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MA International Media Cultural Work • Hochschule Darmstadt University of Applied Sciences • Dieburg ......................................................................................................................................... 2
# Master's degree

**MA International Media Cultural Work**  
Hochschule Darmstadt University of Applied Sciences • Dieburg

## Overview

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<tr>
<th><strong>Degree</strong></th>
<th>Master of Arts in International Media Cultural Work</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course location</strong></td>
<td>Dieburg</td>
</tr>
<tr>
<td><strong>Teaching language</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Languages</strong></td>
<td>Courses are in English only. Participants can choose to write the Master’s thesis in English or German.</td>
</tr>
<tr>
<td><strong>Programme duration</strong></td>
<td>4 semesters</td>
</tr>
<tr>
<td><strong>Beginning</strong></td>
<td>Winter and summer semester</td>
</tr>
</tbody>
</table>

**Application deadline**

For international applicants who need to submit their application via uni-assist, the deadlines are as follows:

- **1 June** – for the following winter semester
- **1 December** – for the following summer semester

It is highly recommended to submit the applications earlier in order to avoid last-minute pressure and delays.

For more information, see: [http://www.uni-assist.de/index_en.html](http://www.uni-assist.de/index_en.html).

Uni-assist is an institution that checks whether individual candidates’ formal qualifications are equivalent to the German standards required in order to apply to the requested programmes.

The deadlines for German degree holders are as follows:

- **1 August** – for the following winter semester
- **1 February** – for the following summer semester

**Important for all applicants:**

**Admission requirements:** [https://imc.mediencampus.h-da.de/application/](https://imc.mediencampus.h-da.de/application/)

**Frequently asked questions:** [https://imc.mediencampus.h-da.de/faq/](https://imc.mediencampus.h-da.de/faq/)

<table>
<thead>
<tr>
<th><strong>Tuition fees per semester in EUR</strong></th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Combined Master’s degree / PhD programme</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Joint degree / double degree</strong></td>
<td>No</td>
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</tbody>
</table>
Description/content

Expertise and Excellence in International and Intercultural Leadership

Curating – Communicating – Managing: These three terms span the huge field of digital media culture and its technologies. The Master’s programme in International Media Cultural Work will qualify its students as superbly imaginative leaders and strategically outstanding executives who will take on pivotal roles by directing the process of digital transformation.

During the three- or four-semester programme, students will focus on media aesthetic education and cultural communication combined with technological and managerial skills to develop expertise in opening up digital media and its technologies to a broader public. They will be trained to inspire society to have a deeper and more critical understanding of the aesthetic implications of digital technologies as well as their social and ethical-philosophical dimensions.

The courses are practice-based, in close collaboration with museums, galleries, concert halls, and cultural and art foundations as well as media art institutions and festivals. The ultimate goal of the International Media Cultural Work programme is to encourage society to use digital media for skilful and original self-expression as well as for creative and emancipatory practices.

The perspective of the programme is international and intercultural. The programme is conducted in English. Anticipating future technological, cultural, and social developments, students will gain knowledge of work in transdisciplinary, transcultural, collaborative, and experimental environments.

During their studies, the students can develop their competencies either on curatorial and or on management-based proficiencies. Additionally, they can develop further their competencies in media art and design production, based on their already pre-existing production skills which they bring in.

One of our major foci – both practically and theoretically – is immersive media (3D audio and Fulldome cinema), which will be taught in practice with state-of-the-art devices that are a unique feature of the International Media Cultural Work Master’s programme (IMC). At the same time, the practices of immersive media are reflected and embedded in the actual scientific and scholarly discourses, publications, and symposia, the latter often organised and curated by the programme itself.

Check out our IMC programme website.

Programme contents:

- Media aesthetic education practices
- Media art, media culture and contemporary arts
- Curatorial strategies in media culture
- Media, culture, and technology: historical and future perspectives
- Interculturality and inclusion in media cultural work
- Media cultural economy and artistic entrepreneurship
- Audience research and development
- Media cultural and artistic project management
- Marketing, publishing, and public relations
- Event and display technologies
- Media, entertainment, and event law
- Emerging technologies

Course Details

Course organisation

Applicants with an equivalent of 180 ECTS credits have to complete an industrial placement before the third semester (which results in a programme duration of four semesters).

Applicants with 210 ECTS credits may begin directly with the programme’s courses (which results in a programme duration of three semesters).

Students acquire qualifications and competencies in the modules of the programme. The overall
The amount of credit points for compulsory modules (Transdisciplinary Media Cultural Projects / TMCPs) is identical with the amount of credit points for electives. The third and fourth semesters are dedicated to the Master’s project.

The **compulsory Transdisciplinary Media Cultural Project** modules are research-oriented and transdisciplinary. They are based on a modified project-based learning concept, merging theoretical knowledge, cultural concepts, technological methods, and managerial steering strategies. One of their central learning outcomes is the implementation of theories, concepts, and strategies into successful practices for public audiences. The TMCPs are organised in cooperation with public cultural institutions.

The **elective modules** within the field of **Curating and Communicating** are complemented by electives from the field of **Management and Technology**. They can be selected according to personal preferences and specialisations.

**More information on the content of the programme:** [https://imc.mediencampus.h-da.de/program/](https://imc.mediencampus.h-da.de/program/)

**Programme structure in detail:** [https://imc.mediencampus.h-da.de/wp-content/uploads/sites/37/2016/06/IMC_program_strucuture_2.pdf](https://imc.mediencampus.h-da.de/wp-content/uploads/sites/37/2016/06/IMC_program_structure_2.pdf)


<table>
<thead>
<tr>
<th>Types of assessment</th>
<th>Project presentations, scholarly/scientific papers, and paper presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Diploma supplement will be issued</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**International elements**
- International guest lecturers
- Specialist literature in other languages
- Language training provided
- Training in intercultural skills
- Projects with partners in Germany and abroad
- Content-related regional focus

**Integrated internships**
For applicants with 180 ECTS credits, a one-semester internship before the final semester is part of the programme.

**Course-specific, integrated German language courses**
No

**Course-specific, integrated English language courses**
No

**Costs / Funding**

<table>
<thead>
<tr>
<th>Tuition fees per semester in EUR</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester contribution</td>
<td>Currently 267 EUR</td>
</tr>
<tr>
<td>Costs of living</td>
<td>Approx. 750-1,000 EUR</td>
</tr>
</tbody>
</table>
## Requirements / Registration

| Academic admission requirements | To be admitted to this Master's programme, a diploma ("Diplom") or Bachelor's degree is required from one of the following fields: digital media, media culture, or media pedagogy. Applicants with a degree in media-related fields (e.g., media design, media informatics and technology, media management, journalism) or other related fields (e.g., cultural management, social pedagogy, social work, design, art history, musicology) will be checked for eligibility, as will those applicants with a grade point average below 1.9 (or German standard equivalent). During the eligibility assessment, which is carried out by a department committee, the final grade point average of the Bachelor's degree or diploma, practical experience, and a letter of motivation are taken into consideration. A good command of English is also required. If you graduated with a Bachelor's degree worth 180 ECTS credits (or equivalent), an industrial placement must be completed during the study. For detailed information on the application process, see: |
| Language requirements | A good command of English is required. Applicants provide proof of their English language skills by submitting all of their application statements (CV, letter of motivation, outline of a scholarly exposé, etc.) in English. |
| Application deadline | For international applicants who need to submit their application via uni-assist, the deadlines are as follows:  
1 June – for the following winter semester  
1 December – for the following summer semester  
It is highly recommended to submit the applications earlier in order to avoid last-minute pressure and delays. For more information, see: [http://www.uni-assist.de/index_en.html](http://www.uni-assist.de/index_en.html). Uni-assist is an institution that checks whether individual candidates' formal qualifications are equivalent to the German standards required in order to apply to the requested programmes.  

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Important for all applicants:  
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Frequently asked questions: [https://imc.mediencampus.h-da.de/faq/](https://imc.mediencampus.h-da.de/faq/) |
| Submit application to | International applicants:  
Hochschule Darmstadt  
c/o uni-assist e.V.  
11507 Berlin  
Germany  

German degree holders apply directly at the Hochschule Darmstadt’s Student Service Center SSC: [https://www.h-da.de/?13350](https://www.h-da.de/?13350). |
## Services

<table>
<thead>
<tr>
<th><strong>Possibility of finding part-time employment</strong></th>
<th>For postgraduate students, jobs in the regional media and culture industry are possible, depending on expertise, language, proactivity, and technical skills.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Career advisory service</strong></td>
<td>The programme contains seminars and workshops that provide the students with career advice. These seminars and workshops show the range of possibilities of individual professional development and make the students fit for competition.</td>
</tr>
</tbody>
</table>
| **Specific specialist or non-specialist support for international students and doctoral candidates** | • Welcome event  
• Cultural and linguistic preparation |
| **Supervisor-student ratio**                  | On average six to eight students are taken care of by one lecturer. |

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**Hochschule Darmstadt University of Applied Sciences**

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IMC students exploring implementing their curatorial media art concept  
© IMC students collective

Darmstadt University of Applied Sciences is one of the major universities of applied sciences in Germany.

Those who seek a practically relevant and scientifically sound postgraduate education should choose Darmstadt University of Applied Sciences (h_da). According to the renowned magazine Wirtschaftswoche (Economic Week), h_da enjoys a top reputation with German personnel managers and scores highly because of its close connection with professional practitioners and business organisations.

Darmstadt University of Applied Sciences is renowned for the following:
- efficient course organisation
- short durations of study
- practical work in cooperation with professional organisations as an integral programme aspect
- optimal preparation for entry into professional life

Darmstadt University of Applied Sciences also offers possibilities to suitable and advanced students to join ongoing academic research projects and teams.

For more information, please see: http://www.h-da.com

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University location

The IMC Master’s programme is located on Media Campus Dieburg, situated in a beautiful rural environment not far from Darmstadt and conveniently accessible by public transport.

https://www.darmstadt.de/
http://www.dieburg.de/

Contact

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Faculty of Media
Media Arts and Sciences
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64295 Darmstadt

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: Course website: https://imc.mediencampus.h-da.de
Monika Maag

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: Email

https://twitter.com/master_jmc
https://www.instagram.com/mediaartculture/

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www.daad.de/sommerkurse

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Disclaimer
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