

Media Design | EN (B.A.)



Design creates identity

In the digital media world, design involves a broad and exciting array of tasks. The demands faced by designers are complex and at the same time fascinating, since the variety of media and the high volume of information require not only a steady stream of new ideas and creativity, but also clear conceptual thinking and process-led working methods.

Using cross-media communication channels, multi-layered content must be transformed into visual images and stories, in a way that appeals to the emotions of users and recipients and conveys the message clearly. Curiosity, open-mindedness and fresh ideas are the hallmarks of a good media designer, as well as artistic creativity and visual imagination. And the willingness to think through all facets of the set task, and to develop conceptual solutions, before beginning the design. Lateral thinking is required, especially in cross-media projects.

The shape of success

The interdisciplinary programme of the Media and Communication Design course of study gives you the tools to master the whole spectrum of visual communication as an all-rounder with specific subject knowledge.

Our practical orientation in media design offers you the chance to focus on whatever interests you the most personally. During your studies, theoretical/methodological knowledge is combined with in-depth technical production know-how and practical applications, using real tasks in graphic design. In principle this means that the whole media economy is open to you at the end of your studies. The university is not just one of many possible places to learn. Practical exercises, an intensive exchange of ideas with real industry professionals and authentic teaching projects are as important to us as the teaching

of theoretical principles. This is what students really appreciate about Macromedia University.

Learning by doing

Throughout the programme, you will carry out practical projects, whereby theoretical knowledge is applied to real-life scenarios, usually in cooperation with external businesses and partner companies.

Internship

Macromedia cooperates with a large number of renowned companies where you will spend a full semester as an intern under the supervision of your professors. This is a very important part of the programme giving you the opportunity to gain your first practical experience and to start networking with the industry.

How to apply

Admission to Macromedia University may be granted in line with the Regulations on Qualifications for University Studies (§60 of the Bavarian University Regulations) of the Free State of Bavaria. Under these regulations, the general school leaving certificate (Abitur) or the entrance qualification for universities of applied sciences (Fachhochschulreife) is mandatory. School leaving certificates from outside Bavaria must be officially approved as being equivalent, where necessary.

To apply, please provide us with your recognised school leaving certificate, recognised certificate of English proficiency (TOEFL iBT, at least 81 out of 120 points or IELTS, at least 6 out of 9), the Macromedia University application form and letter of motivation. After the assessment of your application, you may be required to pass an admissions interview.

SERVICES

Information events

At these events, student advisors, students and professors answer all your questions centred round the media industry, our university, admission and the application process. Just drop by.

macromedia-university.com/events

Career service

Offering support for you and your career of choice during and after your studies.

Internship support

Providing internship contacts and accompanying support all round your internship semester.

International office

Providing full-service support for your semester abroad.

Personal advisory service

If you're planning your future and studies with us, you likely have many questions. Our student advisory look forward to talking with you.

You can find your personal contact person under "Contact" below or on our website at

macromedia-university.com/student-advisory-service



hochschule macromedia
university of applied sciences

macromedia-university.com

Effective March 2016
Technical changes reserved

Location

Check our website for details.

Start

Winter semester

Duration

7 semesters, 1 semester abroad (6+1)

Study abroad

The programme also includes one semester abroad at one of our international partner universities of your choice (Macromedia's 6+1 programme).
www.5cu.org

Tuition fee

Are you a highly motivated individual who is ready to invest in your future and to study at Macromedia University? We help you to make it happen by offering individual funding solutions as well as scholarships. Ask our student advisors for further information.

Students from countries belonging to the European Union:

5,150 € per semester
Registration fee 500 €

Students from countries which are not part of the European Union:

5,500 € per semester
Registration fee 750 €

macromedia-university.com/financing

210 ECTS	COURSE OVERVIEW
1 30 ECTS	Storyboard and Storytelling Design Principles and Techniques for Print and Audio Visual Media Design Methods Scientific Research Project Management
2 30 ECTS	History of Art and Design Advanced Design Principles and Design Theory Information and Communication Design Business English Introduction to Animation and Modelling
3 30 ECTS	Intercultural Management Business Planning Visual and Motion Design Interactive and Interface Design Semester abroad
4 30 ECTS	Information Design Professional project Introduction to Screen and Interface Design Information and Communication Design VFX and Motion Design
5 30 ECTS	Current Aspects and Issues in Design Advanced Storyboarding and Storytelling Professional project Advanced Interactive and Interface Design Advanced Media Design
6 30 ECTS	Internship Student project Personal Communication and Soft skills
7 30 ECTS	Bachelor thesis Advanced Design Studies and Research Design Methods and Models Entrepreneurship
The semester abroad is in the 3rd or 4th semester.	

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