

THIS IS WHAT THE MDH STANDS FOR

OUR USP

Smart learning concept

We teach in blocks in which we focus on specific topics each day, which are worked on intensively in theory and application. A good compatibility of part-time job and studies is given.

Trendsetting

We know the competencies of the future and gear our offerings according to what the market needs. We keep close contacts with companies and offer real business know-how.

Personal contact

We have been entrepreneurial and family-oriented for 35 years. We attach great importance to quick decisions, individual support as well as small learning groups and personal contact with the lecturers.

Career network

We have a strong network in the film, game, media, and fashion industry, from which our students and alumni benefit. Our active community gives security for the future career.

DESIGN (M.A.) with the specializations Design – Technology / Design – Art & Culture

1. OVERVIEW

START DATE	APRIL 1st OCTOBER 1st
LENGTH	3 SEMESTERS
DEGREE	MASTER OF ARTS (M.A.)

1.1. Advantages of the master's degree program in Design with the specializations: Design - Technology / Design - Art & Culture

The master's program in Design at the renowned mdh is specifically designed to provide graduates with a bachelor's degree in design or related technical disciplines with an advanced educational platform. This program is characterized by its flexible structure, suitable for both working professionals and full-time students to advance their careers in the rapidly evolving design industry.

The program is carefully designed to provide a customized learning experience that considers each student's personal and professional goals. Key aspects that characterize this tailored and flexible learning environment include:

Personalized learning paths allows students to adapt their studies to their individual interests and career goals.

Flexible study models combines online and face-to-face teaching, ideal for working professionals.

Interdisciplinary approaches: Provides interfaces with technology, art, and culture.

Practice-oriented learning: Emphasizes the practical application of theoretical concepts.

Modern teaching methods: Utilizes innovative teaching approaches and current research findings.

Students are given the opportunity to specialize in trend-setting areas such as digital technologies, artistic practice, artificial intelligence, and intercultural media. They benefit from advanced technical resources and work closely with experienced lecturers and experts from industry. The program places great emphasis on teaching both theoretical foundations and practical skills that are directly applicable to real-world challenges.

By combining theoretical knowledge and practice-oriented projects, the master's degree course prepares students to advance their career in design. We encourage you to seize this opportunity to grow in a challenging and creative environment and to become part of our dedicated design community. The master's degree course at mdh is your gateway to a successful and fulfilling career in the multifaceted world of design.

1.2 PROFESSIONAL PROSPECTIVES

The master's degree in design with a specialization in **Art & Culture** at our university opens a wide range of career opportunities that allow graduates to pursue their passion for design through diverse, exciting, and fulfilling career paths. Additional aspects of these varied career prospects include:

- Cultural Manager: Cultural policy, strategy development, resource management
- Art Director: Creative leadership, branding, visual strategies
- Exhibition Designer: Interior design, concept development, installation
- Cultural Mediator: Community outreach, educational work, cultural networking
- Curator: Collection Management, research, exhibition curation
- Art Consultant: Collection consultancy, art acquisition, market analysis
- Critics: Art and design criticism, publications, blogging
- Freelance activities

Graduates of the master's degree in design with a specialization in **Design - Technology** are well prepared for a variety of career paths at the interface of technology and design. Their qualifications enable them to pursue successful careers in a variety of fields.

- UX/UI Designer: Design of user-friendly interfaces
- Digital Product Designer: Development of digital products and services
- Creative Technologist: Combination of creative design and technological know-how
- Interaction Designer: Design of interactive user experiences
- Design Consultants: Advice on design strategies and implementation

1.3 PERMISSION REQUIREMENTS

Requirements for admission are a bachelor's degree or a similar university degree (Magister or Diplom) in the field of management or design. The mdh offers the opportunity to start studies with 180 ECTS credits and to complete the master's degree in four semesters. Extracurricular activities may also be credited. For further questions, please contact the student advisory service.

1.4 APPLICATION PROCEDURE

Start your journey on an exciting career path in design and technology by applying to our program. The first step is to register and complete two required courses before you officially apply. These courses are an investment in your future and are part of your degree.

1.5 STRUCTURE OF THE COURSE

The degree program comprises 3 semesters (standard period of study) and is divided into the core area and the specializations. If a specialization is to take place, the choice of specialization must be made in the first semester.

The specializations take place in the 1st and 2nd semesters. Each semester 2 courses from the field of technology, 2 courses from the field of art and 1 course from the field of divers are offered. In the first two

semesters 3 courses must be taken each.

The 3rd semester ends in the Master phase with the final examination (final thesis).

Applicants with 180 ECTS credits

A special preliminary program with 2 courses of 15 ECTS credits each is offered:

- Design Documentation
- International Design Project

1.7 TUITION FEES

BERLIN	GERMAN CITIZENS	EU-CITIZENS	NON-EU CITIZENS
Tuition Fee*	650 EUR/month	4.110 EUR/semester	6.300 EUR/semester
One-time Registration Fee	490 EUR	490 EUR	490 EUR
One-time Examination Fee	1.050 EUR	1.050 EUR	inclusive

*Choose a prepayment option (per year, or in full) and you will receive up to 5% discount on your tuition fees.

2. CONTENTS

Our master's degree in design offers extensive training in areas such as User Experience Design, Information Architecture and Web Development. You will gain practical client and server-side development skills and can deepen your knowledge by choosing at least four modules from a specialization. Two Tech, two Art and one Divers module are offered per semester, with a specialization to be chosen in the first semester.

2.1 GENERAL COURSES

1. **Science Methodology and Design Research:** Teaching of scientific methods in design, including empirical research and data analysis. Focus: Research design, ethics, critical analysis.
2. **Concept and Design 1:** Introduction to the basics of visual communication, idea generation, typography, and design principles. Focus: Design as a communication tool.
3. **Concept and Design 2 (Advanced):** Advanced techniques in the design process, including interactive design and user experience. Focus: Aesthetics, functionality, innovative solutions.
4. **Design Discourse and Argumentation:** Development of critical thinking and reasoning skills in design. Analysis and interpretation of design theories.
5. **Intrapreneurship: Creative Industries:** Provision of skills to initiate and manage innovative projects in creative industries. Focus: Innovation management, team leadership, intrapreneurship strategies, organizational dynamics.
6. **Economization: Design Economics:** In-depth analysis of economic aspects in design, including market strategies, pricing, and development of economic design models.

In summary, our program provides a solid foundation in design techniques, critical theory, and economic aspects of design, ideal for specializing in Technology or Art & Culture.

2.2 TECH COURSES

1. Data Science / KI for Designer
2. Digital Realities: Immersive Media (XR)
3. Critical Computation
4. Digital Realities: Human Computer Interaction / Human Centred Design (HCD) & Meta-Verse

2.2.1 Data Science / KI für Designer

- Introduction to data science and AI for Design
- Methods of data collection and analysis
- Machine learning to improve design processes
- Ethics in AI-supported design
- Practical AI-Projects in the field of design

2.2.2 Digital Realities: Immersive Media (XR)

- Basics of XR-Technologies (VR, AR, MR)
- Design principals for immersive media
- Development of content for VR/AR

- User experience in immersive media
- Independent XR-design projects

2.2.3 Critical Computation

- Theoretical foundations of critical calculation
- Analysis of the impact of technology on society
- Ethics in digital design processes
- Practical application of critical computation approaches
- Projects with a critical technology perspective

2.2.4 Digital Realities: Human Computer Interaction / Human Centered Design (HCD) & Meta-Verse

- Fundamentals of HCI and HCD
- Design approaches in the metaverse
- User experience and interface design
- Innovative Interaction techniques in virtual environments
- Design and implementation of projects in the metaverse

2.3 ART & CULTURE COURSES

1. Design in artistic practice (as artistic practice)
2. New Media Design Culture (Cultural & Media Studies)
3. Visual Culture: Cultural Associate (from the social sciences)
4. Value Formation in Art & Design

2.3.1 Design in Artistic Practice

- Historical perspectives on design as an art form
- Interdisciplinary approaches in art and design
- Promotion of creative skills through practical exercises
- Research and development in artistic conceptualization
- Critical reflection and presentation in the context of aArt

2.3.2 New Media Design Culture

- Evolution and influence of new media on society and culture
- Theoretical foundations and practice of new media forms
- Critical analysis of media trends and their impact on design
- Narrative techniques and application in interactive media
- Development of research projects in media culture

2.3.3 Visual Culture: Cultural Associate

- Introduction to theories and concepts of visual culture
- Analysis of visual media in cultural contexts
- Exploring the link between visual culture and socio-cultural issues
- Role of design and visual culture in public space

- Practical application of knowledge in visual culture

2.3.4 Value Formation in Art & Design

- Exploring the role and value of art and design in society
- Exploring values and aesthetics in art and design
- Ethics in artistic practice and design
- Analysis of the interactions between art market, design, and cultural economics
- Development of critical design and art projects

2.4 DIVERSE / FREE COURSES

1. Sustainability
2. Internationalization

2.4.1 Sustainability

- **Introduction to Sustainability:** Fundamentals of sustainability, understanding its importance in different areas such as environment, economy, and society.
- **Design for Sustainability:** Principles of sustainable design in different disciplines – from product design to architecture and digital media.
- **Sustainable Technologies and Innovation:** Exploring new technologies and innovations that promote sustainable solutions in industry and society.
- **Ecological Footprint and Resource Management:** Methods for assessing and reducing the Ecological Footprint in design practice.
- **Project work:** Development of an environmentally conscious design project combining theory and practice of sustainable design principles.

2.4.2 Internationalization

- **Fundamentals of Internationalization:** Introduction to the concepts of globalization and internationalization in relation to culture, economics, and politics.
- **Cultural diversity and intercultural communication:** Examining the importance of cultural diversity and the development of effective intercultural communication skills.
- **Global marketing and design strategies:** Strategies for marketing and design in an international context, including adaptation to different cultural and market circumstances.
- **International cooperation and networking:** Fostering capacity to collaborate in international teams and build global networks.
- **Case studies and projects:** Analysis of case studies and implementation of projects highlighting international aspects and challenges in the design world.

3 CURRICULUM

1. SEMESTER	
GENERAL COURSES	<ul style="list-style-type: none"> - SCIENTIFIC METHODOLOGY AND DESIGN RESEARCH - CONCEPT & DESIGN I - CONCEPT & DESIGN II
ELECTIVE COURSES 3 courses must be taken	<ul style="list-style-type: none"> - TECH COURSES (2 COURSES) - ART & CULTURE COURSES (2 COURSES) - DIVERSE / FREE COURSES (1 COURSE)
2. SEMESTER	
GENERAL COURSES	<ul style="list-style-type: none"> - DESIGN COURSE & ARGUMENTATION - INTRAPRENEURSHIP: CREATIVE INDUSTRIES - ECONOMIZATION: DESIGN ECONOMICS
ELECTIVE COURSES 3 courses must be taken	<ul style="list-style-type: none"> - TECH COURSES (2 COURSES) - ART & CULTURE COURSES (2 COURSES) - DIVERSE / FREE COURSES (1 COURSE)
3. SEMESTER	
MASTER QUALIFICATION	<ul style="list-style-type: none"> - DISSERTATION AND COLLOQUIUM

UNIVERSITY LOCATIONS

MEDIADESIGN HOCHSCHULE
FÜR DESIGN UND INFORMATIK GMBH
PRIVATE UNIVERSITY
STATE RECOGNISED

CENTRAL NUMBER FOR ALL UNIVERSITY LOCATIONS.

089 | 450 605 44

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