

Anlage 5

Modulhandbuch des Studiengangs

International Media Cultural Work

Master of Arts

des Fachbereichs Media

der Hochschule Darmstadt – University of Applied Sciences

vom 09. Februar 2021

gültig ab 01.12.2021

Zugrundeliegende BBPO vom 09. Februar 2021 (Amtliche Mitteilungen Jahr 2021)

INHALTSVERZEICHNIS

VORBEMERKUNGEN	3
THE PRINCIPLES OF PROJECT BASED LEARNING WORKSHOPS	4
PROJECTS	7
TRANSDISCIPLINARY MEDIA CULTURAL PROJECT (TMCP) 1 + 2.....	7
MASTER MODULE: MASTER PROJECT & THESIS.....	12
INDUSTRIAL PLACEMENT	15
ELECTIVE MODULES	18
ELECTIVE CATALOGUE A: „CURATING AND COMMUNICATING“	18
ME_CC 1 MEDIA, CULTURE AND TECHNOLOGY: HISTORICAL AND FUTURE PERSPECTIVES.....	18
ME_CC 2 CURATORIAL STRATEGIES: CONCEPTS AND APPLICATIONS.....	21
ME_CC 3 BRINGING MEDIA THEORY AND DISCOURSE TO PRACTICE	23
ME_CC 4 MEDIA AESTHETIC EDUCATION LAB.....	26
ME_CC 5 INDEPENDENT PROJECT.....	29
ME_CC 6 INTERCULTURALITY AND INCLUSION IN MEDIA CULTURAL WORK (SUK).....	31
ME_CC 7 AVANTGARDE IN DIGITAL MEDIA.....	34
ME_CC 8 LEADERSHIP BY ARTS.....	37
ELECTIVE CATALOGUE B: „MANAGEMENT AND TECHNOLOGY“	40
ME_MT 1 LEADING PEOPLE AND TEAMS.....	40
ME_MT 2 MEDIA CULTURAL ECONOMY AND ARTISTIC ENTRENPRENEURSHIP.....	42
ME_MT 3 AUDIENCE RESEARCH AND DEVELOPMENT.....	44
ME_MT 4 MEDIA CULTURAL PROJECT MANAGEMENT.....	46
ME_MT 5 MEDIA CULTURAL STRATEGIES IN CORPORATIONS AND INSTITUTIONS.....	48
ME_MT 6 MEDIA, ENTERTAINMENT AND EVENT LAW (SUK).....	50
ME_MT 7 MARKETING, PUBLISHING AND PUBLIC RELATIONS.....	52
ME_MT 8 ADVANCED EVENT AND DISPLAY TECHNOLOGIES.....	55
ME_MT 9 EMERGING TECHNOLOGIES.....	57

Vorbemerkungen

(1) Sämtliche Module werden im Sinne des § 1 Abs.7 ABPO durch folgende Punkte beschrieben:

1. Die Inhalte (Indicative Module Contents);
2. Die Lern- und Qualifikationsziele (Learning Outcomes) im Sinne von zu erwerbenden Kompetenzen (Competencies);
3. Die Lehrveranstaltungen (vgl. Type of Course) mit den Lehr- und Lernformen (Teaching Methods);
4. Den nach den Lehrveranstaltungen und Lernformen des Moduls aufgeschlüsselten Arbeitsaufwand (Workload) und die Zahl der vergebenen Punkte (CP);
5. Die Voraussetzungen für die Zulassung zu dem Modul (Prerequisites Subjects)
6. Die Dauer (Duration) und zeitliche Gliederung (Semester) sowie die Häufigkeit des Angebots (Module Frequency);
7. Die Verwendbarkeit des Moduls in verschiedenen Studiengängen (Used in Other Courses);
8. Die Beschreibung der im Modul zu erbringenden Prüfungsvorleistungen und Prüfungen (Assessment Methods), sowie gegebenenfalls weitere Voraussetzungen für den erfolgreichen Abschluss des Moduls (Prerequisites for CP).

(2) Die Übersicht über die Module in Anlage 1 der BBPO enthält:

1. Den nach den Lehrveranstaltungen und Lernformen des Moduls aufgeschlüsselten Arbeitsaufwand (workload) und die Zahl der vergebenen Punkte (CP);
2. Die Dauer des Angebots (Duration);
3. Die Art und Form der im Modul zu erbringenden Prüfungen.

(3) Die Zulassungsvoraussetzungen zum Abschlussmodul sind in § 12 BBPO, zu allen anderen Modulen in § 11 BBPO geregelt. Darüber hinaus sind eventuelle weitere Zulassungsvoraussetzungen in den Modulbeschreibungen aufgeführt.

(4) Die Wahlpflichtmodule sind in Anlage 2 der BBPO aufgeführt und beschrieben.

The Principle of Project Based Learning Workshops

Preconditions

Facing the rise of complexity

Media cultural projects are characterized by a multidimensional trans-disciplinarity: They are on the one hand a combination of Media Design, Media Management, Media Technology, Audience Research (the "classical" disciplines), and on the other hand strongly coined by social and ethical concepts, historical and contemporary aesthetics, media philosophical analysis, psychological insights in combination with approaches of facilitation, education, and development of old and new audiences. At the same time the realm of media apparati has been evolving into directions of highly specified media "genres" (e.g. immersive, exmersive, participatory, social as well as interactive experiences, including Artificial Intelligence, Augmentend, Mixed and Virtual Realities. Due to this continuous development, teaching should correspond to the exposure of complexity by accentuating respective methods of how to handle this rising complexity.

Facing new concepts of work

The change from a production- to a knowledge-oriented society has been influencing contemporary and future work patterns deeply. Moreover, the half-life period of apparati, technologies, tools and softwares gets continuously shorter. For the individual worker this means the rise of self-directed work, self-motivation, self-organization, lifelong learning and beyond this – teamwork in international (which means multi- and trans-cultural) settings. This requires teaching methods, which help students to reach the qualifications necessary in these fields.

Supporting constructivist learning

In the traditional sense, learning means to memorize and to recall facts. Thus, declarative knowledge acquired in a static way, is only to a limited extent suitable for complex situations. The future media curator / communicator / manager /developer rather needs practical methodological skills and problem solving competencies. Therefore, a change from an instructive way to a constructivist view of teaching is helpful. In this sense, learning means to incorporate the seminal fundamentals on the one hand and instigating the construction of thought-patterns on the other hand, bearing in mind to foster cognitive activity equally, as both practical and intellectual learning, need to develop further hand in hand, always in close relation to critical thinking.

Supporting active learning

Constructivist learning means the change from reproduction to production, from gaining knowledge to developing competencies, from examination to facilitation, from teaching to coaching. These requirements can be fulfilled by an adequate link between theory and practice.

Supporting to learn how to learn

Knowledge management is a central task of our knowledge society. Until today, the idea of mainly explicit exchange of knowledge prevails. But, especially in the media industry a change from codified knowledge (externalized knowledge) to tacit knowledge (implied/implicit knowledge) is necessary.

Definition

Project-based learning (PBL) is a student-centered pedagogical strategy, applied to the study courses, in which students learn about the given indicative subjects in the context of complex, multi-faceted, and realistic problems. Working in groups, students identify initially what they already know, then what they need to know, and how and where to access new information that may lead to a resolution of the problem. The role of the instructor is that of a facilitator of learning who provides appropriate scaffolding of that process by (for example), asking probing questions, providing appropriate resources, and leading class discussions, as well as designing student assessments.

Implementation into the study program

This form of teaching is best applied to disciplines like Curatorial and Cultural Studies, Social Sciences, Conceptual, Social, Visual and Auditory Design, Event Management, Technology and Computer Science. Those disciplines were made inherent parts of the central, compulsory workshop modules TMCP 1 & 2 with a given semester's topic. The module will follow the timeline of a real life situation including the steps: research, concept and development (e.g. production and implementation), publishing, evaluation, scientific / scholarly analysis and documentation.

Way of teaching

From a constructivist perspective in a project-based learning strategy, the role of the instructor is to guide the learning process rather than provide. In this perspective, feedback and reflection on the learning process and group dynamics are essential components of PBL. Students are considered active agents who engage in cultural and social knowledge construction. Nevertheless, a professional and reliable input-framework is necessary.

Teaching methods in the workshops can be:

- Seminar
- Impulse keynote talk
- Coaching
- Discussion

General learning outcomes

In Detail PBL develops the following skills:

- Ability for critical thinking
- Analytical and methodological skills, i.e. transferable skills
- Research skills
- Problem solving skills
- Project management skills
- Communication, negotiation and conflict resolution skills
- Acquisition of knowledge that is flexibly usable

- Development of interdisciplinary competencies
- Social competency
- Capacity for teamwork
- Lifelong learning skills

Project phases

(Basic grid, to be adapted to focal-point-specific workshops)

- Define rules of work
- Analyze situation
- Define problem
- Design research & distribute work
- Research/work
- Implement work
- Share results & analyze results
- Conclusion, future perspectives

Benefits of PBL compared to traditional lecture teaching

- With a given project/workshop/production context, students want to learn to a greater extent than in pure lecture scenarios
- Students take ownership of the need to learn
- Students learn by doing – practice, trial-and-error, repetition, experimenting
- Making sense of what is being learned is more obvious – ‘getting one’s head around it’
- Better effects by learning from feedback: other people’s reactions, seeing the results
- Deepening one’s learning by explaining it to others, teaching, coaching
- Further deepening one’s learning, by making informed judgements
- Work and on others’ work – self- and peer-assessing

Projects

Transdisciplinary Media Cultural Project (TMCP) 1 + 2

1	Modulname Transdisciplinary Media Cultural Project (TMCP) 1 + 2
1.1	Modulkürzel CP_8/9
1.2	Art Mandatory/Pflicht
1.3	Lehrveranstaltung a) Transdisciplinary Media Cultural Project (TMCP) 1: Research, Concepts, Implementation b) Transdisciplinary Media Cultural Project (TMCP) 2: Communicating, Educating, Marketing
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende Klaus Schüller LfBA, N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt Both project modules are geared to each other and closely interrelated. They provide a broad foundation for conceptualizing, planning, implementing and evaluating transdisciplinary media cultural projects, events and processes. TMCP1 (Research, Concepts, Implementation) puts the focus on the processes of the making of the chosen event; TMCP2 (Communicating, Educating, Marketing) on the processes of gaining effects on audiences, stake holders and multipliers. These modules will lead students exemplarily through a media cultural project's lifecycle in practice, based on discourse, theory and methodology as well as on the knowledge of media technological tools. The modules are informed by the program's aim to enable its students towards facilitating digital media, making them accessible from the perspective of cultural acquisition, creative participatory models and media aesthetic education, and to develop sustainably its audience.

	<p>The modules' central assignment is to plan and produce advanced digital media-based cultural contexts/programs/events (e.g. exhibitions, workshops, concerts, digital network performances, presentations, conferences) in collaboration with external partners from artistic and/or cultural fields, e.g. art festivals, museums, media corporations as well as cultural and educational institutions or the h_da's/Media Department's research institutes, and other research facilities.</p> <p>Transculturality, diversity and internationality are constant crosscutting issues, as are scientific/scholarly appraisal, analysis and procession of the gained practice.</p> <p>The modules focus on working in larger as well as in smaller teams, and simulate the work flows and division of responsibilities in media cultural institutions.</p> <p>Exemplary projects:</p> <ul style="list-style-type: none"> - establishing a media art center in a rural area - implementing a media art exhibition based on current discourses in collaboration with a community's cultural institution - a digital media workshop series for the elder generation's artistic self-expression - creating a sense of coherence in a defined community by creating a social sculpture by digital media - implementing a media art competition for newcomers - educating the public (e.g. schoolchildren) on the occasion of an exhibition/opera/ theatre/concert/film premiere - an audio drama festival or film festival for young adults - tactical Media interventions in a public space - paying tribute to a famous media theorist's anniversary by a media event, program, or exhibition <p>All projects shall be framed by a guiding concept, which relates to actual debates, discourses, and/or art/culture/media theories. They are to be evaluated and reconstructed by the students along their individual roles and foci in the project.</p> <p>Indicative modules' content:</p> <ul style="list-style-type: none"> - seminal media cultural texts, dialectics of digital change - Audience Development, Media Literacy, Media Aesthetic Education - modern, avant-garde and postmodern art and culture and their forms of dissemination - terms, frameworks and practices of culture, media culture and expanded media culture - creativity and experiment in art and culture, in media aesthetic facilitation and cultural educational concepts - curatorial approaches and models for media cultural events; innovative and emerging technologies and technological strategies for implementation, display and dissemination - advanced methodologies and strategies of public relations, graphic design and social media concepts related to digital media culture and art - iterative, flexible and adaptive cultural project management ("agile") - collaboration and diversity
<p>3</p>	<p>Ziele</p> <p>Both modules are closely interrelated, considering its central aspects of implementation and learning outcomes, while taking different vantage points.</p> <p>In TMCP 1 (CP_8: Research, Concept and Realization) thematic priority is given to the following learning outcomes in close interrelation to TMCP2:</p>

The successful completion of this module, enables the student to

A) Knowledge & Understanding

- demonstrate an awareness for assessing the specifically cultural aspects and problems of the digital change
- discuss these aspects in relation to possible societal as well as individual goals, effects, values and current debates
- show an overview on approaches to digital culture, media aesthetic education and methods of audience research and development
- demonstrate knowledge of emerging media technologies and innovative expanded media apparatus, plus their related paradigmatic shifts
- appraise the importance of past and current academic research, technological advancements and cultural developments

B) Intellectual Skills

- analyze the digital change's strategic challenges in relation to political, social and cultural prerequisites and consequences
- identify worthwhile future, and audience-oriented topics for media cultural productions/events/programs/concepts
- conceptualize strategies of utilizing and facilitating innovative/emerging technologies to address the challenges and goals of opening a cultural change towards a digital media culture
- research the contemplable projects' topics by scholarly/scientific standards concerning their phenomenological as well as theoretical-discursive essences, contexts, and perspectives

C) Competences and Practical & Professional Skills

- relate the topics to and demonstrate knowledge of current and emerging media, art, cultural discourses and theories, and apply them
- develop, discuss and adapt diverse project scenarios and distill a final curatorial project concept
- transfer theory, discourse and concept into vibrant, ostensive, and sensory practices
- identify, find, plan, and implement technological, budgetary and material as well as human resources
- define, control, and if necessary adjust project milestones and a goal-oriented work schedule
- enable, inform and lead other team members in order to fulfill the project's goal and bring it into existence

D) Transferable Skills

- demonstrate initiative, responsibility and confidence in conceptualizing and implementing a public media cultural project
- develop and apply collaborative methods, skills, and attitudes for responsible, effective, and sustainable decision making based on the multidisciplinary and international origin of team members
- demonstrate an ability to transfer the project's processes, parameters and findings to other scenarios, institutions, societies and audiences
- manage development and implementation processes in multidisciplinary international teams by employing agile project management principles
- regular pitch presentations in a concise and compelling manner
- document and analyze practical aspects of the project, based on scientific/scholarly standards for selected types of publications

In **TMCP 2 (CP_9: Communicating, Educating, Marketing)** thematic priority is given to the following learning outcomes in close interrelation to TMCP1:

The successful completion of this module, enables the student to

	<p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate knowledge of communicational and educational concepts, methods, strategies and relate them coherently to the event's topic and curatorial approach - methods of culturally oriented public relations in traditional as well as in social and network-based media - demonstrate an understanding of audiences, target groups, multipliers and communities in the communication and interpretation of ideas, and the ability to address, sustain and motivate them effectively - demonstrate an understanding of the specific aspects of marketing and public relations of cultural events/contexts - appraise the importance of past and current academic research, technological advancements and cultural developments <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - identify audiences' prior knowledge, prerequisites, and subsequently their possible approachability, involvement and activities with/in media cultural works/events/programs/concepts in order to capture and develop the audience - develop an exhibition and/or program design, in order to display and communicate the contents adequately - research your methods and steps by scholarly/scientific standards concerning their phenomenological as well as methodological essences, contexts, and perspectives - develop a media plan and strategy - assess, control and – if necessary – adjust the project's qualities - conceptualize and implement participatory methods of facilitation and communication <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - adjust and collate the concept/s in order to fit the communicational/educational aim as well as the available human, budgetary and technological resources, continuously assessing and adjusting them - communicate and market the project's goals, ideas and approaches culturally appropriate to stakeholders, multipliers, targeted audiences, communities, the general public and media - produce media products, designs, texts for traditional and social media in order to communicate the project effectively <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - demonstrate creativity, independence and inventiveness in the approach and methods used to communicate a media project - assess, evaluate und document the project's outcome, measure and discuss its success, its impact and its sustainability - finalize sustainably a project's subsequent works - document and analyze practical aspects of the project, based on scientific/scholarly standards for selected types of publications - regular concept presentations to and testing/discussing with stakeholders and multipliers, identifying necessary changes through and their flexible implementation
<p>4</p>	<p>Lehr- und Lernformen</p> <p>The range of teaching methods includes lectures, seminar methods, coaching of groups and individuals, practical assignments, and presentations.</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>

5	Arbeitsaufwand und Credit Points 15 CP Project work, incl. impulse lectures, exercises and coached project work: 150h Self study: 300 h Total workload: 450h
6	Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung Examination Prerequisite: CAP (50%) CAP activities: Assignments, oral presentation, practical work and demonstration Examination: Final presentation and written documentation (50%). Opportunities to repeat the pre-examinations and examinations are provided in the following semester.
7	Notwendige Kenntnisse Not applicable / entfällt
8	Empfohlene Kenntnisse Not applicable / entfällt
9	Dauer, zeitliche Gliederung und Häufigkeit des Angebots Duration: 1 Semester 10 SWS, winter & summer term
10	Verwendbarkeit des Moduls Not applicable / entfällt
11	Literatur <ul style="list-style-type: none"> - Beamer, Linda/Varner, Iris, Intercultural Communication in the Global Workspace, New York (USA) 2008. - Gibson, Twyla/Lipton, Mark, Research, Write, Create: Connecting Scholarship and Digital Media, Toronto (Canada) 2015. - Hausmann, Andrea/Poellmann, Lorenz, Using social media for arts marketing. Theoretical analysis and empirical insights for performing arts organizations, in: International Review on Public and Nonprofit Marketing 10, 2013, p. 143–161. (https://doi.org/10.1007/s12208-013-0094-8) [10.01.2021] - Guide to Adult Audience Interpretive Materials online (J. Paul Getty Museum), on: http://go.getty.edu/forms_tools/forms/museum/aaim_completeguide.pdf http://go.getty.edu/forms_tools/forms/museum/aaim_quickguide.pdf [01.08.2021] - Keaney, Richard/Rasmussen., David (eds.), Continental Aesthetics, Romanticism to Postmodernism, An Anthology, Malden (USA)/Oxford (UK) 2001. - O'Neill, Paul, The Culture of Curating and the Curating of Culture(s), Cambridge (UK) 2021 - O'Neill, Paul/Wilson, Nick, Curating and the Educational Turn, London (UK) 2016. - Paul, Christiane (ed.), New Media in the White Cube and Beyond: Curatorial Models for Digital Art, Berkeley (UK) 2008. - Tuten, Tracy L./Solomon Michael R., Social media marketing, Los Angeles (USA) 2018. - Van Boeijen, Annemiek / Zijlstra , Yvo, Culture Sensitive Design, A guide to culture in practice, Amsterdam (Netherlands) 2020.

Master Module: Master Project & Thesis

1	Modulname Master Project
1.1	Modulkürzel CP_10
1.2	Art Pflicht
1.3	Lehrveranstaltung Master Project
1.4	Semester 3 or 4
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende LfBA Klaus Schüller
1.7	Studiengangsniveau Master
1.8	Lehrsprache Deutsch/Englisch
2	<p>Inhalt</p> <p>The Master topic should be the result of an independent approach to the issues identified through preceding studies and focused research. It should be informed but not limited by current research and practices in pertinent fields. It should extend and deepen the understanding and/or knowledge of the topic under investigation. The topic and its processing will be scholarly/scientifically grounded in advanced standards and methodologies, and lead to an originary outcome.</p> <p>The thesis will deal with the development of e.g. a media cultural work/event/program/concept, ready to be presented as or within the framework of a festival, exhibition, media program, workshop context, conference, presentation/performance/concert series, or during a public/business/cultural gathering.</p> <p>The main aim of the Master project is to enable the student to fulfil his/her role as a leader and vision keeper of the concept and of the final product/outcome, based on critical thinking, a scientifically/scholarly guided, systematic problem solving approach and a thorough understanding of the challenges encountered in media cultural work such as digital media curation/facilitation, audience development, media aesthetic education/media literacy and media aesthetic practices.</p> <p>The Master project should be inventive and original, future-oriented, as well as informed by actual and possible future trends in media products and processes, social and technological developments, educational and communicational approaches, theories and discourses of media theory and culture, and show professional considerations of financing, budgeting, organization, and how to gain/develop the audience's interest.</p>

3	<p>Ziele</p> <p>The successful completion of this module, enables the student to</p> <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - Demonstrate comprehensive understanding of current and future trends, concepts and strategies within their chosen field of research - demonstrate state-of-the-art academic research in their chosen specialization, and apply social, cultural and technological developments. <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - Demonstrate conceptual and strategic leadership and directing abilities in the production and analysis of curating, facilitating, communicating, producing and/or managing within the fields of media culture and art - address the strategic and creative goals of a given assignment with an innovative use of media cultural concepts, designs and perspectives - refine the individual student's conceptual originality that integrates elements of innovative and/or emerging technologies, the audience's need of guidance vs. autonomy, facilitation strategies and hindrances; refine the individual student's media cultural and/or artistic positioning - demonstrate critical thinking and deeper insight, informed by current theoretical debates, into the cultural, social and political impact of media cultural work. <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - Conduct informed independent research in an interdisciplinary context, informed by the most recent debates and discourses - Define a media cultural concept based on audience research and/or development, an economical project plan and realistic budget; - Plan and employ adaptive project management strategies to ensure a prototypical development/implementation/production/evaluation. <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - Apply collaborative design, facilitation, communication and/or production methods in international, interdisciplinary teams and direct the development process to achieve the targeted, sustainable individual and/or social cultural experience.
4	<p>Lehr- und Lernformen</p> <p>Project: Impulse lectures, exercises, practical tasks, coaching, presentation</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>30 CP Contact Hours: 50 h Self Study: 400 h Total workload: 450 h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination Prerequisites:</p> <p>Master Thesis: 75% of final mark Colloquium: 25% of final mark The opportunity to repeat the master project is provided in the following semester.</p>

<p>7</p>	<p>Notwendige Kenntnisse</p> <p>Successful completion of TMCP 1 + 2, and electives according to examination regulations BBPO §12 (5). Successful completion of 55 CP according to examination regulation BBPO §12 (5) In case of four-semester Master program according to § 4 Abs.2 BBPO: Industrial Placement module IP_1</p>
<p>8</p>	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
<p>9</p>	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>8 SWS, Winter & Summer Term</p>
<p>10</p>	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
<p>11</p>	<p>Literatur</p> <p>Not applicable / entfällt</p>

Industrial Placement

1	Modulname Industrial Placement (4-semester Master)
1.1	Modulkürzel IP_1
1.2	Art Pflicht (nur im 4-semesterigen Master)
1.3	Lehrveranstaltung Industrial Placement
1.4	Semester 1 (nur im 4-semesterigen Master) 3rd Semester only in four-semester Master's program according to § 4 Abs.2 BBPO
1.5	Modulverantwortliche(r) LfBA Klaus Schüller
1.6	Weitere Lehrende Prof. Sabine Breitsameter
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	<p>Inhalt</p> <p>Students work within institutions/frameworks of culture, facilitation, education or/and arts in the following fields :</p> <p>Conceptualizing, planning, managing, researching, marketing, curating, directing, implementing and/or producing of e.g.</p> <ul style="list-style-type: none"> - linear media in e.g. sound, visuals, multimedia - participatory, relational and/or interactive media in e.g. sound, visuals, game, e-sports, transmedia - immersive, experimental and/or extended media in e.g. installations, 3D-/VR-audio, Fulldome-/360°-film, multi- and intermedia environments - media systems, and/or Augmented/Mixed/Virtual Reality projects - community based cultural and artistic practices in media, audience development projects - media aesthetic and media cultural facilitation and/or education projects <p>There will be accompanying studies at university providing participants with topics and issues such as</p> <ul style="list-style-type: none"> - methodological description of practical work - reflection and assessment of practical work - analysis of practical work.

3	<p>Ziele</p> <p>The successful completion of this module, enables the student to demonstrate the following skills and competencies:</p> <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - Understand and reflect the practical work of curator, facilitator, dramaturg, editor, director, producer, manager or developer of media facilitation, media projects, media products in relation to media cultural practices - Identify new fields, new needs of application and new professional methods for media cultural practices/facilitation <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - Analyse and assess professional methods. <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - Integrate methods of practice in future media cultural projects - Broaden the practically relevant field of knowledge <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - Take personal responsibility in terms of professional behavior, personal motivation and self-organization.
4	<p>Lehr- und Lernformen</p> <p>Tutorials, group discussions, and peer reviews, Presentation</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>30 CP Seminar: 2 SWS/30h Selfstudy: 870h Total Workload: 900h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination Prerequisite:</p> <ul style="list-style-type: none"> - Completed Industrial Placement (IP-contract) of minimum 18 weeks with company, - or completed 30 credit points of abroad studies (marks) - or completed research phase (certificate of research institution) - Seminar. <p>Final Examination (Documentation):</p> <p>Written IP-Report with minimum of 20 pages with an analytical description of the company, the tasks, the projects and the learnings. The part of the written IP-Report is 100 %.</p> <p>Opportunities to repeat the pre-examinations and examinations are provided in the following semester.</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>

8	Empfohlene Kenntnisse Not applicable / entfällt
9	Dauer, zeitliche Gliederung und Häufigkeit des Angebots Duration: 1 Semester Frequency: Winter term, Summer term SWS: 2
10	Verwendbarkeit des Moduls Not applicable / entfällt
11	Literatur Richard N. Bolles et al., What Color is Your Parachute? A Practical Manual for Job-Hunters and Career-Changers, New York/USA 2016 ff.

Elective Modules

ELECTIVE CATALOGUE A: „CURATING AND COMMUNICATING“

ME_CC 1: Media, Culture and Technology: Historical and future perspectives

1	Modulname Media, Culture and Technology: Historical and future perspectives
1.1	Modulkürzel ME_CC 1
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Media, Culture and Technology: Historical and future perspectives
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter, Klaus Schüller LfBA
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - media/cultural historical and media philosophical approaches, theories discourses, ideologies and their critical discussion - interrelatedness of technologies with media and culture; identifying its mechanisms of interdependency; social, economical, political and cultural paradigm shifts in periods of media changes and transitions - scientific, scholarly, and artistic methods/approaches to media archeology, media history and media futurology and their critical discussion

<p>3</p>	<p>Ziele</p> <p>The successful completion of this module, enables the student to</p> <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate knowledge of the history of media, technologies and the notions of culture - demonstrate knowledge of diverse approaches, concepts, and theories on the interrelation between media, culture, and technology, the ability to assess them critically and apply them to the conditions of human existence as well as everyday life <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - conceptualize the emerging and future development of media, culture, technology, and its potential impact on human conditions based on scholarly, scientific, and artistic methods - identify and discuss diverse notions of “medium”, “culture”, “technology”, gaining one’s own individual position <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - apply the knowledge of media technological and cultural developments throughout history to current and emerging developments e.g. moral and aesthetic values, belief systems, concepts of knowledge, power structures, relationship between individual and society, communicational behaviors, Zeitgeist, interpersonal relations, the future of work and labor, life styles. <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - lead discussions and discourses on the interdependency between media, culture, and technology, and apply their outcomes critically to developing aesthetic concepts, communicational, and educational strategies for media cultural projects.
<p>4</p>	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
<p>5</p>	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
<p>6</p>	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>CAP activities: -</p> <p>Examination: Final presentation and written documentation (100%)</p>
<p>7</p>	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
<p>8</p>	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>

9	Dauer, zeitliche Gliederung und Häufigkeit des Angebots 3 SWS/ 3h per week, Winter & Summer Term
10	Verwendbarkeit des Moduls Not applicable / entfällt
11	Literatur De Kerckhoff, Derrick, The skin of culture. Investigating the new electronic reality, Toronto (Canada), 1995. McLuhan, Herbert M., Understanding Media. The extensions of man, London (UK) 1964. Postman, Neil, The humanism of media ecology, in: Proceedings of the Media Ecology Association, Volume 1, 2000, pp 10-16. Stiegler, Bernard, The Age of Disruption. Technology and Madness in Computational Capitalism, Cambridge (UK) 2019 Turkle, Sherry, Life on Screen. Identity in the Age of the Internet, New York (USA) 1995.

ME_CC 2: Curatorial Strategies: Concepts and Applications

1	Modulname Curatorial Strategies: Concepts and Applications
1.1	Modulkürzel ME_CC 2
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Curatorial Strategies: Concepts and Applications
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - general curatorial approaches, concepts and notions, as exemplified by theories and discourses as well as by media, technological, cultural and/or artistic phenomena and practices - current curatorial approaches, as exemplified by actual exhibitions as well as programs in media and cultural institutions in general - societal and political implications of curatorial concepts and practices - scientific, scholarly and artistic approaches to innovative and emerging media
3	Ziele The successful completion of this module, enables the student to A) Knowledge & Understanding <ul style="list-style-type: none"> - demonstrate knowledge of diverse curatorial approaches and concepts, their cultural, societal and technical pre-conditions and show abilities to discuss them critically - demonstrate knowledge of different curatorial occasions, their methodologies, and their content-related, aesthetic, educational, discursive and strategic goals B) Intellectual Skills <ul style="list-style-type: none"> - adapt existing curatorial approaches and concepts to contemporary and possible future conditions and/or develop new curatorial notions

	<ul style="list-style-type: none"> - identify, discuss and apply diverse curatorial approaches <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - demonstrate competencies of applying appropriate curatorial strategies critically according to working on a certain project and/or in an institutional framework <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - apply and transfer the knowledge to different forms of media cultural projects, media cultural communication and/or education purposes and aims - lead discussions and discourses on the role of curator and curating, and apply their outcomes critically to developing artistic concepts, communicational and educational strategies for media cultural projects
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <ul style="list-style-type: none"> - Belting, Hans/Buddensieg, Andrea/Weibel, Peter (eds.), The Global Contemporary and the Rise of the New Art Worlds, Cambridge (UK) 2013. - Latour, Bruno/ Leclercq , Christophe (eds.), Reset Modernity!, Cambridge (UK) 2016. - O'Doherty, Inside the White Cube. The ideology of gallery space, San Francisco (USA) 1986. - Paul, Christiane (ed.), New Media in the White Cube and Beyond: Curatorial Models for Digital Art, Berkeley (UK) 2008.

ME_CC 3: Bringing Media Theory and Discourse to Practice

1	Modulname Bringing Media Theory and Discourse to Practice
1.1	Modulkürzel ME_CC 3
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Bringing Media Theory and Discourse to Practice
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - media theories and philosophies throughout history - different forms of media theoretical discourses and debates; current media theoretical debates and discourses, and how they lead to exhibitions, media programs, public cultural discussions etc. - current media cultural projects, as exemplified by actual exhibitions and programs, and their media theoretical and media philosophical background - artistic approaches to media theories and vice versa - critique of theories, discourses, values and "belief systems" as a motor for generating media cultural projects
3	Ziele The successful completion of this module, enables the student to <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate knowledge of diverse media theories and discourses - demonstrate knowledge of their different approaches, parameters, and conclusions <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - apply the knowledge to different forms of media phenomena, e.g. new forms of media products, innovative technologies, hacking, new concepts of participation, relationality and interactivity

	<ul style="list-style-type: none"> - identify therein the media cultural aspects and perspectives and its fields of activities - adapt existing theories and discourses to contemporary and possible future media cultural conditions and/or develop new cultural notions <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - apply the knowledge to curatorial concepts, media cultural communication and/or education purposes and aims, also in regard to aspects of gender inclusivity, transculturality and postcolonial debates - <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - lead discussions and discourses on the relationship between media theories and media cultural approaches - apply their outcomes critically to developing artistic concepts, communicational and educational strategies for media cultural projects.
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <ul style="list-style-type: none"> - Barker, Chris/Jane, Emma. A., Cultural Studies. Theory and practice, 5th edition, London (UK) 2016. - Hörning , Karl H. / Reuter Julia (eds.), Doing Culture, Bielefeld (Germany) 2015. - Richard Keaney/David Rasmussen (eds.), Continental Aesthetics, Romanticism to Postmodernism, An Anthology, Malden (USA)/Oxford (UK) 2001.

- | | |
|--|--|
| | <ul style="list-style-type: none">- Wróblewski, Łukasz & Dacko-Pikiewicz, Zdzisława & Liu, Jerry. Cultural Management From Theory to Practice, London (UK) 2019. |
|--|--|

ME_CC 4: Media Aesthetic Education Lab

1	Modulname Media Aesthetic Education Lab
1.1	Modulkürzel ME_CC 4
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Media Aesthetic Education Lab
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	<p>Inhalt</p> <p>The following contents aim to be exemplified practically, by applying them in collaborating contexts and institutions:</p> <ul style="list-style-type: none"> - history of media aesthetic education within the frameworks of education and their objectives and existing and emerging media technologies - current debates and critiques on media aesthetic education - differences and similarities between media aesthetic education and media pedagogy - current examples of media aesthetic communication, as practiced by cultural, political and/or pedagogical institutions, and their media philosophical background - artists' and activists' approaches to media aesthetic education - ethical, political and philosophical problematics of media aesthetic education
3	<p>Ziele</p> <p>The successful completion of this module, enables the student to</p> <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - understand and apply the notion of education in general and media aesthetic education specifically - demonstrate knowledge of diverse media aesthetic educational approaches and practices and their methods of involving participation and interactivity

	<p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - adapt existing media aesthetic educational practices and their goals to contemporary and possible future media cultural conditions, envisioning and developing new approaches, methods and objectives - understand the current debates and discourses on media aesthetic education, and their relations to social and political frameworks <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - apply the knowledge to different forms of cultural institutions, target groups/communities, media genres and technological phenomena - create own formats of empowerment, facilitation, education with/on the creative and critical use of digital media <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - lead discussions and discourses on the necessity, goals, and effects of media aesthetic education practices - apply and evaluate their outcomes critically to emerging technologies, developing artistic concepts, communicational and educational strategies for media cultural projects.
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>

11 Literatur

Böhme, Gernot, *The Aesthetics of Atmospheres*, London (UK) 2016.

Jenkins, Henry, *Participatory Culture: From co-creating brand meaning to changing the world*, Los Angeles (USA) 2014.

Schafer, R. Murray, *The Tuning of the World*, Toronto/New York 1977.

Schiller, Friedrich, *On the Aesthetic Education of Man* (1795), New Haven (USA) 1954.

Tzedakis, Katerina/ Ektmektsoglu, Ioanna, *Re-sounding the message: Media aesthetic education through the prisms of acoustic ecology and psychology*, in: Breitsameter, Sabine/Söller-Eckert, Claudia (eds.), *The Global Composition. Conference on Sound, Media, and the Environment*, Darmstadt-Dieburg (Germany) 2012.

ME_CC 5: Independent Project

1	Modulname Independent Project
1.1	Modulkürzel ME_CC 5
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Independent Project
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - principles of media cultural project planning from the initial idea and draft to full implementation - principles of applying for different types of funds, sponsoring and partnerships and fostering the so gained relationships - principles of planning finances and personnel - principles of creating and implementing a media plan and a marketing strategy - principles of identifying and measuring different aspects of a project's success
3	Ziele The successful completion of this module, enables the student to A) Knowledge & Understanding <ul style="list-style-type: none"> - identify worthwhile topics and scenarios for a specific, independently chosen media cultural project - demonstrate knowledge of and apply criteria to where to classify and range in the chosen project in media cultural and educational contexts B) Intellectual Skills <ul style="list-style-type: none"> - research and analyze the project's innovative content, form, strategies and objectives - research and create criteria for the project's success, and how to measure it

	<p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - initiate, implement, carry out and accomplish the project, and communicate it by methods of cultural public relations and marketing <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - know, find and apply for financial resources (funding, sponsoring etc.) and supervise the project's budget and material resources - develop and supervise the personell planning of the project - evaluating a project
4	<p>Lehr- und Lernformen</p> <p>Project (Pro) Coachings, impulse lectures, exercises Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP Seminar: 3SWS/50h Selfstudy: 100h Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <p>MOOC Managing the Arts (Goethe-Institute and Leuphana University), on: https://www.goethe.de/de/m/uun/auf/dsk/mooc.html (01.08.2021).</p>

ME_CC 6: Interculturality and Inclusion in Media Cultural Work (SuK)

1	Modulname Interculturality and Inclusion in Media Cultural Work (SuK)
1.1	Modulkürzel ME_CC 6
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Interculturality and Inclusion in Media Cultural Work (SuK)
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter, N.N.
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt Inducement and principles of interculturality, inclusion, and gender mainstreaming in general, as well as within the framework of media culture: <ul style="list-style-type: none"> - examples of media culturally framed practices of interculturality, inclusion, and gender mainstreaming and their aims - current debates and critiques on interculturality, inclusion, postcolonialism and gender mainstreaming within the field of media aesthetic education - artists' approaches to interculturality, inclusion, postcolonialism-informed debates and gender mainstreaming
3	Ziele The successful completion of this module, enables the student to A) Knowledge & Understanding <ul style="list-style-type: none"> - know the concepts, contents and practices of interculturality, inclusion, gender mainstreaming and debates informed by post-colonialism, and understand their roles in society, art and culture, economy and today's work environments - asses their goals and effects within the fields of media culture and media aesthetic education practices B) Intellectual Skills

	<ul style="list-style-type: none"> - frame, discuss and develop gender-, diversity- and inclusion-based approaches to media culture - evaluate critically existing media aesthetic educational practices with respect to interculturality and inclusion <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - initiate and lead differentiated discussions and discourses on gender, interculturality and inclusion within a project's context - apply their outcomes critically to communicational and educational strategies for media cultural projects, taking into account postcolonialism-informed discourses. <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - apply the knowledge and practices of interculturality, inclusion, and gender mainstreaming to different target groups/communities, cultural institutions, media genres, technological phenomena, work environments, implying gender and postcolonial awareness as cross-cutting issues. -
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>CAP activities: -</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <p>Gauntlett, David, Media, Gender and Identity, An Introduction, 2nd Edition, London/New York 2008.</p>

Launius, Christie et al., Threshold Concepts in Women's and Gender Studies: Ways of Seeing, Thinking, and Knowing, London/New York 2008.

Leeds-Hurwitz, Wendy, Intercultural competences: conceptual and operational framework (UNESCO publication), Paris 2013.

Preparing our youth for an inclusive and sustainable world. The OECD PISA global competence framework, Paris/Boulogne 2018, auf: <https://www.oecd.org/education/Global-competency-for-an-inclusive-world.pdf> (10.01.2021).

ME_CC 7: Avantgarde in Digital Media

1	Modulname Avantgarde in Digital Media
1.1	Modulkürzel ME_CC 7
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Avantgarde in Digital Media
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. [associate lecturers]
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - introduction to the term Avantgarde (in relation to traditional movements plus Modernism and Post-modernism) and its history, traditional roots and philosophical as well as ideological/social/political prerequisites - major art works, art movements and artists in the above mentioned fields and their relationships to today's art, culture and design - Avantgarde as critical engagement with rules and conventions in art, culture, politics and society - Avantgarde and taboo - Avantgarde as a set of critically questioning methodologies - notions/definitions of art and extended concepts of art - Avantgarde, subcultures and the audiences - Avantgarde as an access point for digital media culture/art and its aspects of engagement, participation and interactivity

<p>3</p>	<p>Ziele</p> <p>The successful completion of this module, enables the student to</p> <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate knowledge and understanding of the artistic Avant-garde, Modernism and Post-Modernism - understand the different drivers, objectives and paradigms of Avant-garde, Modernism and Post-Modernism - understand the principles of challenging or breaking inherited rules <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - critically challenge the 'standard' or 'traditional' concepts of art, culture, education and digital media - extend avant-garde approaches to 'digital media and apply it to previously unexplored areas through considered and refined analysis, perception, reflection <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - adapt and extend traditional aesthetic strategies in order to establish individual methods and approaches to art, culture and perception - gain the flexibility of understanding, interpretation, activating and cultivating of non-standard and enigmatic aesthetic and/or artistic phenomena, and facilitating/communicating them appropriately and effectively - take conceptual and aesthetic risks, based on an informed basis, assessing "terrific failures" as a productive outcome <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - demonstrate a synthesis of knowledge, creation, interpretation and facilitation competencies through the development of avant-garde media responses - identify, reconstruct and evaluate radical approaches in current media cultural research and practice - apply methods and strategies of Avant-garde, Modernism and Postmodernism to media cultural concepts in general.
<p>4</p>	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p> <p>Within the framework of the European Culture and Technology Lab+/EUt+.</p>
<p>5</p>	<p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
<p>6</p>	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
<p>7</p>	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>

8	Empfohlene Kenntnisse Not applicable / entfällt
9	Dauer, zeitliche Gliederung und Häufigkeit des Angebots 3 SWS/ 3h per week, Winter & Summer Term
10	Verwendbarkeit des Moduls Not applicable / entfällt
11	Literatur <ul style="list-style-type: none">- Goethe-Institut /ZKM Karlsruhe et al., Medienkunstnetz (online-Ressource): http://www.medienkunstnetz.de/mediaartnet/ (01.08.2021).- Youngblood, Gene, Expanded Cinema, New York (USA) 2021.- Zielinski, Siegfried/ Giannetti, Claudia / Furlus, Eckhard, AnArchive(s) - A Minimal Encyclopedia on Archaeology of the Arts and Media, Cologne (Germany) 2014.

ME_CC 8: Leadership by Arts

1	Modulname Leadership by Arts
1.1	Modulkürzel ME_CC 8
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Leadership by Arts
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	<p>Inhalt</p> <p>The established process for media productions is mostly characterized by a strong share of the roles between management and creativity. As an alternative, valid approach this modules give examples on how these two areas can be exist intertwined, cross-fertilizing, developing a strong unity in vision, production, and facilitation. Especially innovative media phenomena and new conceptual apparative approaches often have a huge potential of informing, inspiring, strengthening and motivating leaders to address, direct and advance contemporary or novel developments. Thus influencing and communicating new ideas and concepts to the general public or distinct audiences in order to initiate and aesthetic, social or political discussions.</p> <p>Under these premises, the module will explore and discuss artistic and cultural phenomena like e.g.</p> <ul style="list-style-type: none"> - art, ecology and climate change - art and surveillance - art and the Global South - immersive and exmersive media art - collaboration in media art - oncepts of beauty in media art
3	<p>Ziele</p> <p>The successful completion of this module, enables the student to</p>

	<p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate knowledge and understanding of a distinct group of novel artistic phenomena - understand and demonstrate knowledge of the concept/s of creatively and artistically induced leadership <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - analyze the discussed art works' visionary potentials in relation to its capability to inspire, strengthen and motivate leadership - develop criteria to assess art works' qualities and uniqueness - develop to think and act from the position of an artist <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - position art's, artists' and culture's roles in society and politics - analyze the discussed art works' aesthetic, discursive and social strategies, values, changes in paradigms and transform them into tackling imminent issues of a future society <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - apply arts' and culture's momentums to address societal issues by lateral thinking - critically analyze the relationship of art and culture towards society, commerce and industry and develop effective cultural strategies in order to make use of arts' and culture's impacts.
<p>4</p>	<p>Lehr- und Lernformen</p> <p>Lecture, seminar, presentations</p> <p>Within the framework of the European Culture and Technology Lab+/EUt+.</p>
<p>5</p>	<p>Arbeitsaufwand und Credit Points</p> <p>Workload: 125 h Credit Points: 5 CP Self Study: 75 h Contact Hours: 3 SWS / 50 h</p>
<p>6</p>	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
<p>7</p>	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
<p>8</p>	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
<p>9</p>	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>Duration: 1 Semester Frequency: Winter term, Summer term</p>

10	Verwendbarkeit des Moduls Not applicable / entfällt
11	Literatur <ul style="list-style-type: none">- Baecker, Dirk, Layers, Flows and Switches: Individuals in Next Society, in: SSRN Electronic Journal, 2000.- Hutter, Michael et al., Research Program of the Research Unit "Cultural Sources of Newness" Discussion Paper, Wissenschaftszentrum Berlin für Sozialforschung, Berlin (Germany) 2010.- Smite, Rasa, Smits, Raitis (eds.), Techno-Ecologies, Riga (Latvia) 2015.- Throsby, David, Economics and Culture. Cambridge MA (USA) 2001.

ELECTIVE CATALOGUE B: „MANAGEMENT AND TECHNOLOGY“

ME_MT 1: Leading People and Teams

1	Modulname Leading People and Teams
1.1	Modulkürzel ME_MT 1
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Leading People and Teams
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - concepts and models of leadership (principles, processes, factors) - leadership styles (authorial, participative, delegative) - team leadership (goal setting, supervision, inspiring, learning, powering, relationships; growing a team, fostering motivation and communication; understanding different values and characters) - group dynamics (group mix, group norms, group conflicts) - organizational behavior (elements, models, development, learning) - gender and diversity (culture, atmosphere, attitude, behavior) - change (acceptance, leading the change) - self-leadership, self-motivation and self-development

<p>3</p>	<p>Ziele</p> <p>The successful completion of this module, enables the student to</p> <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate detailed knowledge of contemporary team and self-leadership approaches and practices <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - understand and demonstrate knowledge of different institutions, teams, tasks and their appropriate leadership requirements <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - apply knowledge to practical and “real life” situations - adapt knowledge practically to projects, their specific methodologies and goals <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - analyze and discuss pros and cons of different methods of leadership and management according to team size, type of task, temporal, financial and organizational constraints, etc.
<p>4</p>	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
<p>5</p>	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3 SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
<p>6</p>	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
<p>7</p>	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
<p>8</p>	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
<p>9</p>	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
<p>10</p>	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>

11	Literatur <ul style="list-style-type: none">- Beamer, Linda/Varner, Iris, Intercultural Communication in the Global Workspace, New York (USA) 2008.- Califano, Glaudia/Spinks, David, Adopting Agile Across Borders. A Guide to Navigating Cultural Complexity in Agile Teams and Organizations, Milton Keynes (UK) 2021.
-----------	---

ME_MT 2: Media Cultural Economy and Artistic Entrepreneurship

1	Modulname Media Cultural Economy and Artistic Entrepreneurship
1.1	Modulkürzel ME_MT 2
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Media Cultural Economy and Artistic Entrepreneurship
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - principles of media economy and culture economy - principles of cultural financing on regional, national and international level as well as private sponsorship - principles, rules and regulations of cultural financial planning and budgeting in diverse institutions and companies - financial, legal and organizational foundations for individual Artistic Entrepreneurship
3	Ziele The successful completion of this module, enables the student to A) Knowledge & Understanding <ul style="list-style-type: none"> - demonstrate knowledge of the economic and commercial factors, principles and frameworks within or around media culture - demonstrate knowledge of different models of financial subsistence of media cultural projects and/or institutions, their legal and financial frameworks - demonstrate knowledge of the complex fields of supply and demand in media culture B) Intellectual Skills

	<ul style="list-style-type: none"> - develop methods and criteria of developing a media cultural project based on its calculation, financing, planning of resources, including public funding and private sponsorship - understand the different aspects of the relationship between the self-employed creative individual and cultural institutions/companies <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - apply this knowledge to the successful acquisition of public and private funding - understand / apply cultural financial planning, calculation, budgeting and account settlement to different forms of institutions und companies, including to their specific rules and regulations - succeeding in artistic and/or cultural and/or educational self-employment, its different concepts, including funding, self-marketing and social sustainability <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - transfer knowledge to build up an individual financial model for making a financial sustainable and successful living
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <p>Austin, Rob/Devin, Lee, The Artful Making. What managers need to know about how artists work, Upper Saddle River (USA) 2003.</p>

Crossick, Geoffrey/Kaszynska, Patrycja, Understanding the values of art and culture. The AHRC cultural value project.

ME_MT 3: Audience Research and Development

1	Modulname Audience Research and Development
1.1	Modulkürzel ME_MT 3
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Audience Research and Development
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - principles of qualitative and quantitative audiences research - principles, ethos and practices of audience development - categories of audience typologies - case studies of institutional endeavors developing and fostering media cultural audiences and accessing new ones
3	Ziele The successful completion of this module, enables the student to <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate knowledge of qualitative and quantitative approaches and methods of audience research - demonstrate knowledge of the necessities, principles and practices of audience development <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - identify barriers between institutions/programs/media products and audiences - research and design strategies to address and remove the barriers - identify, access and foster new audiences, e.g. audiences from hitherto socially excluded groups, different lifestyle backgrounds, a different age spectrum, different regions and countries

	<p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - develop, demonstrate and apply substantiated methods in marketing, commissioning, programming, education, customer care, publicity and distribution in order to build up audiences and market shares <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - apply this knowledge for researching existing and potential audiences, target groups and communities to enable art, media and cultural institutions to develop new and/or sustainable relations with them
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <p>Maitland, Heather, A Guide to Audience Development, London (UK) 2000.</p> <p>Mandel, Birgit, Audience Development as a Field of Arts Management Research, Bielefeld (Germany) 2012.</p> <p>Sims, William Stuart, Creative Change: Audience Development and Cultural Engagement in the Nonprofit Arts, Detroit (USA) 2011.</p>

ME_MT 4: Media Cultural Project Management

1	Modulname Media Cultural Project Management
1.1	Modulkürzel ME_MT 4
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Media Cultural Project Management
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. [associate lecturers]
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - principles of cultural, media and educational management, and their merging - roles and executive roles within a media cultural project - management approaches and methodologies for distributed, international and intercultural teams - methods, skills and strategies for directing team and individual activities in goal setting and adjusting, decision making, planning, scheduling, task and budget tracking, project evaluation, team and self-development. - categories of audience-typologies - case studies of institutional endeavors developing media cultural audiences and accessing new ones
3	Ziele The successful completion of this module, enables the student to <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate knowledge, discuss, select and apply state-of-the-art methods and tools for managing media cultural projects collaboratively in teams and for self-managing - demonstrate knowledge on the relations between projects' characteristics and audience-typologies <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - understand the complex relationships between management methods / tools and cultural goals

	<ul style="list-style-type: none"> - demonstrate knowledge of roles, executive roles and their typologies/differences within a media cultural project - understand the dimension of sustainable media cultural project management <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - demonstrate and apply knowledge of a media cultural project's lifecycle, scheduling tasks, distributing assignments and organizing the financial as well as human resources - apply appropriate and productive communicational skills with projects' stakeholders and multipliers <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - demonstrate and apply knowledge of decision-making approaches and methods, considering the specific conditions of the media, culture and art sphere
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <p>Serexhe, Bernhard (ed.), Digital Art Conservation. Preservation of Digital Art: Theory and Practice, Vienna (Austria) 2013.</p> <p>Quaranta, Domenico, Beyond New Media Art, Brescia (Italy) 2013.</p>

	<p>Hediger, Vinzenz/ Le Maitre, Barbara/Noordegraaf, Julia, Preserving and Exhibiting Media Art. Challenges and Perspectives, Amsterdam, (Netherlands) 2013.</p>
--	--

ME_MT 5: Media Cultural Strategies in Corporations and Institutions

1	Modulname Media Cultural Strategies in Corporations and Institutions
1.1	Modulkürzel ME_MT 5
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Media Cultural Strategies in Corporations and Institutions
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	<p>Inhalt</p> <p>This module deals especially (but not exclusively) with media cultural aspects within the secondary and tertiary sectors of economy:</p> <ul style="list-style-type: none"> - role of media culture within the secondary and tertiary sector of economy and general curatorial approaches, concepts and notions, as exemplified by practices and discourses - typologies of institutions and corporations dealing with media culture, internally and/or externally - case studies of media cultural activities, projects and structures within corporations and institutions - innovative institutional and corporate approaches in media culture; extending and developing media culture and its related practices to commercially- and utilitarian-oriented fields and audiences.
3	<p>Ziele</p> <p>The successful completion of this module, enables the student to</p> <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate knowledge of phenomena, roles and structures of media culture, its communication and education in/by institutions and corporations of the second and tertiary sectors of economy <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - analyze and discuss their media cultural approaches and strategies in respect to their goals, their audiences and clients, their roles for the institution's or corporation's identity and overall positioning

	<ul style="list-style-type: none"> - analyze and discuss similarities and differences between commercially oriented and non-profit entities in respect to media culture and its practices <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - demonstrate knowledge of the overall professional field for media cultural work, and apply it to developing it further, and identifying new fields and strategies <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - analyze, discuss and - if applicable - reinvent the corporations' and institutions' media culture related managerial structures within the respective organization, economical frameworks, communicational and marketing methods, their contents, goals and claims
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <p>Austin, Rob/Devin, Lee, The Artful Making. What managers need to know about how artists work, Upper Saddle River (USA) 2003.</p> <p>Friedmann, Carolyn/Hopkins, Karen, Successful fundraising for arts and cultural organizations, 2nd edition, Phoenix (US), 2006.</p>

<p>Kurkowski, Henry, The Artful Ask. How arts organizations can build better partnerships and lifelong sponsors, Indianapolis (USA) 2019.</p>

ME_MT 6: Media, Entertainment and Event Law (SuK)

1	Modulname Media, Entertainment and Event Law (SuK)
1.1	Modulkürzel ME_MT 6
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung SuK: Media, Entertainment and Event Law
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	<p>Inhalt</p> <p>This module intensifies and deepens the knowledge of the legal framework in relation to media cultural productions, projects, exhibitions, workshops and events:</p> <ul style="list-style-type: none"> - introduction to the pertinent legal framework of Germany and Europe and their fundamental principles (especially the constitutional rights related to media, culture, research and teaching, forms of expressions etc.) - introduction to typical issues and problematics arising within the field of media cultural projects (e.g. contract designs, issues of ownership, liabilities, licenses etc.) - case studies of solutions for these issues and how to avoid or circumvent them - introduction to the European and international dimension of the described issues by typical laws and regulations as well as by case studies
3	<p>Ziele</p> <p>The successful completion of this module, enables the student to</p> <p>A) Knowledge & Understanding</p> <ul style="list-style-type: none"> - demonstrate knowledge of the typical pertinent legal issues and problematics - demonstrate knowledge of standards and procedures on how the pertinent laws and regulations need to be applied, in a national as well as in an international context

	<p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - demonstrate knowledge of and discuss the systematics, principles and criteria of selected legal frameworks - develop and demonstrate knowledge of a “legal first aid kit” <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - apply this knowledge to different aspects and stages of media cultural productions, projects, exhibitions, workshops and event, to different types of corporations and institutions, and all professional roles involved inclusively the role of the individual freelancer <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - discuss the international dimensions of the pertinent laws and regulations, their possible differences and gaps, and how they coin media phenomena
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <p>Thomas A. Crowell, The Pocket Lawyer for Filmmakers. A Legal Toolkit For Independent Producers, New York (USA) 2007.</p>

Freund, Silke, Engels, Sebastian, International Comparative Legal Guides: Copyright 2021. A practical cross-border insight to copyright law, Seventh Edition, Chapter 7, on: <https://icgl.com> (10.01.2021).

Gérard, Astrid, Körner, Moritz, International Comparative Legal Guides: Trade Marks 2020. A practical cross-border insight into trade mark work, Ninth Edition, Chapter 16, on: <https://icgl.com> (10.01.2021).

ME_MT 7: Marketing, Publishing and Public Relations

1	Modulname Marketing, Publishing and Public Relations
1.1	Modulkürzel ME_MT 7
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Marketing, Publishing and Public Relations
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - principles of publishing, publicizing, marketing and public relations for/in culture and media - media culturally related objectives, approaches, methodologies and products; their criteria for quality and success - pertinent case studies of publishing, publicizing, marketing and public relations and their products and activities, including social media and alternative approaches - practical methods of conceptualizing and implementing information, communication and marketing products and activities, including social media and alternative approaches like e.g. guerilla marketing, ambient marketing - analyze ways of relating and communicating to/with reporting media and media partners, to multipliers and stakeholders
3	Ziele The successful completion of this module, enables the student to A) Knowledge & Understanding demonstrate knowledge and analyzing skills of <ul style="list-style-type: none"> - the elements of media cultural projects' related measures, methods and skills of publishing, publicizing, marketing and public relations - their objectives, values, strategies, methodologies and control mechanisms

	<p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - conceptualize, design and implement market- as well as culturally related activities/products/methods/projects in order to satisfy, foster and create (potential) demands, last but not least by innovative approaches including social media <p>C) Competences and Practical & Professional Skills</p> <p>conceptualize, design and implement</p> <ul style="list-style-type: none"> - a media plan, using diverse media including social media, addressing different types of clients, audiences and stake holders - information, communication, education and marketing materials e.g. social media communication, posters, flyers, press-kits, catalogues; e.g. public and press announcements, press conferences and balance creative innovation with professional standards <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - establish, deal with and develop relations to social media, reporting media and media partners, to multipliers and stakeholders and develop an individual approach to the strategic dimension of publicizing
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>

11 Literatur

Guth, David. W./Marsh, Charles, Public Relations. A Values-Driven Approach, 6th edition, Toronto (Canada) 2016.

Hausmann, Andrea/Poellmann, Lorenz, Using social media for arts marketing. Theoretical analysis and empirical insights for performing arts organizations, in: International Review on Public and Nonprofit Marketing 10, 2013, p. 143–161. (<https://doi.org/10.1007/s12208-013-0094-8>) [10.01.2021]

Kingsnorth Simon, Digital Marketing Strategy. An Integrated Approach to Online Marketing, London (UK)/Philadelphia (USA) 2016.

Tuten, Tracy L., Solomon Michael R., Social media marketing, Los Angeles (USA) 2018.

ME_MT 8: Advanced Event and Display Technologies

1	Modulname Advanced Event and Display Technologies
1.1	Modulkürzel ME_MT 8
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Advanced Event and Display Technologies
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter, Klaus Schüller LfBA
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	Inhalt <ul style="list-style-type: none"> - research, analysis and implementation of existing, innovative and emerging technologies and their possible evolution towards the media and culture related fields. Examples of these technologies may include: - simulation and Mixed/Augmented/Virtual Reality techniques - advanced interfaces; projection mapping - collaborative techniques and social network technologies - analysis and discussion of the nature of technical and scientific knowledge and their conceptualization and adaption for cultural usage scenarios - developing and designing a media cultural experience based on technological imaginations and apparatus - developing an appropriate approach which goes beyond a just technical-factual understanding of technologies, focusing on a technological informed, but then rather aesthetic-oriented and/or user experience-oriented point of view.
3	Ziele The successful completion of this module, enables the student to A) Knowledge & Understanding

	<ul style="list-style-type: none"> - gain knowledge and skills of innovative technologies to be applied for enhancing and expanding audience experiences in media cultural projects (e.g. in events, exhibitions, workshops; for participatory strategies, collaborative working environments, virtual and simulative environments, tools for media production and distribution etc.) <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - conceptualize innovative approaches to media cultural communication and education by applying innovative technologies and their imaginative potentials <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - demonstrate, discuss and adapt the technologies within a media cultural project according to the project's objectives, designs and managerial frameworks <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - develop and apply novel applications and tools in order to create novel experiences
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3 SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <p>Beardsworth, Richard, Thinking Technicity, in: McQuillan (ed.), Deconstruction: A Reader, Edinburgh (UK).</p>

Breitsameter, Sabine, 3D Sound and VR Audio. Interfacing Specific Sound Dramaturgies and New Perceptual Paradigms, in: Castro, Raquel (ed.), Invisible Places, Conference Proceedings, Viseu (Portugal) 2017.

Chen, Jessie Y. C./Fragomeni, Gino, Virtual, Augmented and Mixed Reality. Applications and Case Studies, Proceedings of 11th International Conference, VARM 2019, Orlando (USA) 2019.

Overschmidt, Gordian/Schröder, Ute B., Fullspace-Projektion. Mit dem 360°-lab zum Holodeck, Berlin-Heidelberg 2013.

ME_MT 9: Emerging Technologies

1	Modulname Emerging Technologies
1.1	Modulkürzel ME_MT 9
1.2	Art Wahlpflicht
1.3	Lehrveranstaltung Emerging Technologies
1.4	Semester 1, 2
1.5	Modulverantwortliche(r) Prof. Sabine Breitsameter
1.6	Weitere Lehrende N.N. (associate lecturers)
1.7	Studiengangsniveau Master
1.8	Lehrsprache Englisch
2	<p>Inhalt</p> <p>This module aims to provide learners with the knowledge, skills and competencies required to identify, investigate and develop emerging technologies to a professional level.</p> <p>a) Theory</p> <ul style="list-style-type: none"> - emerging trends in the field of augmented/mixed/ virtual reality, games, interactive/participatory/social media, audio and 3D audio, video, 360°degree films/Full dome cinema, immersive and exmersive technologies - presenting technical research proposals and outcomes according to scientific/scholarly standards <p>b) Practical</p> <ul style="list-style-type: none"> - pointing out and explain emerging trends and technologies - presentation of on-the-edge topics from international research / development conferences; - identifying the basic essential structure and content of research publications; - presenting complex technological concepts
3	<p>Ziele</p> <p>The successful completion of this module, enables the student to</p> <p>A) Knowledge & Understanding</p>

	<ul style="list-style-type: none"> - demonstrate knowledge and understanding of current trends and developments in technologies - identify and describe the major festivals, events conferences in the respective areas <p>B) Intellectual Skills</p> <ul style="list-style-type: none"> - to read, understand and evaluate technological or technologically-based research papers and publications - to understand the concepts, methodologies, goals and limitations of scientific/scholarly research and its publications <p>C) Competences and Practical & Professional Skills</p> <ul style="list-style-type: none"> - to conceptualize, compose and write technological or technologically-based research papers and publications <p>D) Transferable Skills</p> <ul style="list-style-type: none"> - research, present and publish technologically-based topics in scientific and scholarly contexts - conceptualize, initiate, implement and organize research events and conferences
4	<p>Lehr- und Lernformen</p> <p>Seminar (S)</p> <p>Media: Use of changing media according to the demands of the seminar and according to the possibilities given in the lecture hall, seminar room or laboratory room (e.g. Beamer, AV-equipment, AV-systems, etc.).</p>
5	<p>Arbeitsaufwand und Credit Points</p> <p>5 CP</p> <p>Seminar: 3SWS/50h</p> <p>Selfstudy: 100h</p> <p>Total Workload: 150h</p>
6	<p>Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung</p> <p>Examination: Final presentation and written documentation (100%)</p>
7	<p>Notwendige Kenntnisse</p> <p>Not applicable / entfällt</p>
8	<p>Empfohlene Kenntnisse</p> <p>Not applicable / entfällt</p>
9	<p>Dauer, zeitliche Gliederung und Häufigkeit des Angebots</p> <p>3 SWS/ 3h per week, Winter & Summer Term</p>
10	<p>Verwendbarkeit des Moduls</p> <p>Not applicable / entfällt</p>
11	<p>Literatur</p> <p>Barbosa Neves, Barbara/ Vetere, Frank, Ageing and Digital Technology. Designing and Evaluating Emerging Technologies for Older Adults, Singapore 2019.</p>

Digital Creativity, Vol 1-32 et seq., 1997-2021 et seq. (Open Access Journal), on:
<https://www.tandfonline.com/loi/ndcr20> (01.08.2021).

Ge, Xun/Ifenthaler, Dirk/Spector, J. Michael (eds.), Emerging Technologies for STEAM Education, Cham (Germany) et seq. 2015.