

mdm

DIGITAL MEDIA
[MAJOR]

→ COLLEGE



DIGITAL MEDIA AT LEUPHANA COLLEGE

Do you think digital media is having a profound influence on our world? Do you want to use the opportunities presented by digital media, but also challenge its promises? From the culture of the internet to media economies: in the Digital Media major, you learn how to analyse the ideas, technologies and history of digital media, and will also develop your own practical projects.

LEUPHANA BACHELOR

Studying at Leuphana College means much more than just gaining a Bachelor degree. You should also be someone who wants to understand different ways of thinking, take different perspectives and consistently subject your personal point of view to critical questioning. The Leuphana Bachelor allows you to integrate different areas of interest. The choice is yours.

Possible minor combinations

- Business Administration (GER)
- Business Psychology (GER)
- Digital Business (GER)
- Economics (GER or ENG)
- Educational Sciences (GER)
- Engineering (Fundamentals) (GER)
- Law (Corporate and Business Law) (GER)
- Philosophy (GER or ENG)
- Political Science (GER or ENG)
- Popular Music Studies (ENG)
- Psychology and Society (ENG)
- Social Media and Information Systems (GER)
- Spatial Sciences (GER or ENG)
- Sustainability Science (GER or ENG)

COURSE CONTENTS



In the Leuphana Bachelor, you combine specialist knowledge with solutions-oriented thinking and responsible action. The Leuphana Semester and Complementary Studies provide the framework for addressing socially-relevant topics beyond your chosen major/minor combination. These are a fixed part of the Leuphana Bachelor and give you the freedom to get a taste for different areas of knowledge and develop viable solutions for the challenges of the future together with other students at Leuphana College.

The Digital Media major combines three main objectives. Firstly, it teaches you how to engage with digital media with a powerful theoretical and critical approach, drawing on knowledge from media studies, media theory and media history. Secondly, you will be introduced to the fundamental principles of digital technologies. Last, but not least, you will explore the many creative possibilities of digital media in your own practical projects. You therefore acquire a skillset that allows you to be part of future changes in a critical and informed, as well as creative and engaged style.

Half of your courses will take place at Hamburg Media School in Hamburg. The other half are taught on the campus of Leuphana University in Lüneburg. Your teachers are among more than 100 scientists and developers from a dozen countries who are researching digital media at the Leuphana University of Lüneburg. You can therefore develop your theoretical knowledge and practical projects directly in the context of international cutting edge research. You will also have the unique opportunity to spend two years at the School of Creative Media at City University of Hong Kong in China, where you can acquire a second international degree.

1 st semester	2 nd semester	3 rd semester	4 th semester	5 th semester	6 th semester
LEUPHANA SEMESTER Opening Week Culture and Aesthetics of Digital Media Methods of Digital Media Studies Science as method and way of thinking Critical thinking Challenges of the future Conference Week	Practical Experience			Research Colloquium	
	Technological Basics		Agents and Interfaces, Economics of Digital Media		Bachelor dissertation
	Media Cultures, History of Digital Media, Net Criticism, Media Theory				
	MINOR Complementing the Digital Media major with another field of study				
	COMPLEMENTARY STUDIES Dealing with socially relevant topics Thematic, methodological or practice-oriented complement to the major/minor combination				

PROSPECTS



In the Leuphana Bachelor with the Digital Media major, you gain scientific expertise in the field of digital media as well as career-oriented qualifications. You not only learn how to understand new theories, analyses, tools and trends, but also gain the ability to accompany and help drive the rapid changes in ever new, critical and creative ways.

EMPLOYMENT OPPORTUNITIES

The degree course prepares you for work in a wide range of fields:

- Media Design, Consulting, and Production
- Product Management / Producer
- Digital Journalism and Editing
- Programming and Interface Design
- Marketing, Advertising, Community Management
- Press- and Public Relations
- Research and Teaching

MASTERS PROGRAMMES

After completing your Bachelor degree, you will also have the opportunity to deepen your knowledge of the digital media by embarking on a Masters programme in media sciences at a university in Germany or abroad.

AT A GLANCE	
Degree awarded:	Bachelor of Arts (BA)
Duration:	3 years (6 semesters)
Extent:	180 ECTS
Study places:	36
Language:	English
Semester abroad:	possible
Start date:	October 1 (winter semester)
Application period:	Mid May – July 15
Requirements:	university entrance qualification and English skills
Restricted admission:	yes
Admission:	own procedere at Leuphana College

Initial Information

INFORMATION OFFICE (Infoportal)

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www.leuphana.de/bachelor-programmes

Programme Directors

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www.leuphana.de/college-mdm