Media Informatics

General Information

Media Informatics represents the interface between media, mankind and machine. It explores solutions for the digital living and working environment, for example speech-dialogue systems, chat-bots, mobile apps for smartphones, tablets or CVs, as well as web design, IT networks or data bases.

A Bachelor’s Degree in Media Informatics opens up a variety of interesting jobs in the media, telecommunications or software industry (publishing houses, radio and TV stations, multimedia agencies, etc.), just to name a few.

Typical fields of operation for graduates of Media Informatics include the development of e-commerce and web applications, interactive computer graphics, innovative user interfaces, mobile applications, computer-based training software and IT security. These core areas are complemented by a variety of subjects regarding digital media, development of user-friendly interactive software systems, web engineering or development of mobile applications.

Programme Structure

The programme is divided into three phases. The first year includes the following modules:

- Mathematics
- English
- Basics of Digital Systems
- Design and Production of Digital Media
- Media Design
- Programming
- Theoretical Information Technology
- Operating Systems
- Web-Client-Technologies
- Information Visualisation
- Basics of Coding Theory and Cryptology

The second-year studies build on the foundations laid in the first year and introduce new concepts and applications:

- Algorithms and Data Structures
- Stochastics
- Web Database Systems
- Computer Networks
- Screen Design
- Information Ethics and Philosophy of Technology
- Software Engineering I
- Data Analytics
- Mobile & Ubiquitous Computing
- User Interface Programming
- Human-Computer-Interaction
- Project Management and Agile Development Methods

The third phase includes a 20-week practical placement in the fifth semester. During semesters six and seven students will get the chance to study particular areas in more detail. This involves courses such as:

- Software Engineering 2 und Software Project
- Mandatory Electives (e.g. Embedded Systems, Artificial Intelligence, Physical Computing, etc.)
- Computer Vision
- Web Application Development
- Information Security
- Interactive Systems
- App Programming
- Bachelor Seminar and Final Paper

The course of study leads to a Bachelor of Engineering degree (B. Eng.).

Prof. Dr.-Ing. Ulrich Schäfer
Phone: ++49 (0)9621/482-3623
u.schaefer@oth-aw.de
www.oth-aw.de