Media: Conception & Production

Course	**Media English**
Topics/Content of Course	• Specific video material in English • Topic-related discussions in English • Topic-related discussions in English • Professional presentation in English
Study form	Seminars
ECTS-Points	3
Hours of required presence per week	2
Language	English
Responsible lecturer	Prof. Claudia Aymar

Course	**Intercultural Communication in English**
Topics/Content of Course	• 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
Study form	Seminars
ECTS-Points	3
Hours of required presence per week	3
Language	English
Responsible lecturer	Prof. Wolfgang Schiffler

Course	**Equipment and Workflows**
Topics/Content of Course	• 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
Study form	Practical
ECTS-Points	6
Hours of required presence per week	4
Language	German, English
Responsible lecturer	Prof. Claudia Aymar

Course	**Project and Event Management**
Topics/Content of Course	The seminar focusses on economic, organizational and safety-relevant knowledge that producers need to take into account in their daily work. - 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
ECTS-Points	3
Hours of required presence per week	2
Language	German, English
Responsible lecturer	Prof. Claudia Aymar

Course	**Audio and Video Productions**
Topics/Content of Course	- 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 an 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
ECTS-Points	15
Hours of required presence per week	10
Language	German, English
Responsible lecturer	Prof. Claudia Aymar

Course	**Design Workflow**
Topics/Content of Course	• Usage of common communication tools and channels • Documentation of workflows and results • Usage of information sources and communicating content • Success factors in Design Management • Workflow/development process from the initial idea and acquisitionto the pitch presentation • Modification of content for specific target groups • Different ways of representing ideas and stories
Study form	Seminars
ECTS-Points	3
Hours of required presence per week	2
Language	English
Responsible lecturer	Prof. Claudia Aymar