



TRANSLATION OF

GAZETTE

Administrative Bulletin of the Public Sector and the Foundation

Only the German version of the Leuphana Gazette is legally binding. The English version is provided solely for information purposes.

- First Amendment of the Subject-Specific Annex 6.11 Major Digital Media to the Framework Examination Regulations for the Leuphana Bachelor's Program.
- New publication of the Subject-Specific Schedule 6.11 Major Digital Media to the Framework Examination Regulations for the Leuphana Bachelor, taking into account the First Amendment of 19 July 2017

First Amendment of the Subject-Specific Schedule No. 6.11 Major Digital Media to the Framework Examination Regulations for the Leuphana Bachelor's Program

On the basis of § 44 para. 1 sentence 2 NHG, the Faculty Council of the Faculty of Cultural Studies of the Leuphana University Lüneburg has the following amendment to Annex 6.11. Major Digital Media of 10 December 2014 (Leuphana Gazette No. 24/15 of 25 June 2015) to the Framework Examination Regulations for the Leuphana Bachelor of 16 April 2014 (Leuphana Gazette No 18/14 of 18 July 2014) as last amended on 15 June 2016 (Leuphana Gazette No 32/16 of 30 June 2016). The Presidium of the Leuphana University Lüneburg approved this amendment on 19 July 2017 in accordance with § 37 (1) sentence 3 no. 5b) NHG.

SECTION I

The Subject-Specific Schedule 6.11 Major Digital Media to the Framework Examination Regulations of Leuphana University Lüneburg for the Leuphana Bachelor is amended as follows:

1. In the module table in the module "Technical Basics II" in the column Type and Number of Examinations (according to § 7 RPO) the examination option "1 Practical Performance" is added.

SECTION II

The amendment to the technical annex shall enter into force after it has been approved by the Bureau and published in the Administrative Bulletin.

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New publication of the Subject-Specific Schedule 6.11 Major Digital Media to the Framework Examination Regulations for the Leuphana Bachelor, taking into account the first amendment of July 12, 2017

The Presidium of the Leuphana University Lüneburg gives below the wording of the subject-specific Annex 6.11 Major Digital Media of 10 December 2014 (Leuphana Gazette No. 24/15 of 25 June 2015) in the now valid version, taking into account the first amendment of 12 December 2014 (Leuphana Gazette No. 24/15 of 25 June 2015). The regulations of the Leuphana Bachelor Examination of 16 April 2014 (Leuphana Gazette No. 18/14 of 18 July 2014) were last time amended on 15 June 2016 (Leuphana Gazette No. 32/16 of 30 June 2016).

The Presidium approved this first amendment pursuant to § 37 para. 1 sentence 3 no. 5 b NHG on 19 July 2017.

On § 3 Modularisation, study structure and scope, standard period of study:

Details on the structure and content of the Major, permitted combinations and further optional services.

Overview of the modules of Major Digital Media (ideal structure)

6.	Research Colloquium 10 CP	Bachelor thesis including oral exam interview 15 CP			Complementary	Complementary
5.	10 CP	Recent Developments in Media Theory 5 CP	Economics of Digital Media 5 CP	Minor	Minor	Complementary
4.	Net Criticism 5 CP	Agents and Interfaces 5 CP	Practical Experience in Digital Media III 5 CP	Minor	Minor	Complementary
3.	History and Epistemology of Digital Media 10 CP	Media Cultures 10 CP	Practical Experience in Digital Media II 5 CP	Technological Basics II 5 CP	Minor	Complementary
2.			Practical Experience in Digital Media I 5 CP	Technological Basics I 5 CP	Minor	Complementary
1.	Leuphana Semester					

	Major (Ma)
	Minor (Mi)
	Leuphana Semester/Complementary Studies

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Resection 3 paragraph 8:

Up to 60 additional Credit Points can be acquired from the entire canon of subjects of the college within the framework of the studies (further optional benefits according to § 3 Para. 2 Sentence 3 RPO). When registering, students must state that the corresponding module is to be credited as an additional optional benefit. A subsequent crediting for the curricula of the currently enrolled Major or Minor is not possible. The Major Digital Media is offered in English; the teaching and examination language of the Major is English.

Re § 5 RPO Academic degrees

After successful completion of the Leuphana Bachelor examination, the Major Digital Media is awarded the title Bachelor of Arts (B. A.) by the University.

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Module table Major Digital Media

Modul	Content	Types of taught components (type and number of courses, CH)	Module requirements	CP	Commentary
History and Epistemology of Digital Media (Ma-DM-1)	The students learn to understand media historiography as a specific media epistemology in the field of tension between media history and history of media. They will acquire competence in critique of sources and historiographical procedures. They will be able to discover selected examples of media history in their specific media-geographical context. Themes such as access to power, control, regulation and economy by and through media are also conveyed in this course.	2 Seminars (2 CH each)	1 Combined Examination <i>or</i> 1 Term Paper	10	
Media Cultures (Ma-DM-2)	The students develop a theoretical introduction to two areas of current media culture such as net cultures and digital moving images, audio cultures, games and gamification, etc. On the basis of an overview of the phenomena, the respective discourses open up the respective discourses.	2 Seminars (2 CH each)	1 Combined Examination <i>or</i> 1 Term Paper	10	
Practical Experience in Digital Media I (Ma-DM-3)	Introduction to application areas of digital media and information technology with practical tasks (e. g. audio, video, web, databases) of students' choice; phenomenology and reflection of the computer as a medium.	1 Lecture (1 CH) and 1 Exercise (1 CH) and 1 Seminar (1 CH)	1 Practical Performance	5	
Practical Experience in Digital Media II (Ma-DM-4)	In one of the media from the overview areas in the preceding module (e. g. image, moving image, text, sound, games, apps, web, mobiles), the students create a media production including a conception and reflection of the corresponding project, which uses the computer as medium.	1 Project (3 CH)	1 Practical Performance	5	
Technological Basics I (Ma-DM-5)	The module focuses on programming of digital computers as a central technique of digital culture. Design of processes and interfaces, programming of algorithms and interfaces with common languages such as C++, Objective C, Python, Java, Java Script, HTML, HTML5, or PHP.	1 Lecture (2 CH) and 1 Exercise (2 CH)	1 Practical Performance	5	
Technological Basics II (Ma-DM-6)	The module offers an introduction to the technical basics of the Internet, the World Wide Web, digital information processing and digital images and sounds. Subjects of the module are databases, formats and codecs, network data and network metrics, graph-theoretical questions, basics of social network analysis as well as the visualization of networks.	1 Lecture (2 CH) and 1 Exercise (2 CH)	1 Written Examination (90 min) <i>or</i> 1 Practical Performance	5	

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Continuation of Module table Major Digital Media

Modul	Content	Types of taught components (type and number of courses, CH)	Module requirements	CP	Commentary
Net Criticism (Ma-DM-7)	In the module, students work out approaches to current forms of net criticism. They deal with social media and new masses, politics in the net, forms of liquid democracy, grassroots movements vs. monopolization, informational self-determination as well as the history of net culture.	1 Seminar (2 CH each)	1 Term Paper <i>or</i> 1 Oral Examination	5	
Agents and Interfaces (Ma-DM-8)	Introduction to methodological procedures and theoretical approaches for the social and technical investigation of design, front- and backend as well as hardware of digital artefacts, with reference to approaches from studies of software, platform, design as well as science and technology, human computer interaction and the "German Media Theory"	1 Seminar (2 CH each)	1 Combined Examination <i>or</i> 1 Term Paper	5	
Practical Experience in Digital Media III (Ma-DM-9)	Practice-oriented combination and reflection of the individual study focuses on application/presentation using digital media. The students test models of presentation and cooperation as well as experimental procedures in the design of interfaces and aesthetic artefacts.	1 Project (3 CH)	1 Practical Performance	5	
Recent Developments in Media Theory (Ma-DM-10)	Current approaches in international media studies and in "German Media Theory" are placed in relation to classical philosophical texts to which they refer. In particular opportunities and limitations of different methodological approaches are reflected.	1 Seminar (2 CH each)	1 Combined Examination <i>or</i> 1 Term Paper	5	
Economics of Digital Media (Ma-DM-11)	Using topics such as political economy and geography of different digital industries, software in the work process or algorithmized finance, students understand the interlocking of digital media with economic processes, organizational and work forms. In addition to professional competence, there is an introduction to analytical approaches and the search for economic models for one's own practice.	1 Seminar (2 CH each)	1 Combined Examination <i>or</i> 1 Term Paper	5	
Research Colloquium (Ma-DM-12)	Development of an own research project as preparation for the Bachelor thesis.	2 Seminars (2 CH each)	1 Combined Examination	10	
Bachelor Thesis including Oral Examination (Ma-DM-13)	In the BA thesis (12 CP) plus colloquium (3 CP), the students show that they are able to work on a question from the field of digital media within the given period of 9 weeks with recourse to relevant scientific methods and/or theories and/or practical projects.	1 Colloquium (1 CH)	1 BA Thesis	15	

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Leuphana Gazette is the follow-up publication of Uni INTERN.

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Publisher: The President of Leuphana University Lüneburg, Universitätsallee 1, 21335 Lüneburg, Germany

Editing, typesetting and distribution: Public Relations Office

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