



Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences

H M K W

STPO-KDKS STUDY AND EXAMINATION REGULATIONS

Study and examination regulations of study programs awarding the degree of

Master of Arts (M. A.) in Communication Design and Creative Strategies

by

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I Preamble

- 1) Based on the *Berlin Higher Education Act* ('Berliner Hochschulgesetz', abbr. 'BerlHG') in its version from July 26, 2011 (GVBl. 378 ff.), and based on its '*Basic Study and Examination Regulations*' for Master's study programs ('RStPO-Master'), *MU Media University of Applied Sciences* enacts the following specific '*Study and Examination Regulations*' (abbr. 'StPO-KDKS') for its Master's study program '*Communication Design and Creative Strategies*' (abbr. 'MA-KDKS') which awards the degree of a *Master of Arts* (M. A.).
- 2) The numbering of the chapters of this document runs parallel to the numbering of the chapters of the specific '*Study and Examination Regulations – Bachelor*' (StPO-Bachelor) for study programs which award the degree of a *Bachelor of Arts* (B. A.) resp. Bachelor of Science (B. Sc.), to keep cross-references between these regulatory documents easily comprehensible.

II General Topics

§ 1 Scope and Content

- 1) The herewith enacted *Study and Examination Regulations* for the Master's program *Communication Design and Creative Strategies* (StPO-KDKS) set the rules, in accordance with § 1 sect. 3 RStPO-Master, for the main contents, the respective weightings (by ECTS credit points), and the course of the modular study phases as well as the provisions and procedures of the study program *Communication Design and Creative Strategies*, which leads to the academic degree of a *Master of Arts*.
- 2) The *Study and Examination Regulations* are complemented by the study specific curriculum of the program, which determines the following:
 - its modules, timeframe, and study/examination course
 - a curricular introduction to its content-related and methodical structure
 - a module manual with descriptions of the formal structure and contents of all study modules
- 3) For aspects which are not determined in this specific *Study and Examination Regulations*, the respective regulations of the *Basic Study and Examination Regulations* for Master's study programs (RStPO-Master) at HMKW apply.

§ 2 Admittance Regulations

- 1) In addition to § 1 ZgS-Master ('*Admittance Regulations – Master*'), the group of undergraduate study programs of which one must be completed, as a necessary precondition to be admitted to the Master's study program *Communication Design and Creative Strategies* (MA-KDKS) according to its extended consecutive profile, is defined as follows. To be eligible for an enrollment into the study program MA-KDKS, a profession-oriented undergraduate degree (Bachelor, Diploma, Magister, State Examination, Master Student by a university of applied sciences, academy or university) either in a *design* or *fine arts* study program must have

been achieved. Alternatively, proof of a degree in a course of study in the broader field of creative studies (such as architecture, media informatics, etc.) is also considered sufficient, provided that at least 20 ECTS credit points have been acquired from modules which are directly related to design (like image processing, illustration etc.).

III Study Achievements

§ 3 Standard Study Period and Study Forms

- 1) In accordance with § 4 sect. 3 RStPO-Master, the standard study period of the Master's study program *Communication Design and Creative Strategies* amounts to four semesters when studying full-time, and six semesters when studying part-time, including the writing time for the *Master's Thesis* and the concluding *Master's Colloquium*.
- 2) The temporal regulations of the allocation of modules over the semesters as determined in the timetable and module chronology are applicable for all standard courses. In justified cases, deviations from this standard regulations are permitted.
- 3) The Master's study program *Communication Design and Creative Strategies* can use German or English as instruction and work language, at all HMWK locations, depending on demand. In any case, an English-language program is only a variant of the German version in another language, not a new, independent program.

§ 4 ECTS Credit Points

- 1) In accordance with § 5 sect. 2 RStPO-Master, the Master's program *Communication Design and Creative Strategies* awards, in its full-time as well as in its part-time based form, a total of 120 ECTS credit points (*European Credit Transfer System*) after its completion. This includes all credit points awarded for the writing of the *Master's Thesis* and the concluding *Master's Colloquium*.
- 2) The weighting of the study achievements, i. e. the allocation of credit points to each study module, is determined in the curriculum of the study program MA-KDKS.
- 3) For all module examinations and for the concluding Master's examination of the study program *Communication Design and Creative Strategies*, in its full-time as well as in its part-time based form, the relevant paragraphs of the '*Basic Study and Examination Regulations – Master*' of MU apply.
- 4) All module examinations and the concluding Master's Examination of the study program *Communication Design and Creative Strategies*, in its full-time as well as in its part-time based form, have to comply with the relevant paragraphs of the '*Basic Study and Examination Regulations*' ('*Rahmenstudien- und -prüfungs-ordnung – RStPO-Master*') for Master's study programs of MU. To meet the special practical and creative demands of design studies, the following complementations of the five legitimate types of examination, determined in § 6 sect. 4 RStPO-Master are valid:
 - a. *Term tests* require reproductive, transfer, and problem solving efforts, under supervision, in a rather tightly limited time-frame. For most modules of design study programs, pure knowledge tests are less expedient than in other study programs. They can be reasonable, though, in modules which are highly theory-laden.

- Apart from that, term tests of advanced design study programs can contain not only theoretical, but also practical, creative problem solving assignments, e. g. to develop the concept of a corporate identity, to create a layout grids for editorial designs etc.
- b. *Presentations* and *project reports* can take the form of explanations of practical design results, created either by the candidate him/herself or by others.
 - c. The core assignment of *written papers* and *practical projects* can be, to document the development phases and present the end results of a creative process.
 - d. *Oral examinations* can center around creative works of students, which have to be critically analyzed and reflected upon.
 - e. *Portfolio exams* in design programs usually include design exercises, one or more presentations, written concepts, documentation and more extensive design implementations.
- 5) All provisions of § 20 sect. 1 RStPO-Master apply to the study program *Communication Design and Creative Strategies* unaltered: The standard period for writing the Master's Thesis is four months, which can be extended to a maximum period of six months (sect. 1).
- 6) Design oriented study programs are characterized, in comparison with most other study programs, by their high emphasis on conveying practical, creative competences, in addition to theoretical knowledge and analytical skills. In order to assess if these learning outcomes of manual craftsmanship and creativity, of functional and aesthetic problem solving capabilities are reached, each Master's Thesis of the study program *Communication Design and Creative Strategies* must comprise theoretical-reflective as well as practical-creative parts. Hence, neither purely theoretical nor purely practical Master's theses are permitted.
- The *theoretical* part must consist of at least 40 pages of continuous text.
 - The minimum size of the *practical* part of a thesis cannot be reasonably specified, though, since type, media, and character of possible practical tasks can differ too much. If justified, the practical part of the thesis has to be supplemented *with a documentation* (in addition to the theoretical part of the thesis), which explains the design process and describes the creative end result.

§ 5 [Internship – not applicable]

IV Concluding Provisions

§ 6 Inception

- 1) This version of the specific *Study and Examination Regulations* for the Master's program *Communication Design and Creative Strategies* (M. A.) at MU will be published at MU and takes effect on October 01st, 2020.