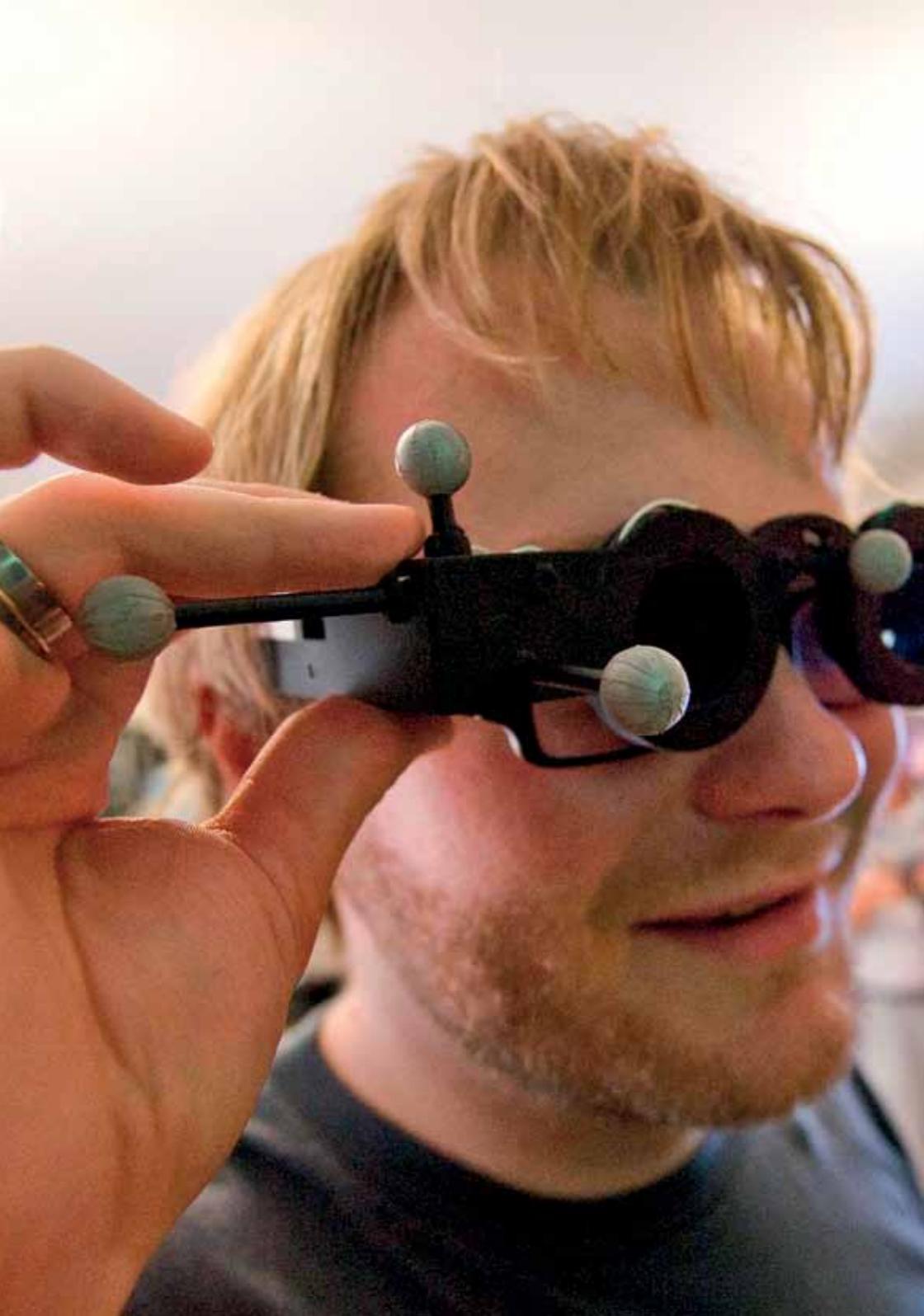
The standard period of study for the master's degree programme Computer Science and Media is four semesters. After successfully completing and presenting their master's thesis, students are awarded a »Master of Science« (M. Sc.) degree from the Faculty of Media.

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 first-level university degree in Computer Science and Media with a final grade of at least 2.0 (»good«) or an equivalent, subject-relevant, first-level 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 Computer Science emphasis.

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**. If you have any other questions, please contact a faculty advisor at: **csm-info@medien.uni-weimar.de**

And after my master study?

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 MSc 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.

MEDIA CULTURE

»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 Culture)

Are you interested in analysing and studying the media of today and tomorrow? 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 Culture offers the following courses:

- _ Bachelor's degree programme Media Culture
- _ Bachelor's degree programme European Media Culture
- _ Master's degree programme Research Master in Media and Culture
- _ Master's degree programme European Film and Media Studies

For more information on this programme, please visit: **www.uni-weimar.de/mediaculture**.

BACHELOR'S DEGREE PROGRAMME MEDIA CULTURE (B.A.)

Media Science and media-cultural research in general are increasingly becoming established disciplines in 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. Its degree programmes forge a practice-based link to Media Economics, Media Art and Design and Computer Science and Media. This ongoing interdisciplinary emphasis at the Faculty of Media makes the Bauhaus-Universität Weimar an academic institution like no other in Germany.

What does the programme offer?

The goal of the bachelor's degree programme Media Culture is to provide students the basic scientific tools for dealing with media and culture, its processes, structures and products. Students gain 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 Media Culture focuses on the following areas:

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

- _ Film Studies and Visual Theory
- _ Microeconomics and Management
- _ Sociology and Media Law
- _ Artificial Worlds and Cultural Technologies

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 Media Art and Design degree programme, or an internship outside the university for the duration of twelve weeks.

The standard period of study is six semesters for students in the bachelor's degree programme Media Culture. 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 course of studies consist of a university entrance qualification or equivalent academic qualification, together with an aptitude test. The latter is a process which 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/mediaculture**. If you have any other questions, please contact a faculty advisor at: **mk-info@medien.uni-weimar.de**.

And after my bachelor study?

This bachelor's degree programme qualifies graduates to enter concept-building and decision-making media (and media-related) professions.

Graduates are qualified for jobs in the following areas:

- _ Cultural management, public relations
- _ 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 development

After attaining your bachelor's degree in Media Culture, you may wish to pursue a master's degree in Research Master in Media and Culture 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 individual doctoral study or enter a Ph. D. programme.



BACHELOR'S DEGREE PROGRAMME EUROPEAN MEDIA CULTURE (B. A./ LICENCE INFORMATION- COMMUNICATION)

The Faculty of Media also provides students in the bachelor's degree programme Media Culture the opportunity to participate in the binational dual degree course in 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 European Media Culture 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 European Media Culture 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 en Information-Communication« 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 course of studies consist of a university entrance qualification or equivalent academic qualification, together with an aptitude test. The latter is a process which 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 (if applicable); (e) an admissions interview in German and French. A preparatory internship is recommended.

The bachelor's degree programme European Media Culture 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. If you have any other questions, please contact a faculty advisor at: emk-info@medien.uni-weimar.de.



And after my bachelor study?

This bachelor's degree programme educates students to become intercultural intermediaries and qualifies them for concept-building and decision-making media (and media-related) 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
- _ Artist and cultural production and administration
- _ Education and knowledge transfer

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.

MASTER'S DEGREE PROGRAMME RESEARCH MASTER IN MEDIA AND CULTURE (M.A.)

Thanks to the intensive research efforts of our professors in Media (Cultural) 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 Research Master in Media and Culture. Established in 2010, this programme enables students to participate in current research processes, analyse findings and engage in research and project work of their own in the long term.

What does the programme offer?

Professors and students jointly develop historical and theoretical models which can be used to understand and describe 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. The Research Master in Media and Culture investigates and describes the wide array of media processes and encourages the historical and theoretical power of judgement when dealing with media and contemplating the effects and design of media.

The master's degree programme Research Master in Media and Culture focuses on the following areas:

- _ Media Scientific Fundamentals (Media Theory, Media History)
- _ Film and Media Philosophy
- _ History and Theory of Artificial Worlds
- _ History and Theory of Cultural Technologies

- _ Image Theory and Moving Picture Research
- _ Media Sociology
- _ History of Science

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 presentation 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 Research Master in Media and Culture 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 Media Culture with an above-average final grade or a subject-relevant, first-level 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 Research Master in Media and Culture 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/mediaculture. If you have any other questions, please contact a faculty advisor at: mk-info@medien.uni-weimar.de.

And after my master study?

Graduates of the master's degree programme Research Master in Media and Culture are qualified to pursue a doctorate or gain admission to a PhD 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.

If you are interested in continuing your academic career, we recommend applying to our affiliated research institutes located here in Weimar. The postgraduate programme in Media Historiographies and the IKKM offer candidates the highest standards in infrastructure, organisation and personnel. The productive, dynamic interaction between research and teaching, between students/doctoral candidates and professors/fellows is strongly established and promises sustained success.

For more information about our research institutes, please visit:

www.ikkm-weimar.de, www.mediale-historiographien.de.

MASTER'S DEGREE PROGRAMME EUROPEAN FILM AND MEDIA STUDIES (M.A.)

As part of the master's degree programme Research Master in Media and Culture, 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 which contribute to creating a European culture. 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' scientific abilities in such areas as concept-building, methodology and research. Students gain expertise in German and French national cinematography, European film and media history, and specifically in German media theory, as well as documentary film and photography to a lesser degree.

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

Students begin the programme in Lyon, spend their second semester in Weimar and their third in Utrecht. All students return to their own universities for their fourth semester to write the master's thesis.

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**. If you have any other questions, please contact a faculty advisor at: **efms-info@medien.uni-weimar.de**.

And after my master study?

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 ART AND DESIGN

»We train artists and designers who actively and effectively shape the cultural conditions of production and consumption in close contact with the ordinary circumstances of life and its aesthetics.« (Director of the degree programme Media Art and Design)

Are you brimming with ideas about how to design the media of tomorrow? Do you want to work in an interdisciplinary field which combines applied and experimental approaches? Then come to Weimar!

The degree programme Media Art and Design offers the following courses:

- _ Bachelor's degree programme Media Art and Design
- _ Master's degree programme Media Art and Design (MAD)
- _ Master's degree programme Integrated International Media Art and Design Studies (IIMDS)

For more information on this programme, please visit: **www.uni-weimar.de/media-art-and-design**.





BACHELOR'S DEGREE PROGRAMM MEDIA ART AND DESIGN (B.F.A.)

Think Tanks and Laboratories. A Brief Overview

This degree programme provides students excellent training for careers in artistic/design-related media professions. More importantly, it represents a think tank and laboratory – to create new media forms and formats and to find solutions to the urgent issues facing a globalised world. At the Bauhaus-Universität Weimar, theory and practice go hand in hand. The artistic design of media is interlinked with the scientific reflection on media culture and its computer scientific fundamentals – and interdisciplinarity plays a vital role in this. The academic opportunities available to students at the Faculty of Media are unparalleled in Germany. The faculty boasts an advanced artistic infrastructure with studios, workshops, a media centre and television studio, an audio production studio, and of course, the »Digital Bauhaus Lab«, the research and laboratory facility of the Bauhaus-Universität Weimar. The ideal conditions for a top-rate education.

Media Designers and Fine Artists.

The main areas of study in the degree programme in Media Art and Design:

- _ Documentary and Experimental Film
- _ Electro-acoustic Composition and Sound Design
- _ Experimental Radio
- _ Experimental Television
- _ Design of Medial Environments
- _ Interface Design
- _ Media Events

- _ Media, Trend and Public Appearance
- _ Multimedia Narration

Interested in learning more? www.uni-weimar.de/media-art-and-design

New Public Spheres and Interpersonal Relationships. The Explanation.

It all comes down to information. Media-related information. How can we disseminate it, how can we process it? How can we envision the future and implement fictional scenarios? Or create media events that others care to talk about? Or develop new public spheres, communicative spaces, or design interfaces for interpersonal relationships? You can also contribute to designing the objects of the future. You can also participate in revolutionising Media Art. And along with it, television and radio as well. The fields of science, technology and art do not exclude one another. They are – without a doubt – inextricably linked. And this view has a long tradition in Weimar.

In concrete terms, as a student of the bachelor's degree programme Media Art and Design, you will work in small groups on specific projects, participate in practical sessions and become familiar with unconventional working methods – artistically, technically and organisationally. In close proximity to real-world media practice. All of the auditory, visual, event-based, conceptual and interactive aspects are interconnected and offer a widely diverse range of combinations. That is what makes our profile so unique. That is what Media Art and Design at the Bauhaus-Universität Weimar is all about.

From Learning the Basics to Exploring the Limits. The Course of Study.

During the first two semesters, beginning students focus on the technical-practical fundamentals. How do I operate a camera? What is a radio play? What belongs in my sample case? What kind of things should mobile phones be able to

do in the future? Should they have more functions? Should they perhaps have a pleasant scent? You ask the questions. Try things out. Have fun and go wild.

The following study phase lasts four semesters and has a more thematic orientation. You'll be encouraged to concentrate on a specific artistic field, gain expertise in that area and become acquainted with experimental forms of expression. Through your art, you will probe the validity of theoretical knowledge and transform it in practice. The electives offered by the Media Culture and Computer Science and Media departments will allow you to look beyond your area of expertise. For the same reason, we encourage our students to complete extramural internships and study at a partner university abroad.

The standard period of study for the bachelor's degree programme Media Art and Design is six semesters. After writing and presenting your bachelor's thesis, you will be awarded a »Bachelor of Fine Arts« (B. F. A.) degree by the Faculty of Media. And that could just be the beginning.

Directors, Sound Designers and Media Artists. The Occupational Fields.

Planning and deciding, designing things independently or having things designed for you, working freelance or as an employee – the degree programme Media Art and Design offers you a wide array of opportunities. You will be working in a field where media is creatively and critically applied – in editorial offices, editing rooms and artistic laboratories, at one's desk, in the studio or far beyond in the outside world.

The following is a short list of some of the professional opportunities available to you through this degree programme:

- _ Film production, directing, camera, lighting, editing, SFX in motion pictures, animation and documentary films
- _ Freelance designer
- _ Curator for art and media festivals
- _ Artist in the free art market

- _ Radio journalism, editing, radio plays and features, authoring, directing, sound production, sound art
- _ Editor and responsible manager in the entertainment and information industry (television, games, Internet, radio, recreational activities, interface design)
- _ Occupations in the academic field
- _ Sound design and computer-aided music composition
- _ TV directing, TV editing, TV journalism
- _ Web design, interface design, graphic design

Documents, Deadlines and Other Modalities. The Application.

To be eligible for this degree programme, you must have a university entrance qualification or equivalent school-leaving certificate. You are also required to pass an aptitude test. The bachelor's degree programme Media Art and Design begins in the winter semester. For information on how and when to register for the artistic aptitude test, other application details and the possibility of applying online, please visit: www.uni-weimar.de/media-art-and-design.

Numbers and Addresses. The Contact.

Faculty Advising

e-mail: mkg-info@medien.uni-weimar.de
www.uni-weimar.de/media-art-and-design

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ENGLISH-LANGUAGE MASTER'S DEGREE PROGRAMME MEDIA ART AND DESIGN (M.F.A.)

Introduction: What are the benefits of a master's degree in Media Art and Design?

Producing art, designing media, experimenting in a forward-looking manner, yet always aware of contemporary trends – that is the philosophy of the Media Art and Design degree programme at the Bauhaus-Universität Weimar. The programme provides students organisational and technical expertise, as well as creative and analytical-critical skills. One of the central facets of the programme is the interlink between very diverse branches of study. And all of this is essential for pursuing a creative occupation in the wide field of media – regardless of whether one works as a regular employee or freelancer. The primary goal is to prepare our students to become the media designers of tomorrow – professionals whose knowledge and creativity will artistically and practically enrich and influence everyday life and the world of media.

Content: What opportunities does the programme offer me?

One of the main goals of the master's degree programme Media Art and Design is to help students find their personal form of expression – their artistic voice. The programme expands on the fundamentals gained during one's prior undergraduate work or professional experience, and cultivates one's creative potential. Those who have already found an area of artistic/design interest can intensify their work with a variety of elective courses. But for those who are not that far, this programme provides a unique opportunity to find an area of interest from a wide variety of courses offered by the departments of the faculty.

Students participate in interdisciplinary courses and project work which examine the programme's artistic goals and attitudes. Additional modules from other programmes at the university can also be integrated into this degree programme.

The areas of study include:

- _ Documentary and Experimental Film
- _ Electro-acoustic Composition and Sound Design
- _ Experimental Radio
- _ Experimental Television
- _ Design of Medial Environments
- _ Interface Design
- _ Media Events
- _ Media, Trend and Public Appearance
- _ Multimedia Narration

Overview: How is the programme structured?

In the first three semesters, students complete an artistic design project module, two subject-specific modules offered by the Media Art and Design programme, a scientific module from the Faculty of Media and three supplementary elective modules. Students use the fourth semester to write their master's thesis. A period of study abroad is recommended, especially if the candidate had not completed one during his or her undergraduate degree programme. The faculty offers study abroad opportunities at a number of renowned partner institutions around the world. The standard period of study for the master's degree programme Media Art and Design is four semesters. After successfully completing and presenting the master's thesis, students are awarded the »Master of Fine Arts« (M. F. A.) degree by the Faculty of Media.

Application: What are the prerequisites? How do I apply?

If you wish to develop your artistic and design skills further, if you are interested in problematic issues in the area of media, and if you are fascinated by both the

technical and contextual aspects of media, then we encourage you to apply for admission to this master's degree programme.

To be eligible for admission, candidates must have attained a »Bachelor of Fine Arts« degree in Media Art and Design from the Faculty of Media or an equivalent first-level university qualification, recognised by the responsible examination committee. Furthermore, the candidate must pass an aptitude assessment test on the basis of an artistic portfolio. The prerequisite for admission to the English study programme are German language skills at the competence level A1 of the »Gemeinsamer Europäischer Referenzrahmen (GER)« and English language skills at the competence level C1 (GER).

Students may begin the English-language programme Media Art and Design in either the summer or winter semester. For information on how and when to register for the artistic aptitude test, other application details and the possibility of applying online, please visit: www.uni-weimar.de/media-art-and-design. If you have any other questions, please contact a faculty advisor at: mkg-info@medien.uni-weimar.de.

Degree: What can I do with it?

The students of this master's degree programme acquire media expertise and skills which are essential in numerous areas of the media branch. Students are familiar with artistic-design practice. They are acquainted with interdisciplinary relationships and methods. They are optimally prepared to take on the many challenges awaiting them in the media profession.

Graduates are qualified to pursue the following career paths:

- _ Film production, directing, camera, lighting, editing, SFX in motion pictures, animation and documentary film
- _ Freelance designer
- _ Curator for art and media festivals
- _ Artist in the free art market
- _ Teaching and artistic development

- _ Radio journalism, editing, radio plays and features, authoring, directing, sound production, sound art
- _ Editor and responsible manager in the entertainment and information industry (television, games, Internet, radio, recreational activities, interface design)
- _ Sound design and computer-aided music composition
- _ TV directing, TV editing, TV journalism
- _ Web design, interface design, graphic design



MASTER'S DEGREE PROGRAMME INTEGRATED INTERNATIONAL MEDIA ART AND DESIGN STUDIES (M.F.A./MASTER OF LITERATURE)

As part of the master's degree programme Media Art and Design, the Faculty of Media in cooperation with the Tongji University Shanghai offers students the opportunity to earn a bilateral master's degree in Integrated International Media Art and Design Studies (IIMDS) in Weimar and Shanghai. This programme provides students with an advanced, professional view of the media sector and artistic-design work in both China and Germany. This joint degree programme prepares graduates for the globalised media market and supports their ability to engage in interdisciplinary, international collaboration and intercultural communication. The DAAD currently awards scholarships to three German students to finance their studies abroad in the partner country.

What does the programme offer?

For students of the Bauhaus-Universität Weimar, the first semester takes place in Weimar, and the second and third semesters are spent in Shanghai at Tongji University. In the fourth semester, our students return to the Bauhaus-Universität Weimar to complete their master's thesis.

This degree programme focuses on the following subject areas:

Bauhaus-Universität Weimar

_ Electro-acoustic Composition

- _ Experimental Television
- _ Experimental Radio
- _ Design of Media Environments
- _ Interface Design
- _ Media Events
- _ Media, Trend and Public Appearance
- _ Multimedia Narration

Tongji University Shanghai

- _ Animation
- _ Film/TV
- _ Interaction Design
- _ Chinese Art and Culture
- _ Multimedia Design

All academic activities, including oral and written assignments and tests, are conducted in either German or English. Candidates are generally allowed to write and present their master's thesis in their native language or English. Chinese language courses are integrated into the programme at the partner university. The standard period of study for the master's degree programme IIMDS is four semesters for students of the Bauhaus-Universität Weimar. After successfully completing and presenting their master's thesis, students are awarded a »Master of Fine Arts« (M. F. A.) degree by the Faculty of Media of the Bauhaus-Universität Weimar and a »Master of Literature« degree from Tongji University Shanghai.

How do I apply?

If you are interested in acquiring advanced artistic/design skills on the international stage and find it exciting to examine the intercultural dimension of current issues in the German-Chinese media sector in an Asian megacity, then you are an ideal candidate for this international master's degree programme. To participate in this programme, students must be enrolled in the master's degree programme Media Art and Design at the Bauhaus-Universität Weimar, as well as pass the corresponding artistic aptitude test. Furthermore, candidates

are invited to a personal interview as part of the selection process. We strongly recommend that international applicants complete an intensive German language course at the Language Centre of the Bauhaus-Universität Weimar prior to the start of the summer semester.

Students may only begin the master's degree programme IIMDS in the summer semester. For information on how and when to register for the artistic aptitude test, other application details and the possibility of applying online, please visit: **www.uni-weimar.de/media-art-and-design**. If you have any other questions, please contact a faculty advisor at: **iimds-info@medien.uni-weimar.de**.

And after my master study?

Students of this master's degree programme acquire intercultural and media-related expertise and skills which can be applied to numerous media professions. Our graduates are well acquainted with artistic-design practice both in China and Germany. They possess knowledge about interdisciplinary relationships and methods. They are ideally prepared to take on the many challenges awaiting them in the international media field.

Our graduates pursue careers here in Germany and abroad in the following areas:

- _ Interface and interaction designing
- _ Film production in the areas of animation and documentary filmmaking
- _ Freelance designer
- _ Curator for art and media festivals
- _ Artist in the free art market
- _ University-level teaching and artistic development
- _ Sound design and computer-aided music composition
- _ Radio journalism, editing, radio plays and features, authoring, directing, sound production, sound art
- _ Editor and responsible manager in the entertainment and information industry (television, games, Internet, radio, recreational activities, interface design)
- _ TV directing, TV editing, TV journalism

MEDIA MANAGEMENT

»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!

The degree programme Media Management offers the following courses:

- _ Master's degree programme Media Management
- _ Master's degree programme Media Management, Information and Kommunikation (MIK) and Master's degree programme Communication interculturelle dans les institutions et organisations franco-allemandes (CIIO) (french)

For more information on this programme, please visit: **www.uni-weimar.de/media-management**.

MASTER'S DEGREE PROGRAMME MEDIA MANAGEMENT (M.A.)

The master's degree programme *Media Management* studies the area where economics, social science and media science overlap. Both the instruction and research are characterised by a transdisciplinary, multi-perspective approach. The Faculty of Media regards this approach as a necessary reaction to the far-reaching changes affecting media products, the media branches and economic 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, media companies, media markets and media consumers, are not examined as isolated entities, but rather as part of a larger cultural, social and political structure.

What does the programme offer?

The research-oriented master's degree programme *Media Management* focuses on the areas of *Media Management*, *Media Economics*, *Marketing and Media*. The programme is supplemented by specialised courses in *International Management and Media*, *Media Law*, *Internal and External Accounting*, *Investments and Financing*. The course material is taught in project modules and study modules. Students may also take elective modules with a transdisciplinary focus, comprised of courses from the Faculty of Media and other participating faculties.

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 gain specialization in the areas of *Media Management*, *Media Economics* and *Marketing and Media*. During this intensive

period of study, students are expected to independently identify and formulate scientific problems and address them in a methodically appropriate way.

Following the third semester, students select a topic for their master's thesis and a professor to supervise them.

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

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 concerning media markets? Then you are ideally suited for admission to our master's degree programme.

To be eligible for admission, 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 CP. 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**. If you have any other questions, please contact a faculty advisor at: **mm-info@medien.uni-weimar.de**.

And after my master study?

Graduates of the master's degree programme Media Management are qualified to take up management positions in private companies and public-law organisations in the fields of media, communication, information and entertainment. More specifically, graduates find employment in the publishing industry, at television companies, radio broadcasters and film production companies. Other possibilities for employment include marketing-related management positions at companies in other branches, for example, management and media consulting or public relations. This programme also prepares graduates for teaching and research positions in the areas of Economics and Media.



MASTER'S DEGREE PROGRAMMES MEDIA MANAGEMENT, INFOR- MATION AND COMMUNICATION (MIK) AND COMMUNICATION INTERCULTURELLE DANS LES INSTITUTIONS ET ORGANISATIONS FRANCO-ALLEMANDES (CIIO)

As part of the master's degree programme Media Management, the Faculty of Media offers students the opportunity to participate in one of two binational master's degree programmes. Funded by the Deutsch-Französische Hochschule and coordinated together with the Université Lumière Lyon 2, students may choose the master's degree programme Media Management, Information and Communication (MIK) or Communication interculturelle dans les institutions et organisations franco-allemandes (CIIO). The joint German-French courses offer management and communication-specific training with a strong focus on European and intercultural issues.

What does the programme offer?

The master's degree programme Management, Information and Communication provides students micro- and macro-economic expertise with regard to media, as well as the management and marketing activities at media firms. The programme's areas of focus include Marketing and Media, Media Management, Media Economics and International Management.

In the master's degree programme Communication interculturelle dans les institutions et organisations franco-allemandes, students learn about intercultural communication between institutions and organisations which play an active role in the French-German (and European) social, cultural and business sectors. The main areas of study lie in European and Comparative Law, European History, Organisation and Communication Theory, and Intercultural Relations.

Students in both programmes study together during their first two semesters, the first in Lyon and the second in Weimar. Following their joint academic year, they are required to specialise in one of the two programmes. Those who choose to specialise in MIK remain in Weimar for their third and fourth semester, and complete their master's thesis at the Bauhaus-Universität Weimar. Those who decide to specialise in CIIO, continue their studies in Lyon during the third and fourth semester, and write their master's thesis at the Institut de la Communication of the Université Lumière Lyon 2.

The standard period of study for the master's degree programme MIK/CIIO is four semesters. After successfully completing and presenting their master's thesis, students are awarded a »Master of Arts« (M.A.) degree by the Faculty of Media and the »Master en Information-Communication: Master Arts, Lettres et Sciences Humaines« by the Université Lumière Lyon 2.

How do I apply?

The prerequisite for admission to the master's degree programme MIK/CIIO is a first-level university qualification with an above-average final grade. If you meet this formal requirement, your application is forwarded to a selection committee for further review. In addition to prior academic excellence, the decision of the selection committee is strongly influenced by the three-page letter of motivation (DIN A4 format), preferably written in French. In the letter, you should explicitly describe your study and research interests, what type of subject-specific knowledge and language skills you already have and any practical experience you have gained (e.g. subject-relevant projects or internships, international experience, involvement in student organisations, scientific or academic activities).

If your application is accepted, you are allowed to enrol at the Bauhaus-Universität Weimar. Students in this programme are officially enrolled at both the Bauhaus-Universität Weimar and the Université Lumière Lyon 2.

Students may only begin the master's degree programme MIK/CIO 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**. If you have any other questions, please contact a faculty advisor at: **mm-info@medien.uni-weimar.de**.

And after my master study?

Students gain the knowledge and expertise necessary to conduct communication-, media- and management-oriented activities at German-French companies and international organisations.

Graduates are qualified to take up employment in the following areas:

- _ Management and marketing positions at media firms
- _ Communicative and media-oriented activities in international and European businesses
- _ Communicative and media-oriented activities in supranational political institutions and organisations
- _ Public relations and media consulting

PROJECTS AT THE FACULTY OF MEDIA

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 at the department of Computer Science and Media. 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 visitors allowed to look around, but can ask questions, touch and try things out. In 2011, 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 Mobile Media Laboratory, you can try out MyBandApp, a special app that make musicians' lives easier. 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.

Internationales Kolleg für Kulturtechnikforschung und Medienphilosophie – IKKM

In 2008, two professors in the department of Media Culture at the Bauhaus-Universität Weimar, Prof. Dr. Lorenz Engell and Prof. Dr. Bernhard Siegert, 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**.



THE CATWALK

The Catwalk Instinct

It's a paradox of fashion. The more you know about it, the more you love it. The more you know about it, the more you love it. The more you know about it, the more you love it.

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Loom – A glimmer of light for student photography

Since 2007, Loom has been a »glimmer of light« on the horizon of photography for the students at the Faculty of Media. Originally launched as a permanent Internet platform for photographic works, Loom is now published in English as a limited-edition glossy magazine, accompanied by an exhibition staged at a different venue every year.

But what exactly is Loom? Loom is about experimenting with the photographic subject. Loom is about testing, learning, probing and rediscovering. Loom presents thematically assorted photo essays, accompanied by literary essays, interviews and short stories. It regards itself as an interdisciplinary exhibition of student works. It aims to demonstrate the potential of contemporary photography with works that enrich the field with their unique characteristic positions. Loom also encourages readers to think about patterns and concepts which most of us take for granted, to visually break with antiquated conventions, and discover the beauty of the moment. This is especially apparent in view of the multifaceted, creative talent of students in the various departments of the Faculty of Media. It's when they reach for the camera and focus on a featured theme with an artistic approach.

Loom is a photo magazine that strives to carry the fresh, new, photographic ideas from the Faculty of Media into the world. The magazine was launched in 2011 and is now available as an app for the iPad. On the computer tablet, Loom breaks with the conventions of traditional magazines. As a multimedia platform, the iPad editions combine text, images, animation, video clips and interactive features in one. The non-linear structure and navigation tools correspond to similar user-operated, touch-screen systems. The initiator and editor-in-chief of the magazine Loom is Alexander Lembke, artistic associate at the Faculty of Media.

For more information, please visit: www.loom-mag.net.

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