

mdm

DIGITAL MEDIA –
INTERNATIONAL
PROGRAMME WITH
CITY UNIVERSITY OF
HONG KONG
[MAJOR]

→ COLLEGE



STUDY DIGITAL MEDIA AT LEUPHANA COLLEGE AND CITY UNIVERSITY OF HONG KONG

One of the great opportunities that comes with studying the Digital Media major at College is the chance to acquire two separate degrees, one from Leuphana University Lüneburg and one from the City University of Hong Kong. CityU's School of Creative Media is famous for its creative approach to digital media, which you will experience when studying there for two years. Having both a national and international Bachelor degree will enable you to apply to a variety of Masters programmes and boost your future career prospects, especially at the international level.

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 in the international programme:

- Business Administration (GER)
- Business Psychology (GER)
- Digital Business (GER)
- Economics (GER or ENG)
- Law (Corporate and Business Law) (GER)
- Philosophy (GER or ENG)
- Social Media and Information Systems (GER)
- Spatial Sciences (GER or ENG)
- Sustainability Science (GER or ENG)

INTERNATIONAL PROGRAMME IN DIGITAL MEDIA



In the international programme of the Digital Media major, you have the unique opportunity to spend two years at the School of Creative Media at City University of Hong Kong.

COURSE CONTENTS

At Leuphana College, the major in Digital Media allows you to explore the different dimensions of digital media and cultures. You will apply the theoretical knowledge you acquired at Leuphana during your two years of intense practical studies at the School of Creative Media.

CAREER PROSPECTS

By participating in the international programme, you will gain a broad understanding of digital media and creative media in both Europe and Asia, as well as new perspectives on intercultural matters. Having lived in Hong Kong for two years, you will have excellent career prospects in the media industry both at home and abroad.

EMPLOYMENT OPPORTUNITIES

- 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

1 st semester Lüneburg	2 nd semester Lüneburg	3 rd semester Lüneburg	4 th semester Hong Kong	5 th semester Hong Kong	6 th semester Hong Kong	7 th Semester Hong Kong	8 th Semester Lüneburg	
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	Media Cultures, History of Digital Media	Media Cultures, History of Digital Media	Narrative Strategies and Aesthetics, Critical Theory and Socially Engaged Practices	Narrative Strategies and Aesthetics, Critical Theory and Socially Engaged Practices	Electives		Research Colloquium	
	Technological Basics	Technological Basics	Contemporary & New Media, Interdisciplinary Practices in Art, Science and Humanities	Contemporary & New Media, Interdisciplinary Practices in Art, Science and Humanities			Bachelor dissertation	
	Practical Experience	Practical Experience	Physical Computing, Creative Coding, Creative Media Studio, Interface Design	Physical Computing, Creative Coding, Creative Media Studio, Interface Design				
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			GENERAL EDUCATION					COMPLEMENTARY STUDIES

APPLICATION AND ORGANISATIONAL MATTERS



To apply at Leuphana College, you have to complete the normal admission process for all Bachelor programmes. Once you are accepted for the Digital Media major, you will study at Leuphana and Hamburg Media School before your study abroad period begins. The courses for your Digital Media major will be taught at Hamburg Media School; all other courses are taught at Leuphana University Lüneburg.

If you want to study at CityU in Hong Kong, you can apply for the international programme at the end of Leuphana Semester. You have to apply during the second round of exchange places of the International Office. The staff in the International Office will provide you with information on a study period abroad and support you in preparing for and organising your semester abroad.

The key criteria for admission are academic performance and your personal motivation. You will need to have completed your coursework for the first three semesters at Leuphana College by the time you leave for Hong Kong.

While studying at CityU, you will not have to pay tuition fees and can apply for a DAAD scholarship or “Auslands-BAföG” for one year. For the duration of your stay, you will be given the opportunity to live in shared rooms in the student halls on campus for approximately 100 Euros per month.

AT A GLANCE

Degrees awarded:	Bachelor of Arts (BA) in Digital Media at Leuphana & Bachelor of Arts (BA) in Creative Media OR Bachelor of Arts and Science (BAS) in New Media at CityU
Duration:	4 years (8 semesters)
Extent:	240 ECTS
Study places:	10
Language:	English
Semester abroad:	4 integrated semesters abroad
Start date:	October 1 (winter semester) in Digital Media major
Application:	at the end of Leuphana Semester
Requirements:	Study place in Digital Media major
Restricted admission:	yes
Admission:	own procedere

Programme Coordinator

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