



## DIGITAL MEDIA

Major / Main subject

in collaboration with



» [www.leuphana.de/college](http://www.leuphana.de/college)



### AIMS AND OBJECTIVES

Do you believe that digital media have a profound influence on our world? Do you want to use digital media's opportunities, but also challenge its promises? From net culture to media economies: by selecting the main subject in Digital Media, you can learn how to analyse the ideas, technologies and histories of digital media. You will also develop your own practical projects, in areas such as video, music, games, apps or mash-ups. In this way you will immerse yourself in a mix of insightful theories and creative practices. Selected students 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 even acquire a second international degree.

### COURSE STRUCTURE

At Leuphana College, the Bachelor degree programme consists of four components: the course starts with **Leuphana Semester**, in which you learn the basic methodology and cover the fundamental areas for an academic degree in your Digital Media major. From the second semester, your Bachelor programme is divided in to a **major** (main subject), **minor** (subsidiary subject) and Complementary Studies. In **Complementary Studies**, you explore the approaches taken and methods used in other disciplines and explore socially relevant questions.

#### AT A GLANCE

Degree awarded: **Bachelor of Arts (B. A.)**  
 Duration: **6 semesters (3 years)**  
 Start of course: **winter semester (October)**  
 Number of student places: **36**  
 Language: **English (no German required)**  
 Study abroad: **possible**  
 Admission restrictions: **yes**

» [www.leuphana.de/college-course-offerings](http://www.leuphana.de/college-course-offerings)

#### POSSIBLE COMBINATIONS OF MINORS

- Betriebswirtschaftslehre
  - Bildungswissenschaft
  - Digital Business (GER)
  - Industrietechnik
  - Nachhaltigkeitswissenschaften / Sustainability Science (GER/ENG)\*
  - Philosophie / Philosophy (GER/ENG)\*
  - Politikwissenschaft
  - Popular Music Studies (ENG)
  - Psychology and Society (ENG)
  - Raumwissenschaften / Spatial Sciences (GER/ENG)\*
  - Rechtswissenschaften (Unternehmens- und Wirtschaftsrecht)
  - Soziale Medien und Informationssysteme
  - Volkswirtschaftslehre / Economics (GER/ENG)\*
  - Wirtschaftspsychologie
- \* German-language minor subject can also be taken in English.

Sem.	Major	Minor	Leuphana Semester and Complementary Studies	Minor	Complementary Studies
6.	Research Colloquium 10 CP	Recent Developments in Media Theory 5 CP	Economics of Digital Media 5 CP	Minor 5 CP	Complementary Studies 5 CP
5.	Net Criticism 5 CP	Agents and Interfaces 5 CP	Practical Experience in Digital Media III 5 CP	Minor 5 CP	Complementary Studies 5 CP
4.	History and Epistemology of Digital Media 10 CP	Media Cultures 10 CP	Practical Experience in Digital Media II 5 CP	Minor 5 CP	Complementary Studies 5 CP
3.	Methods I (interdisciplinary) 5 CP	Methods II Disciplinary Methods: Digital Media 5 CP	Introduction to the discipline: Digital Media 5 CP	Minor 5 CP	Complementary Studies 5 CP
2.	Humanities (interdisciplinary) 5 CP	Responsibility and Sustainability incl. Conference Week (interdisciplinary) 10 CP	Technological Basics I 5 CP	Minor 5 CP	Complementary Studies 5 CP
1.	Technological Basics II 5 CP	Minor 5 CP	Minor 5 CP	Minor 5 CP	Complementary Studies 5 CP
<b>BACHELOR DISSERTATION</b>					
6.				15 CP	5 CP

## COURSE CONTENT

The Bachelor degree in Digital Media combines three main objectives. Firstly, it will teach you how to engage with digital media with a powerful theoretical and critical approach, drawing on knowledge stemming from media studies, media theory and media history. Secondly, you will be introduced to fundamental principles of digital technologies. Last, but not least, you will explore the many creative possibilities of digital media in your own practical projects. In all of this, you will 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 in Hamburg on the premises of **Hamburg Media School**. The other half will be taught in Lüneburg on the campus of Leuphana University. The courses are clustered in such a way that studying in Lüneburg and Hamburg in parallel is made easy. Your teachers are among more than 100 scientists and developers from a dozen countries, researching digital media at Leuphana University of Lüneburg. You can thus develop your theoretical enquiries and practical projects directly in the context of international cutting edge research.

Students who successfully complete the Bachelor programme are awarded a Bachelor of Arts (B. A.) degree.

## CAREER PROSPECTS

From digital agencies to television broadcasters, from publishing houses to providers of internet related services, from small start-ups to big media corporations: there is a wide field of possibilities for your future professional career. Together with our partners at Hamburg Media School, Leuphana University counts many media organisations and enterprises amongst its collaborators – ideal conditions for finding productive internships in leading media companies! Are you more interested in political work or digital activism? Here, too, we can open doors for you. Or are you more drawn to fields such as art, music or app development? The digital future is open.

## APPLICATION AND ADMISSION

Courses at Leuphana College can only be started in the winter semester. The College runs a two-stage admission process for all Bachelor programmes with admission restrictions. In the first stage, extra-curricular accomplishments are also taken into account alongside your university entrance qualification grade. You can increase your chances of admission by taking an admission test in stage 2. Students who wish to complete a Bachelor degree programme at Leuphana College, but who do not have a German university entrance certificate, must apply through the Application Services for International Students, uni-assist, in Berlin.

### Initial information on programmes and admission

Studierendenservice / Infoportal  
Universitätsallee 1, Gebäude 8, Erdgeschoss  
21335 Lüneburg, Germany  
Phone +49.4131.677-2277, Fax  
+49.4131.677-1430  
infoportal@leuphana.de

### Programme Director

Prof. Dr. Götz Bachmann  
Centre for Digital Cultures  
goetz.bachmann@leuphana.de

### Hamburg Media School

Jutta Münten  
j.muenten@hamburgmediaschool.com

### Entry / Residence / Accommodation

International Office  
Claudia Wölk  
Phone +49.4131.677-1072  
cwoelk@uni.leuphana.de

### MORE INFORMATION

The Bachelor programme is divided into modules. Detailed information on the content can be found in the Subject-Specific Schedule (Fachspezifische Anlage, FSA) for the Digital Media main subject.

» [www.leuphana.de/mycollege-major](http://www.leuphana.de/mycollege-major)



» [www.hamburgmediaschool.com](http://www.hamburgmediaschool.com)

### POSSIBLE OCCUPATIONAL FIELDS

- Interface Design
- Computer Animation
- Programming
- Media design, consulting, and production
- Journalism
- Marketing, Advertising
- Press- and Public Relations
- Online Editing
- Research and Teaching

### INSTRUCTIONS FOR APPLICATION

Admission requirements: **university entrance qualification and English skills**

Online application: **possible from mid-May**

Deadline: **July 15**

Admission process: **university entrance qualification grade and accomplishments** (stage 1); **test** (stage 2)

» [www.leuphana.de/college-application](http://www.leuphana.de/college-application)