

Information Sheet

Course of Study

Media Production and Media Technology

General Information

The programme Media Production and Media Technology aims to convey a widely applicable qualification and applicability at the preparation and the use of media products with a combination of skills in computer sciences and design.

The graduates of this course of study have acquired profound knowledge in engineering and the production of audio-visual and computer-aided media as well as content-development and media design.

This background in mind, it is the goal of this programme to convey in seven semesters a combination of engineering know-how and skills in media design for the application of modern multimedia products and services.

In addition, various forms of cooperation within the media landscape contribute to the attractiveness of this course of study. It aims to address all those students who besides know-how in (media) technology want to integrate creative and journalistic aspects into their education.

Please note that this course is taught entirely in German.

Course of Study

The programme is seven semesters in duration and is divided into three phases including two practical ones: a basic internship of eight weeks which is to be done during lecture-free time until the end of the 3rd semester, and a second practical phase of 18 weeks done in semester five. The **first stage (semester 1 and 2)** lays the groundwork for engineering and media science. It combines the following lectures:

- Mathematics for Media Engineers
- Electrical Engineering
- Basics in Digital Signal Processing
- Introduction to Computer Sciences
- Basics in Media Production and Media Technology
- Media Science and Media Design
- Web Systems
- English

The **second stage (semester 3 to 7)** will establish profound knowledge in modern media technology and will enable the graduates to collaborate responsibly in the development of technical concepts for multimedia projects.

The students gain competence in the practical application of multimedia technology, e.g. in journalism, marketing and presentation with the help of interdisciplinary courses and project work.

This involves the following lectures:

- Audiovisual Media
- Media Concepts and Dramaturgy
- TV-Production and TV-Compilation
- Techniques of Programming for Multimedia Applications
- Digital Image Processing
- Content Development
- Multimedia Application and Projects 1
- Corporate Communication
- Elective Subjects in Content Development and Media Design
- Audio Production
- Audio Production for Events
- Content for Audiovisual Media
- Computer Graphics and Animation
- Multimedia Application and Projects 2
- Media Marketing
- Programme-specific Elective Subjects
- Practical Seminars
- Bachelor Seminar
- Business Studies and Project Management
- Bachelor Thesis

The lectures are complemented and intensified with internships and projects. The modern, state-of-the-art multimedia laboratories and studios of the Department enable courses in Digital Image Processing, Computer Graphics, Digital Signal Processing, Microcomputer Technology as well as Audio and Video Technology.

The programme ends with the awarding of „**Bachelor of Engineering (B.Eng.)**“.

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