

Communication Design and Creative Strategies (M.A.) dual

Media
University
of Applied Sciences



Study program

The Master program offers a boost in creativity, expert knowledge and strategic thinking. The program provides various research driven perspectives on Visual and Strategic Communication, Human Centered Design, Design Thinking, Persuasive Design, Brand Strategy, Innovation, Transformation and more.

You will learn to create beautiful, good and meaningful design. But our mission goes further. We help you to base your design decisions on expert knowledge to guide and communicate with clients and other designers.

You will be prepared to set up your own design business or work in design studios, advertising or media agencies, start-ups and consulting agencies – e.g. as an art director, UX designer or product manager.

Key facts

DEGREE

Master of Arts (M.A.)

DURATION

Full-time: 4 semesters

Part-time: variable

LOCATIONS

Berlin, Cologne, Frankfurt/Main

LANGUAGE

German (Cologne) or

English (Berlin, Frankfurt/Main)

TYPE

On-campus study

with online studies

THE MEDIA UNIVERSITY

– State-recognized university

– Institutional accreditation

by the German Council
of Science and Humanities

– Program accreditation

by the FIBAA

START

April (summer term)

October (winter term)

ADMISSION REQUIREMENTS

– A good degree in design,
fine arts or other studies

with a creative focus

(university or
university of applied sciences)

– A portfolio showing

graphic design work

– Interview

TUITION FEES

dual: € 0 monthly (the

cooperating companies

bear the monthly

school fees of € 850

and also pay a

maintenance contribution.)

Admission fee of € 1.000,-

(only prospective

students from non-EU/
non-Schengen area)



A boost of expert skills for your creative career

Locations

CAMPUS BERLIN

Tel +49 (0) 30 – 46 77 693 – 30

studienberatung-berlin@media-university.de

CAMPUS COLOGNE

Tel +49 (0) 221 – 222 139 – 33

studienberatung-koeln@media-university.de

CAMPUS FRANKFURT

Tel +49 (0) 69 – 50 50 253 – 96

studienberatung-frankfurt@media-university.de



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Studies and job

The Master's degree (M.A.) can be completed in four semesters in a dual practice-integrated program. **"Dual-practice-integrated"** means that the students work in a cooperating company. In addition to the teaching of theoretical knowledge, practical company projects are integrated into the degree program. **Media University supports applicants** in finding a partner company on the basis of its own network.

Key figures ↙

WORKLOAD AND CP
WHT: Weekly hours per term
1 WHT: 1 lesson (à 45 min) per lecture week
1 CP: 30 hours workload
16 WEEKS lecture period per semester
50 WHT throughout the entire study
120 CP throughout the entire study

Subject Specific Competences

2 Foundational Modules ↙

CRITICAL AND CREATIVE THINKING Design related cultural knowledge and social discourse, creative methods and tools → 5 CP/3 WHT
DESIGN AND RESEARCH Empirical research, research design, research models of design, research through design → 5 CP/4 WHT



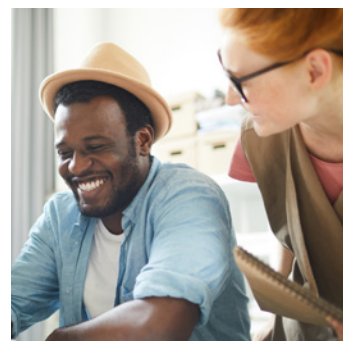
8 Advanced Modules: Media, Disciplines, Technique ↙

VISUAL COMMUNICATION Multimodal interplay of image, graphics and language for clear and concise messages → 5 CP/4 WHT	ACADEMIC DESIGN RESEARCH → 5 CP/2 WHT
DESIGN THINKING The design process as a universal template for product and service development → 5 CP/4 WHT	HUMAN CENTERED DESIGN Cross media and human-oriented design projects: concepts, production, presentation → 5 CP/4 WHT
STRATEGIC COMMUNICATION Future-oriented marketing and advertisement strategies, identity-based communication processes → 5 CP/4 WHT	PERSUASION AND ENGAGEMENT Advanced techniques and strategies for initiating behaviour change → 5 CP/4 WHT
BRAND STRATEGY Systemic, sustainable, and future-proof branding → 5 CP/4 WHT	INNOVATION AND TRANSFORMATION Anticipating new forms of living with future studies and speculative design → 5 CP/3 WHT



Dual Practice in Cooperation with the Company ↙

COMPANY PROJECTS Transfer projects in companies, mentored by university lecturers → 55 CP/12 WHT
Closing Module (4th term): Final Examination ↙
MASTER COLLOQUIUM AND THESIS Colloquium devoted to master subjects, creation of the MA-Thesis → 15 CP/2 WHT



Subject to change without notice. Status: 07/2024