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

**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

**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)

**LOCATIONS**
Berlin, Cologne , Frankfurt/Main

**ADMISSION REQUIREMENTS**
— A 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**
Full-time: € 850,– monthly
Part-time: Price on request
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

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

## Comprehensive Competences 3 of 8 Compulsory Elective Modules (15 % of all CPs)

### Basics ↙

**EMPIRICAL SOCIAL RESEARCH**
Qualitative and quantitative research basics, online and offline methods, empirical tools and application
→ 5 CP/3 WHT

**LAW AND THE MEDIA**
Copyright, DRM, privacy and other ethical and legal issues
→ 5 CP/3 WHT

**BUSINESS ENGLISH**
Commercial correspondence, discussions, presentation and moderation in business environments
→ 5 CP/3 WHT

### Technology ↙

**CONVERGING TECHNOLOGICAL TRENDS**
Convergence, ubiquitous pervasive computing etc.
→ 5 CP/3 WHT

**MEDIA PRODUCTION**
AV and cross media conception, planning, production, postproduction
→ 5 CP/3 WHT

**GAMIFICATION AND GAMES FOR ORGANIZATIONS**
Gamified methods to facilitate learning, innovation and entrepreneurship
→ 5 CP/3 WHT

### Human Factors ↙

**INTERCULTURAL LEADERSHIP TECHNIQUES**
Managerial capabilities in a globalized world
→ 5 CP/3 WHT

**MEDIA PSYCHOLOGY**
Psychological basics of media production and consumption
→ 5 CP/3 WHT

## 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

**60 WHT** throughout the entire study
**120 CP** throughout the entire study

## Subject Specific Competences (85% of all CPs)

### 3 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

**CAREER MANAGEMENT**
Starting a career in the creative industries
→ 5 CP/2 WHT

### 10 Advanced Modules: Media, Disciplines, Techniques ↙

**VISUAL COMMUNICATION**
Multimodal interplay of image, graphics and language for clear and concise messages
→ 5 CP/4 WHT

**DESIGN THINKING**
The design process as a universal template for product and service development
→ 5 CP/4 WHT

**STRATEGIC COMMUNICATION**
Future-oriented marketing and advertisement strategies, identity-based communication processes
→ 5 CP/4 WHT

**BRAND STRATEGY**
Systemic, sustainable and future-proof branding
→ 5 CP/4 WHT

**HUMAN CENTERED DESIGN**
Cross media and human-oriented design projects: concepts, production and presentation
→ 5 CP/4 WHT

**CREATIVE DESIGN PROCESSES**
Holistic design concepts, vocational knowledge and techniques, project communication and presentation
→ 5 CP/4 WHT

**PERSUASION AND ENGAGEMENT**
Advanced techniques and strategies for initiating behaviour change
→ 5 CP/4 WHT

**INNOVATION AND TRANSFORMATION**
Anticipating new forms of living with future studies and speculative design
→ 5 CP/3 WHT

**ACADEMIC DESIGN RESEARCH**
→ 5 CP/2 WHT

**EXHIBITION DESIGN**
→ 5 CP/1 WHT
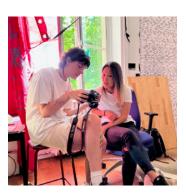
### 2 Advanced Project Modules ↙

**DESIGN PROJECT 1**
→ 5 CP/3 WHT

**DESIGN PROJECT 2**
→ 5 CP/3 WHT

### Closing Module (4th term): Final Examination ↙

**MASTER COLLOQUIUM AND THESIS**
Colloquium devoted to master subjects, creation of the MA-Thesis
→ 30 CP/2 WHT

→ media-university.de