

Master Degree Programme Digital Media

Study Regulations



University of Lübeck

Study Regulations (Statute) for students enrolled in the Masters Programme “Digital Media” at the University of Lübeck, awarding the Degree “Master of Science”.

Based on Article § 84, paragraph 1 of the Bill of Education ruling over the Universities and Clinics in the State of Schleswig-Holstein (Hochschulgesetz-HSG), manifest on May 4, 2000 (GVOBl. Schl.-H. p. 416), and last amended by law on December 10, 2004 (GVOBl. Schl.-H. p. 477), the following Statute has been passed by the Faculty Convent's resolution of the Faculty of Technical and Natural Sciences on November 24, 2005.

**§ 1
Area of Validity**

These Study Regulations are founded on the Examination Regulations for the degree programme Master of Science in Digital Media at the University of Lübeck. They provide the objective, contents and structure of the internationally oriented English-language postgraduate programme leading to a Master of Science in Digital Media. The programme is conducted at the ISNM International School of New Media, a scientific institute at the University of Lübeck.

**§ 2
Programme Objective**

(1) The academic study programme Digital Media shall qualify college graduates in a concentrated and practical manner for leadership and management positions in internationally oriented business areas of media, communications, and information technology of corporations and organisations. The unique combination of culture, business and technology in relation to the international assessment and use of digital media shall optimise the career opportunities of graduates of this programme.

(2) The study programme gathers students from many countries and cultures in a close environment, thus constituting itself a space of learning and creativity for the international implementation of digital media. The programme is devised as broad, in-depth study of the fundamentals of new media, combining technical, economic, legal, creative (design), artistic and cultural aspects of new media. Within the framework of a human-oriented design and forms of application, new digital and interactive media are to become the culturally imprinted foundation for a growing information society. This international study programme is research-oriented.

(3) Through the study programme, its graduates shall acquire skills to successfully work especially in the innovative fields of new digital and interactive media, frequently characterised by their interdisciplinary nature. The Master of Science in Digital Media program is characterised by:

1. a general training in the fundamentals of digital media through the mandatory modules from the module area “Common Ground”;
2. a research-oriented, in-depth study by choosing a Specialisation Area with a minimum of instruction modules;

3. an application orientation through project-based teaching formats and the choice of application modules;
4. an interdisciplinary approach through associated teaching modules from cross-disciplinary fields;
5. an international quality by conducting all courses in English, international lecturers, and by providing the possibility to take courses at an international partner school within the framework of Study Abroad.

(4) The Master of Science in Digital Media programme is to be conducted solely in the English language.

§ 3 Beginning of Studies

The study programme is scheduled and structured in a way that beginning the Masters programme in the winter semester of a given year will lead to completion of studies within two (2) academic years.

§ 4 Contents of the Study Programme

(1) The Masters Programme is organised in the following contents sections:

1. fundamentals of Digital Media including aspects of technology, informatics / information technology, design, culture, economics, and societal understanding;
2. in-depth study of media development and specialisation areas in new media;
3. study abroad at a partner university with a regulated minimum of modules, or alternatively a research or industry internship that preferably takes place in a foreign country;
4. key competences;
5. Master's thesis.

(2) Fundamental methods and scientific insights in the area of new and digital media will be treated in-depth during the course of the Masters programme. This occurs by means of an appropriate choice of modules in teaching formats like lectures, labs, seminars and internships, as they are listed in the annex to this Statute.

§ 5 Structure and Scope of the Programme

(1) The Master of Science in Digital Media study programme comprises four (4) semesters.

(2) Students must acquire performance certificates for teaching modules totalling 120 ECTS-Points, including the completion of a Master's thesis.

(3) Mandatory modules must be completed successfully by each student. They are offered once per year. Additionally, various mandatory and mandatory elective modules for in-depth study are offered, from which students may choose individual modules

according to their interests. All modules must be scheduled in a way that students are able to acquire the necessary performance certificates within 2 study years. To gain additional competences, students are recommended to take part in additional courses of the field as well as in cross-disciplinary courses beyond the mandatory ones.

(4) The study abroad part of the programme preferably takes place at one of the international partner schools. Students who have acquired their previous (or first) degree in a foreign country may also choose to attend a German partner university in fulfilment of this requirement. Alternatively, a student may take part in an academically supervised research or industry internship programme. Recognition of a partner school or institution for a student's individual study abroad semester is the responsibility of the ISNM. Preferences by students will be considered as much as possible within the boundaries of regulations.

(5) The Master's thesis may begin no earlier than the third (3rd) semester. It should be started at latest at the beginning of the fourth (4th) semester. Fulfilment of a certain minimum amount of performance certificates according to § 6 is a prerequisite to starting work on the Master's thesis. Details are governed by the Examination Regulations.

§ 6

Performance Certificates

(1) Performance certificates document the successful completion of a module. A module has been successfully completed when the student has a sound command of the topics and practical skills as required by the respective module. If deemed necessary for successful participation in a module, it is presupposed that the student has command of the learning objectives of prior modules. Should a module be a prerequisite for completing a more advanced module, it may be required that the performance certificates of the basic modules are to be presented before the student may take part in the advanced module. An individual examination is mandatory to obtain a performance certificate.

(2) Character and extent of the study requirements are determined by the responsible lecturer of a module according to his or her due discretion and to be communicated to the student in a timely manner at the beginning of the module. In principle, the student must attend at least 80% of a module's classes to be able to pass the module.

(3) All required topics and practical skills to be learned to obtain a performance certificate will be announced to students in due time.

(4) The time needed by students to participate successfully in a learning module is assessed according to the European Credit Transfer System (ECTS). Each ECTS point is based on an average of 30 hours workload. In addition to ECTS points, performance certificates may also be furnished with a grade to provide a more differentiated description of the quality of work done in a module. Details are governed by the Examination Regulations.

§ 7

Examinations

The Master's examination is made up of the module examinations throughout the course of the study programme and the Master's thesis, including the colloquium or oral defence. Details are governed by the Examination Regulations.

§ 8

Course Guidance and Mentor Counselling

(1) Students should take part in course guidance.

(2) Course guidance is the responsibility of the professors who teach in the Master of Science in Digital Media programme. At the beginning of the programme each student will be assigned a Student Advisor, whom the student should meet at least twice a semester to discuss his or her progress and further course of study.

§ 9

Commencement of Study Regulations

These Study Regulations are coming into effect for all students who registered to study in the winter semester 2005/2006. For all students who registered to study at an earlier date the Study Regulations dated December 23, 2002 (SO) (NBI. MBWFK Schl.–H. H, 2003, p.15) remain in effect.

This Statute comes into effect as of October 1, 2005.

Lübeck, January 9, 2006
The Dean of the Faculty of Technical and Natural Sciences
Prof. Dr. Enno Hartmann

**Annex to the Study Regulations
for the Master of Science in Digital Media Programme
at the University of Lübeck**

Study Plan / Schedule

	WHS*	ETCS-Points	Workload in Hours
1. Semester			
Fundamentals of Digital Media		26	
Module area Common Ground:			
o Media Technology	6	8	240
o Information Systems	5	6	180
o Interaction Design	6	8	240
o Media and Society	3	4	120
Cross-disciplinary Competences:		4	
Module area Key Competences:			
o Research Methodology	3	4	120
2. Semester			
Mandatory In-Depth Studies		12	
Module area Media Development Processes:			
o Computer Graphics	3	4	120
o Ubiquitous Computing	4	4	120
o Web and Multimedia Design	3	4	120
Mandatory Elective Specialisation Area		12	
Module area E-Business:			
o E-Business in Networked Economies	3	4	120
o Market Communication in E-Commerce	3	4	120
o IT-Security and Intellectual Property	3	4	120
or, as chosen,			
Module area Work Design:			
o Organizational Psychology	3	4	120
o Collaborative Work	3	4	120
o Learning and Qualification	3	4	120
Cross-disciplinary Competences:		6	
Module area Key Competences:			
o Intercultural Project Management	4.5	6	180

*WHS = weekly hours per semester

3. Semester

Elective Modules (at least four modules)		16	
Module area Digital Media Applications:			
○ Digital Film and Video Production	3	4	120
○ Digital Music Production	3	4	120
○ Artificial Intelligence	3	4	120
○ Game Design	3	4	120
○ E-Culture	3	4	120
○ Digital Libraries	3	4	120
○ Media Streaming	3	4	120
○ Selected Topics in Digital Media	3	4	120
Cross-disciplinary Competences:		2	
Modular area Key Competences:			
○ Intercultural Project Management	1.5	2	60

Study Abroad or Internship **12**

As a rule, it has a duration of 3 months at the beginning of the winter semester.
The lectures of the Elective Modules will take place in the second half of the semester.

4. Semester

Master Thesis		30	
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Total		120	