



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service

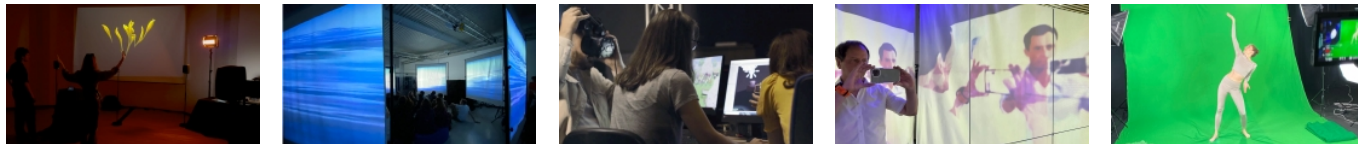


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# Master's degree

**h\_da** **Expanded Media**  
Darmstadt University of Applied Sciences • Dieburg



## Overview

Degree	Master of Arts
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	Courses are held in English (100%). Participants can choose to write the Master's thesis in English or German.
Programme duration	3 semesters, 4 semesters
Beginning	Winter and summer semester
Additional information on beginning, duration and mode of study	<p>The programme duration for German students with a 210 ECTS Bachelor's degree is three semesters; for all other students with an international Bachelor's degree, it is four semesters and includes a mandatory placement in industry for 18 weeks.</p> <p>The programme has online elements but requires a presence on campus.</p>
Application deadline	German applications: 1 August for the winter semester / 1 February for the summer semester International applications: 1 June for the winter semester / 1 December for the summer semester
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No

### Description/content

The Expanded Media MA programme (the former Leadership in the Creative Industries MA programme) is dedicated to future/innovative media concepts and media formats.

What will the media of the future feel like? How will the variety of media platforms (the Internet, television, social media, and experiences in real and virtual spaces) merge and develop together? How will new narrative formats create new forms of play or learning?

Our current way of consuming media is a lonely affair. When we watch films or series, we are

essentially gone from the group, away from our friends and family, in a make-believe land.

But we are seeing something new happen — and we believe it's important — that was first picked up by Henry Jenkins in his book "Participatory Culture". People want to step inside the worlds of the stories – and take their friends with them. They want to enjoy media as a social experience.

Our Expanded Media programme is about this new, social dimension of media consumption. We prepare media professionals to design entertainment products that cater to a growing demand for immersion, interaction, and participation.

Specifically, we are preparing students for jobs in new media agencies that focus on immersive, spatial design with present-day applications for events, e.g. trade shows, festivals, theatre, or museums, with an eye towards augmented reality (AR) and the Metaverse (convergence in spatial interfaces). Please note that if you are seeking a job in UX/UI design for traditional websites and apps, you may find better programmes elsewhere.

The emphasis of the programme lies on experience design, i.e. the conception of experiences in above the line positions (writer, director, lead designer, creative director). The technical skill to implement these concepts is considered a prerequisite to enter, although students will have a chance to complement their area of specialisation (digital marketing, sound, film, XR) while working in interdisciplinary teams.

The Expanded Media programme is taught in English.

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## Course Details

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### Course organisation

The Expanded Media (EM) Master's programme consists of three foundational semesters and possibly an internship depending on the student's academic history. Applicants with a seven-semester undergraduate or a graduate degree (210 ECTS) study three semesters, while candidates with a six-semester Bachelor's degree (180 ECTS) must complete an internship before the Master's project.

When applying for the programme, students choose one of three major areas of study:

1. Expanded Storyworlds
2. Expanded Sound & Music
3. Expanded Realities

In the first semester, students develop a foundational understanding of experience design. In the second semester and during the Master's project, students deepen their competencies in their chosen focus area.

### A Diploma supplement will be issued

Yes

### International elements

- Language training provided
- International guest lecturers
- Courses are led with foreign partners

### Integrated internships

Applicants with a 180 ECTS Bachelor's have to do a one-semester internship (total of four semesters). Practical experience after the Bachelor's degree will be considered. Applicants holding a 210 ECTS Bachelor's degree with a clear focus on digital media do not have to do an internship (total of three semesters).

### Course-specific, integrated German language courses

No

Course-specific, integrated English language courses No

## Costs / Funding

Tuition fees per semester in EUR None

Semester contribution In total: 267 EUR per semester (including public transport ticket)

Funding opportunities within the university Yes

Description of the above-mentioned funding opportunities within the university StipendiumPlus: We are thirteen organisations committed to promoting young talent who have come together under the umbrella of the Federal Ministry of Education and Research (BMBF) to provide support to students and young researchers with special talents.

## Requirements / Registration

Academic admission requirements

The requirement for the Master's degree programme is a qualified undergraduate or graduate degree in the field of digital media. However, candidates from related fields (e.g. media design, media computer science, media management, or media studies) have a chance, provided they have practical experience in media production. The grade point average should not be lower than 3.0. From a grade point average of 2.0, the applicants are also tested for their suitability.

The following documents are required to be submitted:

1. Final certificate of previous studies (alternative interim certificate), a diploma if the diploma was received from another university
2. Detailed curriculum vitae
3. Statement of motivation (personal statement) in video format, explaining the personal interest in this Master's programme and the chosen focus (max. length of three minutes)
4. Portfolio with four work samples (enclosed as links to online sources like YouTube or Vimeo in a PDF please)
5. **Exposé for a media-practical research project** in the chosen focus area. **The topics will be published for the winter semester in mid-April and for the summer semester in mid-October at this web address: <https://em.medien-campus.h-da.de/apply/>** (This is where you will also find detailed, up-to-date information and a frequently asked questions section.)
6. Proof of practical experience (work certificates, letters of recommendation)

While you should demonstrate storytelling sensibilities for the **Expanded Storyworlds focus**, you need to have experience with sound design and knowledge of audio editing in at least one DAW as a precondition for the **Expanded Sound & Music focus**. The prerequisites for the **Expanded Realities focus area** are programming knowledge in a game engine (e.g. c# Unity 3D or c++ with the Unreal Engine, or Python) as well as profound knowledge in 3D workflows and environments (e.g. Blender, Maya).

Language requirements

An **English language certificate level B2** according to the Common European Framework of Reference for Languages of the Council of Europe or an equivalent is required (e.g. IELTS certificate with overall band score 5.5 or higher, TOEFL B2, TOEFL IBT at Home Edition, TOEIC B2, Cambridge Certificate B2 FCE).

The completion of a degree programme in English may be recognised as proof of English language proficiency upon the applicant's request. The decision is made by the examination board.

**Application deadline**

German applications: 1 August for the winter semester / 1 February for the summer semester  
International applications: 1 June for the winter semester / 1 December for the summer semester

**Submit application to**

Students with a foreign degree have to apply via uni-assist.

Please register at the uni-assist online portal! Create your application form and send it to uni-assist electronically.

[Here](#) you will find detailed information about the application procedure for international applicants.

## Services

**Possibility of finding part-time employment**

Job opportunities in the media industry:  
The "[Jobportal der h\\_da](#)" offers jobs for students.

More information is available from [Stellenwerk Darmstadt](#), [Studierendenwerk](#) and [Campus Office of AStA](#).

**Accommodation**

Accommodation is available through the Student Services Office or on the private market. Rent for a single room in a student residence is approx. 400 EUR. Private housing can be found on the Internet at: <https://housinganywhere.com/>.

**Support for international students and doctoral candidates**

- Specialist counselling

**General services and support for international students and doctoral candidates**

German is helpful for better social integration. There are optional German courses for international students.



Darmstadt University of Applied Sciences (h\_da) is one of the largest universities of applied sciences in Germany with approx. 15,000 students, 380 professors, and over 50 degree programmes. The university's range of programmes and research capacities extends from engineering sciences, mathematics, information science, and computer science to management, social sciences, and social work as well as architecture, media, and design. h\_da has an excellent reputation for its practice-oriented approach to higher education. Graduates rate highly among German recruitment professionals, as surveys from the *Wirtschaftswoche* business and economics magazine have repeatedly shown. "Students at Darmstadt University of Applied Sciences gain high-level technical expertise grounded in practice, and they know how to work in a team," says Karl-Heinz Streibich, CEO of Software AG. "That's why we are happy to bring them on board as interns, student trainees, and later as full employees in our company."

## h\_da

### University location

The Darmstadt University of Applied Sciences (h\_da) departments are situated at five locations within the city of Darmstadt as well as in nearby Dieburg. Visible for miles, the most prominent landmark at h\_da is the high-rise tower on the main campus near the Darmstadt Central Station. The Department of Design is located at Mathildenhöhe, the internationally renowned Art Nouveau centre. This area's "Wedding Tower" is also found in the h\_da logo. Biotechnology is located near the botanical gardens. In 2000, the campus of the former Telekom University of Applied Sciences in Dieburg was integrated and has since been developed into h\_da's Media Campus.

## Contact

### Darmstadt University of Applied Sciences

Faculty of Media

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 Course website: <https://em.medien-campus.h-da.de/>

 <https://www.youtube.com/channel/UCUijJkyiHa0YP52RcQ1KHya>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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