

MEDIA: CONCEPTION & PRODUCTION B.A.

English taught courses

(The course content may vary depending on semester)

Course: Media English

Code:	LV.MCP.10.16
Lecturers:	Language Center trainers
Module:	Cross Sectional Competences 1
Semester hours per week (SWS):	2
Credit Points (CP):	3
Overall course workload = no. of hours (h):	90 hours
Skills/Course study goals:	<p>After completing this module, students should be equipped with:</p> <ul style="list-style-type: none"> • media-specific vocabulary in English in the areas of media and film production, advertising, press and print media.
Topics/Content of course:	<ul style="list-style-type: none"> • Specific video material in English • Topic-related discussions in English (e.g. on media sector trends) • Professional presentation in English
Course examination:	<p>Graded course component</p> <p>Written examination and presentation</p>
Course grading:	Graded
Study form:	Seminars
Literature:	Relevant to topic
Frequency:	Every Semester
Language(s):	English
Remarks:	

Course: Intercultural Communication in English

Code:	LV.MCP.11.18
Lecturers:	Language Center trainers
Module:	Cross Sectional Competences 2
Semester hours per week (SWS):	3
Credit Points (CP):	3
Overall course workload = no. of hours (h):	90 hours
Skills/Course study goals:	<p>After completing this module, students should be equipped with:</p> <ul style="list-style-type: none"> • media-specific vocabulary in English
Topics/Content of course:	<ul style="list-style-type: none"> • Reflection on personal cultural norms, values and attitudes • Intercultural barriers • Analyzing thought, behavior and communication patterns from other cultures • Critical assessment of theoretical models on cultural differences • How to deal with foreignness and intercultural conflicts • Seminar focusing specifically on presentation techniques in English • Topic-related discussions in English
Course examination:	Graded course component (presentation)
Course grading:	Graded
Study form:	Seminars
Literature:	Relevant to topic
Frequency:	Every Semester
Language(s):	English
Remarks:	

Course: Design Workflow

Code:	LV.MCP.03.06
Lecturers:	Prof. Dipl. Des. Claudia Maria Aymar
Module:	Media Basics 2
Semester hours per week (SWS):	2
Credit Points (CP):	3
Overall course workload = no. of hours (h):	90 hours
Skills/Course study goals:	<p>After successfully completing the course, students are able to:</p> <ul style="list-style-type: none"> • communicate orally and in writing relating to their discipline • critically examine developments in media production and contribute their own ideas • employ general methodological and application-based skills
Topics/Content of course:	<ul style="list-style-type: none"> • Application of communication channels and means commonly used in the sector • Documenting workflows and results • Using different sources of information and communicating content • Factors for success in design management • Workflow of developing ideas from acquisition to the pitch • Target group oriented preparation of content • Different formats for presenting ideas and stories
Course examination:	<p>Graded course component</p> <p>Written examination</p>
Course grading:	Graded
Study form:	Seminars
Literature:	Relevant to topic
Frequency:	Every Semester
Language(s):	English
Remarks:	

Course: Equipment and Workflows

Code:	LV.MCP.12.20
Lecturers:	-
Module:	Audio and Video Productions
Semester hours per week (SWS):	4
Credit Points (CP):	6
Overall course workload = no. of hours (h):	180 hours
Skills/Course study goals:	<p>After completing this module, students should have knowledge of:</p> <ul style="list-style-type: none"> • technically-oriented production tools in the video and audio production process • digital workflows in studio production, control room, cinematography and production on location, • digital workflows in pre- and post-production, animation, Vfx and image editing
Topics/Content of course:	<p>Studio</p> <ul style="list-style-type: none"> • Studio processes • Control room / Image technology • Studio camera • Studio sound • Mixer / Green and blue box • Studio practice • Studio lighting <p>Production on location</p> <ul style="list-style-type: none"> • Cinematography • Lighting design • Premiere Workflow • Editing / Montage • Producing sound on location • Recording and processing audio • Using and creating soundtracks • Soundtracks in films and use of language <p>Animation</p> <ul style="list-style-type: none"> • Motion graphics • 2D and 3D animation (after effects or similar) • Audio / post-processing
Study form:	Practical
Literature:	Current literature relevant to project
Frequency:	Every semester
Language(s):	German, English
Remarks:	

Course: Project and Event Management

Code:	LV.MCP.12.21
Lecturers:	-
Module:	Audio and Video Productions
Semester hours per week (SWS):	2
Credit Points (CP):	3
Overall course workload = no. of hours (h):	90 hours
Skills/Course study goals:	<p>After completing this module, students should (be able to):</p> <ul style="list-style-type: none"> • understand the interact between the various stakeholders and institutions in media, politics and business • have acquired methodological skills (team working / chairing / presenting in groups) • develop project work in a team and implement it in a structured manner • use a comprehensive range of applications in the area of project organization and project management • understand organizational and technical correlations in regard to increasing the safety standards to be used and in doing so optimizing the assessment capability in preparing and implementing events.
Topics/Content of course:	<p>The seminar focuses on economic, organizational and safety-relevant knowledge that producers need to take into account in their daily work.</p> <ul style="list-style-type: none"> • Project management • Tried and tested methods for recognizing and systematically solving conflicts at an early stage • Processes for designing efficient project controlling • Cost accounting and calculating media productions • Production planning • Principles of media and event technology • Radio and television at events • Contract and liability issues • Insurance coverage • Process for obtaining authorizations
Study form:	Seminars
Remarks:	

Course: Audio and Video Productions

Code:	LV.MCP.12.22
Lecturers:	Prof. Claudia Aymar, Prof. Steffen Böttrich, Prof. Wolfgang Schiffler
Module:	Audio and Video Productions
Semester hours per week (SWS):	10
Credit Points (CP):	15
Overall course workload = no. of hours (h):	450 hours
Skills/Course study goals:	<p>After completing this module, students should (be able to):</p> <ul style="list-style-type: none"> • autonomously plan, develop and present a digital visualization (media format, stage show, media installation), • know about options for utilizing digital formats in the video and audio production process and on stage etc., • use editing and montage techniques for video and audio productions appropriately, • know how to produce a film project using diverse production techniques and evaluate it afterwards (film, TV program), • be able to organize team-oriented work in groups.
Topics/Content of course:	<ul style="list-style-type: none"> • Clear communication with the target group • New cross-medial media formats • Research, analysis, structuring, producing and distributing complex contents to various media platforms • Theory and practice in film and video production, consisting of creativity, technique, organization and management • Individual aspects such as creating a script, a concept for an event and how planning for productions is implemented on a practical level • Combining dramatic-aesthetic and production-technical dependent aspects
Study form:	Project
Literature:	Current literature relevant to project
Frequency:	Every semester
Language(s):	German, English
Remarks:	