LEUPHANA
College

Recommended Major/Minor Combinations

To complete adequately the studies of Digital Media, students choose a matching minor. The major in Digital Media can be combined with one of the following minor subjects:

Betriebswirtschaftslehre

E-Business

Industrietechnik

Nachhaltigkeitsnaturwissenschaften

Philosophie

Politikwissenschaft

Raumwissenschaften

Rechtswissenschaften (Unternehmens- und Wirtschaftsrecht)

Soziale Medien und Informationssysteme

Volkswirtschaftslehre

Wirtschaftspsychologie

Currently, all minor subjects are taught in German. If you don't speak German, please contact us: We will find a solution, once you have passed our selection process.

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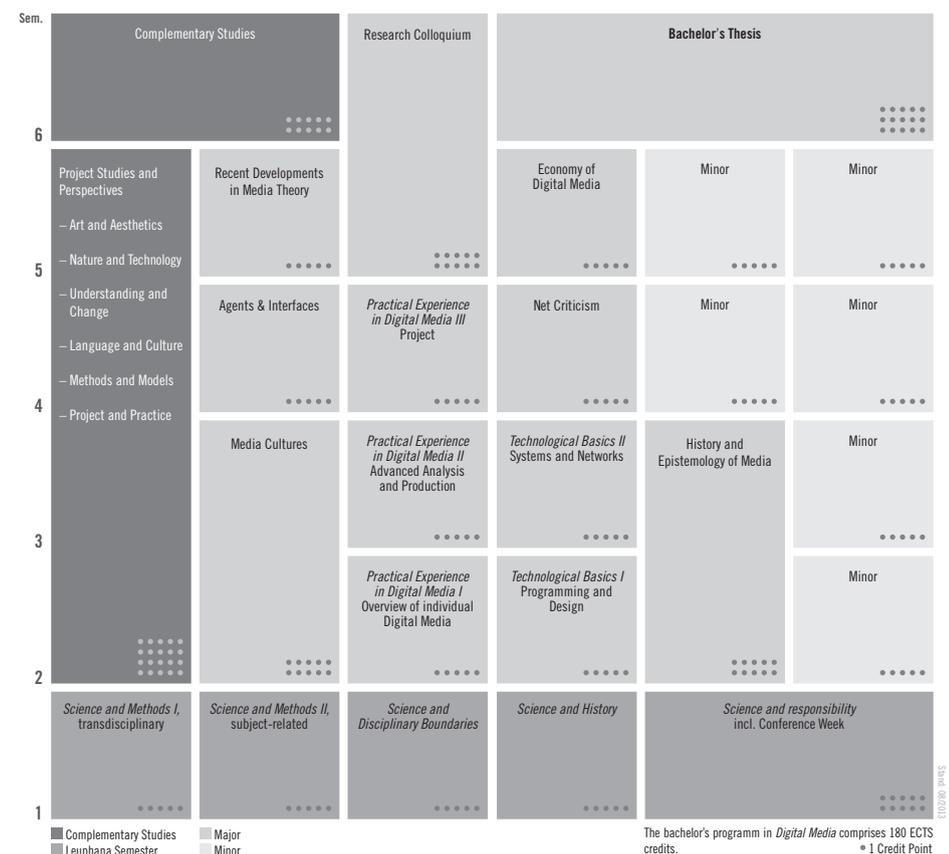22081 Hamburg

www.leuphana.de/bachelor

Follow us on:

DIGITAL MEDIA
MAJOR

Digital Media study program
Do you want to take part in shaping our digital future? Do you believe that digital media have a profound impact on our world and how we see it? Do you want to make use of digital media's advantages, but also challenge false presumptions and promises? By choosing the major Digital Media, you choose to learn how to analyse ideas, technologies and the history of digital media. You will also develop your own practical research projects in the fields of video, music, games, apps or mash-ups. And you will be offered an interesting mix of insightful theory and creative practice.

The program is international. All courses in the major will be taught in English. You will encounter international perspectives in the field of Digital Media, be it from Germany, the US, India, Japan or China. Selected students have the unique opportunity to spend up to two years in the School of Creative Media at the City University of Hong Kong in China, where you can even acquire a second international degree.

Overview of Modules

Sem.					
6	Complementary Studies	Research Colloquium	Bachelor's Thesis		
5	Project Studies and Perspectives — Art and Aesthetics — Nature and Technology — Understanding and Change	Recent Developments in Media Theory		Economy of Digital Media	Minor	Minor
4	— Language and Culture — Methods and Models — Project and Practice	Agents & Interfaces	Practical Experience in Digital Media III Project	Net Criticism	Minor	Minor
3		Media Cultures	Practical Experience in Digital Media II Advanced Analysis and Production	Technological Basics II Systems and Networks	History and Epistemology of Media	Minor
2			Practical Experience in Digital Media I Overview of individual Digital Media	Technological Basics I Programming and Design		Minor
1	Science and Methods I, transdisciplinary	Science and Methods II, subject-related	Science and Disciplinary Boundaries	Science and History	Science and responsibility incl. Conference Week	

■ Complementary Studies ■ Major
■ Leuphana Semester ■ Minor

The bachelor's programm in *Digital Media* comprises 180 ECTS credits. ⬤ 1 Credit Point

Study objectives

Study objectives
The Bachelor Digital Media combines three main objectives. Firstly, it will teach you how to engage with Digital Media in critical theory and in contexts of practical application, drawing on knowledge from media studies, media theory and media history.

Secondly, you will be introduced to fundamental principles of programming in theory and practical application. Last but not least, you will explore the many creative possibilities of digital media in your own creative research projects.

In all of this, you will become familiar with the latest theories, tools and trends; but — more importantly — you will acquire a fundamental skillset that will allow you participate in future societal change and development processes on an informed basis and with creativity and commitment.

Final Degree
Upon completion of studies, candidates are awarded the Bachelor of Arts (B.A.) degree.

Course of Studies

Studying Major, Minor and Complementary Studies
The six semester study program (3 years, 180 ECTS credits) starts off with the so-called Leuphana Semester, in which all first-year students are taught together. From the second semester onwards, students must specialize in one major and one minor field of study.

The major is the main subject of learning; it comprises five semesters and includes modules, which are mandatory. The minor, then is an additional, secondary field of study.

In addition to their major and minor, all students together participate in the interdisciplinary Complementary Studies Program, which starts in the second semester.

Overview of Modules in the Major Digital Media
In the first semester, students will get an overview of Digital Media Studies, and a second course will introduce students to the methodological framework of this research field. From the second semester onwards, the major is structured in four parallel strands.

The first strand looks at the history and analysis of digital media — its modules are History and Epistemology of Media and Economy of Digital Media. In the second strand we analyse specific elements of media cultures: Its modules Media Cultures and Net Criticism regard digital video, audio, gaming or net culture.

In the third strand with the modules Practical Experience in Digital Media I, II and III students acquire hands-on skills through developing their own practical projects. The fourth strand encompasses the modules Technological Basics I and II and Agents & Interfaces. Here students learn how to analyse and influence digital media from a technical perspective (don't worry, if you can't code yet — we teach you from scratch).

These four strands run parallel over 3-4 semesters. If students take part in an international exchange program, it is recommended they do so in the fourth and fifth semester. From the fifth semester onwards students take part in a Research Colloquium: A forum to discuss their ideas and questions. In the module Recent Developments in Media Theory students immerse themselves in the latest discourses in Digital Media Studies.

Bachelor's thesis
Students finish the Major with their Bachelor's thesis: In a set time of 8 weeks students conduct a piece of rigorous research, whether they choose a more empirical, a more theoretical or a more practical and creative approach.

Modules

Compulsory modules
In the Digital Media major students choose courses from the following modules:

- History and Epistemology of Media
- Media Cultures
- Practical Experience in Digital Media I, II and III
- Technological Basics I and II
- Net Criticism
- Agents & Interfaces
- Recent Developments in Media Theory
- Economy of Digital Media
- Research Colloquium

Hamburg Media School and Leuphana

Half of your courses will take place in Hamburg on the premises of Hamburg Media School. The other half of your modules will be taught in Lüneburg on Leuphana University campus. Your teachers are among the more than 100 researchers and developers from a dozen different countries, who research and thus shape the future of Digital Media at Leuphana University.

The courses are clustered to facilitate studying in Lüneburg and Hamburg side-by-side. You can thus develop your theoretical knowledge and conduct your practical projects directly in immediate contact with international cutting edge research.

Profession and Career

From digital agencies to television broadcasters, from publishing houses to providers of internet related services, from small start ups to big media corporations: There is a wide field of possibilities for your future professional career.

Together with our partners at Hamburg Media School, Leuphana University counts amongst their partners many media organisations and enterprises — providing you with ideal conditions for finding productive internships in leading media companies.

Do you prefer political work or digital activism? Here, too, we can open quite a few doors for you. Or are you drawn to areas such as art, music or app development? The digital future is wide open.