

# Module Handbook

**Screen Arts**

Master of Arts

## Table of Contents

MO-01-LV-01 DESIGN & BRANDING .....	1
MO-01-LV-02 CROSS MEDIA COMMUNICATION.....	2
MO-02-LV-01 MEDIA CULTURE .....	3
MO-02-LV-02 JOURNALISM.....	3
MO-03-LV-01 DIGITAL MEDIA TECHNOLOGY .....	4
MO-03-LV-02 DIGITAL MEDIA PROCESSING .....	4
MO-04-LV-01 FILM PRODUCTION .....	5
MO-04-LV-02 PROJECT AND RESEARCH STUDIES 1.....	5
MO-05-LV-01 CONTENT CREATION .....	6
MO-05-LV-02 DRAMATURGY & DIRECTION .....	6
MO-06-LV-01 CONCEPTION & ARTIST TOOLS .....	7
MO-07-LV-01 LEADERSHIP IN THE CREATIVE INDUSTRY .....	7
MO-07-LV-02 TRENDS AND INNOVATION IN MEDIA PRODUCTION .....	8
MO-08-LV-01 TOOLS & EQUIPMENT .....	8
MO-08-LV-02 PROJECT & RESEARCH STUDIES 2 .....	8
MO-09-LV-01 PORTFOLIO/REEL .....	9
MO-10-LV-01 MASTER'S PROJECT.....	9
MO-10-LV-02 MASTER'S PROJECT DEFENSE .....	10

## **MO-01-LV-01 Design & Branding**

Module: MO-01 Communication & Branding

Semester: 1

ECTS: 3

Course description:

- Concepts and elements of corporate design and branding
- Key visuals and moving images for corporate design and branding
- Models and strategies for campaigning and branding
- Global vs. local in the context of corporate and brand communication
- Methods of analyzing the communication of a brand
- Conception and design of customer journeys and measures for branding

## MO-01-LV-02 Cross Media Communication

Module: MO-01 Communication & Branding  
Semester: 1  
ECTS: 3

### Course description:

- Students know procedures and tools to abstract problems and issues and to develop independent conceptions
- Students know procedures to identify problems in media communication and can design new communication strategies, verify them and evaluate them with regard to their resource requirements
- Students are able to communicate solutions appropriately in a professional manner, evaluate them and use them in the context are able to communicate solutions appropriately in a professional manner, evaluate them and use them in the context of cooperative work contexts
- Students are able to work on tasks in various fields of application under given technical, economic, ecological and social conditions using the means of media design, production and journalistic know-how and to develop appropriate media formats
- Students can independently familiarize themselves with new subject areas and recognize problems, technologies and scientific findings in the field of media production and incorporate them in their work environment and efficiently apply the acquired knowledge in solving current and also future questions and problems
- Students have communicative skills to present their ideas and proposed solutions convincingly in writing or orally, to recognize divergent positions and to integrate them into a factual and interest-oriented solution, even if the communication partner is not familiar with the media design and media technology ways of speaking and thinking
- Students are able to independently acquire new knowledge and recognize which knowledge is relevant
- Students are able to introduce new creative and media-technical methods into an often historically developed operational practice
- Identity-based brand management and communication
- Tasks and contents of strategic communication management
- User- and platform-centered communication planning
- Cross-media content strategies

## **MO-02-LV-01 Media Culture**

Module: MO-02 Media Culture & Journalism  
Semester: 1  
ECTS: 3

Course description:

- Platform economy and digital capitalism
- Definitions, functions, and effects of algorithmic systems
- Social networks, public sphere, and communication
- Journalism and platformization
- Identifying target groups and user needs
- Public value of media offerings
- Artificial Intelligence (AI) in media production and journalism

## **MO-02-LV-02 Journalism**

Module: MO-02 Media Culture & Journalism  
Semester: 1  
ECTS: 3

Course description:

- Finding topics, researching them and implementing them in a target group-oriented manner
- Distribution strategies
- Audio journalism
- Journalism for social networks
- Genres and reporting patterns
- Investigative journalism
- Data journalism
- Constructive journalism
- Artificial Intelligence (AI) in journalism
- Editorial organization

## **MO-03-LV-01 Digital Media Technology**

Module: MO-03 Media Information Technology  
Semester: 1  
ECTS: 3

Course description:

- Computer-based technologies for processing media data, e.g. operating systems, storage technologies and databases
- Use of combined technologies in the media industry, e.g. media asset management systems, remote production solutions, and cloud environments
- Consideration of sustainability and resource efficiency of various technologies
- Computer-based tools for building individual processing chains of media data

## **MO-03-LV-02 Digital Media Processing**

Module: MO-03 Media Information Technology  
Semester: 1  
ECTS: 3

Course description:

- Algorithms for processing media data, e.g. color transformations, gamma correction, adjustment of contrast and brightness
- Basics and concepts of Artificial Intelligence (AI) for media production
- Implementation of algorithms in a modern programming language
- Evaluation of different implementation options with a focus on resource-efficient processing of media data
- Survey, comparison, and documentation of resource requirements in the use of different technologies

## **MO-04-LV-01 Film Production**

Module: MO-04 Project & Research Studies 1  
Semester: 1  
ECTS: 3

Course description:

- Advanced production and recording techniques (camera techniques, audio techniques, studio techniques)
- Advanced techniques for organizing and managing image and video files
- Organization & integration of image, moving image, and audio files into a post-production environment
- Innovative post-production techniques for image, motion picture and audio content
- Advanced Color Management, Color Correction & Grading
- Advanced motion design & compositing techniques
- Use of special effects (VFX)
- Workflows for motion design, compositing, and special effects
- Rendering and output for web, TV, streaming and cinema

## **MO-04-LV-02 Project and Research Studies 1**

Module: MO-04 Project & Research Studies 1  
Semester: 1  
ECTS: 9

Course description:

- Students combine the skills they have acquired in the areas of design, dramaturgy, technology, production management, project management, journalism and media and apply the knowledge they have acquired in their studies to a current specialist topic, question or task
- Students will be able to examine a current topic, question or task from the field of media
- Students will be able to develop, evaluate, select, and argue for different approaches to a given or self-selected current issue, question, or problem
- Students will be able to select film locations and film sets that, e.g. use renewable energy sources and conserve resources
- Students will be able to cast a film crew and actors in a diverse and inclusive manner to reflect different genders, ethnic backgrounds, sexual orientations, disabilities, and other characteristics
- Students will be able to use language in a gender-sensitive way and be respectful of different gender identities

## **MO-05-LV-01 Content Creation**

Module: MO-05 Content Creation & Direction  
Semester: 2  
ECTS: 3

Course description:

- Deepening of various dramaturgical concepts and techniques
- Advanced skills in scenic writing
- Introduction to the work of a "Writer's Room"
- Joint development of dramaturgical analysis methods based on script excerpts.
- Exercises in authentic character development
- Variant training of own footage

## **MO-05-LV-02 Dramaturgy & Direction**

Module: MO-05 Content Creation & Direction  
Semester: 2  
ECTS: 3

Course description:

- Scenic directing exercises based on selected scene examples
- Acting direction and dialogue work
- Special focus of staging in terms of genre, timing/pacing, resolution
- Development of own directorial interpretation
- Directing work in virtual production and immersive storytelling



## **MO-06-LV-01 Conception & Artist Tools**

Module: MO-06 Conceptual Design  
Semester: 2  
ECTS: 6

Course description:

- Group work
- Team discussions
- Use of creative methods in the conception and visualization of moving image media
- Training of the artistic-creative abilities under use of current software and hardware tools
- Camera guidance, light organization and shooting organization of own projects
- Audio visual storytelling in montage/editing/postproduction
- Learning and using montage forms in depth
- Experimental creative realizations based on media projects
- Trailer production/opening credits for film productions
- Use of animation, SFX and VFX in fictional media projects
- Development and realization of moving image projects and media installations
- Guest lectures and excursions on current creative trends in the moving image (topics such as media art, immersive storytelling, transmedia storytelling, SFX, VFX, 3D animation, TV design, motion design, etc.)

## **MO-07-LV-01 Leadership in the Creative Industry**

Module: MO-07 Leadership & Innovation  
Semester: 2  
ECTS: 3

Course description:

- Students acquire elementary competencies for the guidance, management and leadership of interdisciplinary teams in creative processes and the media industry in general
- Principles and understandings of personnel and team leadership
- (Personal) time management
- Project management & task distribution
- Feedback culture & conflict management
- Internal communication
- Quality management & target agreements
- Recruiting

## **MO-07-LV-02 Trends and Innovation in Media Production**

Module: MO-07 Leadership & Innovation  
Semester: 2  
ECTS: 3

Course description:

- Current trends in media production, such as virtual production (LED walls) and next generation audio formats
- Technological assessment for sustainable production techniques
- Assessment options for trends in the media industry, e.g. hype cycle or canvas methods
- Discussion of the potential impact of new technologies on the existing production landscape
- Technological assessment for sustainable production techniques

## **MO-08-LV-01 Tools & Equipment**

Module: MO-08 Project & Research Studies 2  
Semester: 2  
ECTS: 3

Course description:

- Technology trends
- IT-based distribution of data in cinema, TV, and streaming services
- Remote production
- Asset Management Systems
- Algorithmic systems
- Augmented Reality Production
- 360 Production
- Virtual Reality Production

## **MO-08-LV-02 Project & Research Studies 2**

Module: MO-08 Project & Research Studies 2  
Semester: 2  
ECTS: 9

Course description:

- Depending on the respective topic
- Format development
- Cross-media content strategies for campaigns and communication plans
- Media science issues

## **MO-09-LV-01 Portfolio/Reel**

Module: MO-09 Portfolio/Reel  
Semester: 3  
ECTS: 3

Course description:

- Students will be assisted in compiling a meaningful portfolio of selected work from their studies and assemble moving image production they have produced themselves in a reel
- The portfolio is intended to highlight students' specific skills and professional focus and to support students in the process of applying for jobs or future clients in the context of self-employment
- Development of an own artistic profile and self-presentation
- Self-image external image in the presentation
- Evaluation and purposeful selection of artistic works
- Creative industry: what job opportunities are there and how do I apply (in cooperation with the IHK Wiesbaden)
- Film funding for own productions (guest lecture by the film production company "Hessische Filmförderung")
- Networking in the creative industries (guest lectures by "hessische Film- und Medienakademie hFMA and external companies)

## **MO-10-LV-01 Master's Project**

Module: MO-10 Master's Project  
Semester: 3  
ECTS: 24

Course description:

- Application-related task from a specialist area
- Student determines the topic with the supervisor
- Independent development on a scientific basis within the framework of a defined topic
- Theoretical preparation of the topic is followed by practical implementation
- Cooperation of the university with media companies is possible for the final project
- Adequate professional supervision by the first supervisor who ensures optimal support for the student in the processing of his or her project
- Adequate achievements at the partner universities can be recognized after prior consultation, if necessary

## **MO-10-LV-02 Master's Project Defense**

Module: MO-10 Master's Project

Semester: 3

ECTS: 3

Course description:

- The colloquium is intended to show the results of the Master's project and to put the result up for discussion
- Discussion of the topic and the chosen approach as well as the scientific, design and technical methods used
- Presentation of the theoretical part: Gain of knowledge, its importance for science and practice as well as open research questions and further research needs, if applicable
- Presentation of the practical part on the basis of the different project steps and the result
- Evaluation of the work process and the results is desired