

## Diploma Supplement

This Diploma Supplement follows the model developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international "transparency" and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgements, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.

### 1. Information identifying the holder of the qualification

			
1.1 Family name(s)	1.2 Given name(s)	1.3 Date of birth	1.4 Student identification number

### 2. Information identifying the qualification

Bachelor of Arts in Arts and Design (BA)	MultiMediaArt	
2.1 Name of qualification and academic degree conferred	2.2 Main field(s) of study for the qualification	
Fachhochschule Salzburg GmbH; University of Applied Sciences since 05.11.2004	German and English	
2.3 Name and status of awarding institution	2.4 Name and status of institution administering studies	2.5 Language(s) of instruction/examination

### 3. Information on the level of the qualification

Bachelor Degree - UNESCO ISCED Code 6 acc. 2011	6 Semesters / 3 Academic year(s) / 180 ECTS Credits
3.1 Level of qualification	3.2 Legal duration of studies (standard duration of studies) in ECTS credits and/or years (semesters)
Austrian secondary school leaving certificate or equivalent; tiered admission process including portfolio assessment and/or interview	
3.3 Admission requirement(s)	

### 4. Information on the contents and results gained

full time
4.1 Mode of study
Two bachelor theses, three projects in creative practice ('multimedia projects'), obligatory professional placement, final bachelor exam.
180 ECTS
4.2 Learning outcomes of the program
180 ECTS Credits see Diploma Supplement Annex and Transcripts of Records
4.3 Details of the study program, individually acquired ECTS credits and grades

Grading scheme and, if available, grade distribution guidance (ECTS grading scale)

1	excellent	37.7 %
2	good	36.6 %
3	satisfactory	9.7 %
4	sufficient	1.7 %
5	insufficient	0.9 %
P	successfully completed	13.1 %
F	not completed	0.3 %

Source for the ECTS Grading Table: Percentage distribution of the assessments of the degree programme concerning the last two years (winter semester 2023/24 to summer semester 2025)

Grading scheme of the cumulative grade point average of the studies

pass with distinction  $\geq 93$  % equal to 1.00 - 1.42 grade point average

pass with merit  $\geq 83$  - 92,99 % equal to 1.42 - 2.02 grade point average

pass  $\geq 50$  - 82,99 % equal to 2.02 - 4.00 grade point average

Minimum pass mark = 50%

For the calculation of the cumulative grade point average of the studies see the exam regulations of the Salzburg University of Applied Sciences, as amended.

#### 4.4 Grading system and ECTS grading table

The cumulative grade point average of the studies equals  $1.56 = 90.64$  Points (50% of which reflects the final grades in all coursework weighted according to ECTS-credits – not including the first academic year according to the curriculum ( $1.52 = 91.28$  Points) - and 50% of which ist the result of the final panel examination (90 Points)).

#### 4.5 Overall rating of the qualification

## 5. Information on the function of the qualification

According to § 4, para. 4 of the Universities of Applied Sciences Act ((FHG) Federal Law Gazette I No. 340/1993, as amended), the subject-specific entry requirement for a Master's degree programme at a university of applied sciences is the completion of a Bachelor's degree programme in a relevant subject at a university of applied sciences, or an equivalent degree programme at a recognised domestic or foreign post-secondary educational institution.

Pursuant to § 64, para. 3 of the Universities Act ((UG) Federal Law Gazette I No. 120/2002 as amended), general university entrance qualifications for admission to a Master's degree programme must be proven by completion of a relevant Bachelor's degree programme or another relevant degree programme at the same or a higher level from a recognised domestic or foreign post-secondary educational institution, or a degree programme defined in the Master's degree programme curriculum.

#### 5.1 Access to further study

#### 5.2 Access to regulated professions



## 6. Additional information

Study time spent abroad

[REDACTED]

Professional placement

[REDACTED]

Bachelor theses

[REDACTED]

### 6.1 Additional information

Fachhochschule Salzburg GmbH

MultiMediaArt

Urstein Süd 1, 5412 Puch bei Hallein

office.ct@fh-salzburg.ac.at, tel: +43 (0)50 2211 1200, fax: +43 (0)50 2211 1249

<http://www.fh-salzburg.ac.at>

ENIC Naric Austria:

<http://www.bmwf.gv.at/naric>

### 6.2 Further information sources

## 7. Information on the national higher education system

Source: BMWF Federal Ministry for Science and Research ([www.bmwf.gv.at](http://www.bmwf.gv.at)), see Diploma Supplement Annex

Puch bei Hallein, 21.07.2025

Place and date of Issue

Rector  
as representative head of degree programme

Head of academic board



# Diploma Supplement Annex

## The Austrian Higher Education System

### Post-secondary Education in Austria

The Austrian post-secondary **university sector** („Hochschulsektor“) consists of

- Public universities (Universitäten), maintained by the state;
- Private universities (Privatuniversitäten), operated by private organisations with state accreditation;
- Maintainers of university of applied sciences degree programmes (Fachhochschul-Studiengänge) incorporated upon the basis of private or public law and subsidised by the state, with state accreditation (some of which are entitled to use the designation Fachhochschule);
- University colleges of education (Pädagogische Hochschulen) maintained by the state or operated by private organisations with state accreditation;
- The Institute of Science and Technology Austria;
- Universities of philosophy and theology (Philosophisch-Theologische Hochschulen), operated by the Roman Catholic Church.

The **non-university post-secondary sector** (außeruniversitärer postsekundärer Sektor) consists of

- Military academies (Militärische Akademien);
- Vienna School of International Studies (Diplomatische Akademie);
- Certain training institutions for psychotherapists (Psychotherapeutische Ausbildungseinrichtungen);
- Conservatories (Konservatorien).

The following text addresses exclusively the university sector.

### Overall Structure of University Education

There are currently two different systems of degree programmes in Austria: a **newer system**, based on the European Higher Education Area (Bologna process), and a **former one**, dating from before the European Higher Education Area.

The **new system** is based on the distinction between undergraduate and graduate studies. Upon completion of an undergraduate programme (Bachelorstudium at universities and university colleges of education or, respectively, Fachhochschul-Bachelorstudiengang at universities of applied sciences, comprising 180 to 240 ECTS credits), a bachelor's degree (designation: „Bachelor of/in ...“) is awarded. Upon completion of a graduate programme (Masterstudium at universities and university colleges of education or, respectively, Fachhochschul-Masterstudiengang at universities of applied sciences, comprising 60 to 120 ECTS credits), a master's degree (designation: „Master of/in ...“) is awarded. In the fields of engineering, the designation of the master's degree can also be „Diplom-Ingenieur/in“

Under the auspices of the **older system** of diploma degree programmes (Diplomstudien), the first degree awarded is the diploma degree (Diplomgrad). An Austrian higher secondary school leaving certificate or its equivalent is the general qualification necessary for enrolling in a diploma programme; conclusion of a diploma programme entitles degree holders to enrol in doctoral programmes. A diploma degree (Diplomgrad) is awarded by Austrian universities after a course of study consisting of 240 to 360 ECTS credits. Full degree titles are gender specific designations: Magister for men; Magistra for women. Degree titles also include a general description of the field of study in which they were obtained, e.g. Magister philosophiae. In the fields of engineering, the degree titles are Diplom-Ingenieur/in. Degrees awarded in medicine and dentistry are exceptions to the above. The first degrees awarded after the completion of these degree programmes consisting of 360 ECTS credits are Doctor medicinae universae and Doctor medicinae dentalis, respectively. Graduates of university of applied sciences programmes that consist of 240 to 300 ECTS credits are awarded, analogous to university studies, a university of applied science diploma degree (Fachhochschul-Diplomgrad) contingent upon discipline: either a Diplom-Ingenieur/in (FH) for fields of engineering or Magister/Magistra (FH) in other fields of study.

Some study programmes for teachers' qualifications are offered jointly between universities and university colleges of education

Recipients of these diploma degrees from the old system or a master's degrees from the new system (including the ones awarded in both cases by the universities of applied sciences) are entitled to enrol in doctoral programmes (Doktoratsstudium) at universities. A doctoral degree with the designation either „Doktor/in“ or „Doctor of Philosophy“ (PhD) is awarded upon completion of a doctoral programme with a minimum duration of three years

In addition to the degree programmes (ordentliche Studien) described above, non-consecutive certificate programmes (außerordentliche Studien) are offered, for example in the form of university programmes for further education (Universitätslehrgänge) or individual units/modules in scientific subjects, both at universities; certificate university of applied sciences programmes for further education (Lehrgänge zur Weiterbildung) or individual units/modules in scientific subjects at universities of applied sciences; and certificate university college programmes for further education (Hochschullehrgänge) at university colleges of education.



### Bachelor Programme (Bachelorstudium)

Admission to a bachelor programme is granted upon the basis of the Austrian higher secondary school leaving certificate (Reifezeugnis), its foreign equivalent, or the successful completion of a special university entrance qualification examination (Studienberechtigungsprüfung). Students of compulsory lower schools who have completed additional schooling in the form of apprenticeships as skilled workers may take a vocationally based examination acknowledged as equivalent to the higher secondary school leaving certificate (Berufsreifeprüfung). Admission to bachelor programmes in the arts is based on aptitude ascertained by admission examinations. Admission to university of applied sciences bachelor programmes is also possible on the basis of previous vocational or technical experience and qualifications of the applicants. In some university bachelor programmes, in most university of applied sciences bachelor programmes and in bachelor programmes at university colleges of education, admission is based on a selective admission process. Areas/modules of study (Fächer/Module) are specified in curricula. As a rule, the completion of two substantial bachelor papers or projects (Bachelorarbeiten) are required for awarding the degree. University of applied sciences bachelor programmes, bachelor programmes at university college and some bachelor programmes at universities include an internship or practical training. The programme can conclude with a bachelor examination (Bachelorprüfung).

### Master Programme (Masterstudium)

Admission to a master programme is granted on the basis of the successful completion of a subject-relevant bachelor programme or an equivalent post-secondary qualification. In some master programmes admission is based on a selective admission process. Areas/modules of study (Fächer/Module) are specified in curricula. A core requirement is the completion of a master thesis (Masterarbeit). This degree programme concludes with a master examination (Masterprüfung). The approval of the master thesis (Masterarbeit) is a prerequisite for admission to this examination.

### Diploma Programme (Diplomstudium = old system)

Admission to a diploma programme is granted upon the basis of the Austrian higher secondary school leaving certificate (Reifezeugnis), its foreign equivalent, or the successful completion of a special university entrance qualification examination (Studienberechtigungsprüfung). Students of compulsory lower schools who have completed additional schooling in the form of apprenticeships as skilled workers also may take a vocationally based examination acknowledged as equivalent to the higher secondary school leaving certificate (Berufsreifeprüfung). Admission to diploma programmes in the arts is based on aptitude ascertained by admission examinations. Admission to university of applied sciences diploma programmes may also take place upon the basis of previous vocational or technical experience and qualifications of applicants. In some fields of study (e.g. Human Medicine and Dentistry, and university of applied sciences diploma programmes) admission is based on a selective admission process. A degree programme may be divided into stages (Studienabschnitte). The length of each stage of the degree programme as well as the areas of study (Fächer) and content required are articulated in curricula that distinguish between required subjects (Pflichtfächer) and electives (Wahlfächer). Each stage concludes with a diploma examination (Diplomprüfung). University of applied sciences diploma programmes and some diploma programmes at universities include an internship or practical training.

The approval of a diploma thesis (Diplomarbeit) is a prerequisite for admission to the concluding diploma examination.

### Doctoral Programme (Doktoratsstudium)

Admission to a doctoral programme at a university is granted on the basis of the successful completion of a subject-relevant diploma or master programme. Contents and requirements of study are specified in curricula with the focus on the doctoral thesis (Dissertation) as the result of independent research. This degree programme concludes with the approval of the dissertation and with a comprehensive doctoral examination (Rigorosum) or a defensio. At universities of applied sciences and at university colleges of education no doctoral programmes are offered.

### Evaluation of performance and grading system

#### \*Austrian grading scale

According to the examination modalities regulated in the curricula, performance can be assessed in the form of oral or written examinations or project work. Oral examinations are generally public.

AGS*	Definition
1	<b>EXCELLENT (SEHR GUT)</b> Outstanding performance
2	<b>GOOD (GUT)</b> Generally good, but with some errors
3	<b>SATISFACTORY (BEFRIEDIGEND)</b> Generally sound work with a number of substantial errors
4	<b>SUFFICIENT (GENÜGEND)</b> Performance meets the minimum criteria
	<b>SUCCESSFULLY COMPLETED (MIT ERFOLG TEILGENOMMEN)</b> Positive performance, where a strict differentiation is not adequate
5	<b>INSUFFICIENT 50% (NICHT GENÜGEND)</b> Substantial improvement necessary; requirement of further work
	<b>NOT COMPLETED (OHNE ERFOLG TEILGENOMMEN)</b> Negative performance, where a strict differentiation is not adequate

#### Grades for comprehensive examinations, i.e. covering materials from various subjects

POSITIVE	<b>PASS WITH DISTINCTION (MIT AUSZEICHNUNG BESTANDEN)</b> <b>PASS WITH MERIT (MIT GUTEM ERFOLG BESTANDEN)</b> <b>PASS (BESTANDEN)</b>
NEGATIVE	<b>INSUFFICIENT (NICHT BESTANDEN)</b>

Source: Federal Ministry of Science, Research and Economy, Unit VI/7, September 2014



## Courses

The following courses were completed as part of this programme or credited based on prior knowledge.

Credited courses due to entry into a higher semester are not listed here.

Courses (Course title, Learning outcomes)	ECTS
<b>2D Illustration</b>	3
Graduates possess advanced knowledge in two-dimensional illustration, information graphics, and visual storytelling using both analog and digital techniques. They are able to develop original visual concepts, reflect on text-image relationships, and experiment with various expressive styles. They can create a personal illustration style, assess design quality, and apply storytelling as a method in visual communication design.	
<b>Introduction to 3D</b>	3
Graduates understand the structure and navigation of 3D space as well as the functionality of user interfaces in 3D applications. They are able to create their own 3D models and apply basic shaders. Additionally, they know how to edit image sequences in post-production.	
<b>3D Illustration</b>	4
Graduates possess advanced knowledge and skills in illustration, information graphics, and visual storytelling using both analog and digital techniques. Particular emphasis is placed on three-dimensional approaches, including illustration in space, on the body, and on objects. They are able to develop visual narratives for spaces, events, live-action film, 3D animation, and games, and create compelling visual concepts in the fields of concept art and character design.	
<b>3D Specialisation</b>	3
Graduates can create complex 3D models and apply UV mapping. They are capable of developing advanced shaders, understand animation curves and keyframes, as well as basic lighting techniques. Additionally, they are familiar with the characteristics of cameras in 3D space and can independently execute small animation projects.	
<b>Work / Society / Organisation 1</b>	3
Graduates possess fundamental knowledge and understanding about work within the creative and artistic sectors, as well as in responsible engagement within learning and social systems. They are capable of critically reflecting on societal transition and transformation processes across institutional, economic, political, social, and technological changes, and assessing their implications for higher education.	
<b>Work / Society / Organisation 2</b>	2
Graduates have a basic understanding of work in a creative-artistic environment and of responsible behaviour in the learning and social system. They are able to critically reflect on social transition and transformation processes along institutional, economic, political, social and technological changes and to assess their impact on higher education studies.	
<b>Introduction to Audio</b>	3
Graduates gain an understanding of basic acoustic principles, acquire fundamental skills in using computer-based tools for musical design and the development of musical forms, learn the foundations and methods of current computer-based audio production tools (DAWs), and gain practical experience.	
<b>Bachelor Thesis 1 &amp; Support</b>	5
Graduates are able to competently and confidently plan and execute a bachelor's thesis. They possess advanced skills in formulating research questions, applying qualitative methods, and constructing scientific arguments. They reflect on their work in terms of societal relevance, discursive context, and multimedia integration, and are capable of independently resolving formal, stylistic, and design-related issues.	



**Bachelor Thesis 2 & Support**

8

Graduates have subjected their research proposal to critical reflection and further developed their individual research question. They have also worked out the spectrum of possible sources for the topic. This forms the foundation for writing the bachelor thesis according to the criteria of the exam regulations, the application and the MMA bachelor guidelines.

**Internship**

19

Graduates are able to integrate into existing teams and contribute professionally to business-related projects. They understand the processes and workflows within professional team structures and have evaluated whether their chosen specialization meets their personal and professional expectations.

**Internship: Support**

3

Graduates are able to present and describe their internship and its structure in an organized manner. They can reflect on and analyze team structures.

**Concept Art**

2

Graduates possess fundamental sketching skills and understand how to apply two- and three-point perspective. They are capable of qualitatively evaluating concept art as well as designing basic characters and vehicles. Additionally, they are familiar with the advantages and disadvantages of different design media such as pencil, markers, and digital painting, and can apply these methods at a basic level.

**Corporate Design**

4

Graduates have conceived and designed a cross-media image.

**Cross-media Design**

3

Graduates possess advanced knowledge in developing cross-media communication strategies with a focus on visual communication. They are able to analyze innovative concepts and implement their own campaigns in a creative and practice-oriented way. In doing so, they use the strengths of different media effectively and combine creative design thinking with functional requirements.

**Print Technology**

2

Graduates possess advanced knowledge and skills in the professional print workflow. They are able to prepare print products for production using appropriate software (e.g. PDF export), select suitable paper types and printing techniques, and evaluate print quality with expertise. They understand key processes such as prepress, paper manufacturing, reprographics, color management, post-press processing, and print finishing, and use paper consciously as both a communication tool and a creative medium.

**English for Art Purposes**

1

Graduates possess foundational knowledge and skills in oral and written communication, including linguistic flexibility and English grammar. They are capable of understanding and applying specialized language in context.

**English Study Group 1 Media Design**

1

Graduates can discuss and argue theoretical and practical topics in English. They are able to present content and projects appropriately in English and possess descriptive vocabulary and scientific terminology.

**English Study Group 2 Media Design**

1

Graduates are able to discuss and argue both theoretical and practical topics in English. They can present content and their own projects appropriately in English and possess a descriptive vocabulary as well as the relevant academic terminology.



#### Introduction to Film and Studio

3

Graduates are proficient in handling a digital film camera and have basic knowledge of lighting for digital cinematography. They are able to apply fundamental elements of film language, such as framing and resolution. Additionally, they can integrate into a small film crew and are familiar with the basic workflows of a film shoot.

#### Cinematic Tools

1,5

Graduates possess basic knowledge in the technical and creative use of film editing software such as Final Cut Pro and Avid Media. They master fundamental skills in digital editing and the professional workflow - from importing and project setup to exporting finished film sequences. This includes editing smaller digital film projects, commercials, or music videos, as well as applying artistic and aesthetic editing principles.

#### Photography Introduction

2

Graduates have mastered fundamental photographic techniques and the basics of image composition. They are confident in handling a digital SLR camera and have basic knowledge of the history of photography and its artistic origins.

#### Photography Specialisation

2

Graduates possess a deep understanding of image, connotation, and photographic composition. They are able to translate independently researched topics into photographic series and experiment with the creative possibilities of photography.

#### Interface Design 1

3

Graduates have basic skills and competencies in interface design, illustration, information graphics, and visual storytelling, particularly in digital techniques.

#### Interface Design 2

3

Graduates acquire in-depth competences and skills in interface design. Furthermore, alumni acquire in-depth competences and skills in illustration, information graphics and visual storytelling.

#### Jobcoaching

2

#### Concept Development

4

Graduates acquire fundamental creative problem-solving techniques and are able to apply them in an interdisciplinary manner across both analog and digital platforms. They are also capable of presenting their creative conceptual solutions professionally, convincingly, and in public settings.

#### Concept Production

1,5

Graduates possess a deep understanding of analyzing content-related problems and transforming them into communicative solutions. They are capable of developing interdisciplinary and cross-platform communication campaigns and can professionally present and convincingly argue.

#### Culture & Media Theory 1

2

Graduates possess fundamental knowledge of cultural theory and apply it in practical and artistic projects. They critically reflect on current trends, transdisciplinary research, and societal developments. Additionally, they understand media-historical events and media theories from antiquity to the present, and their significance for contemporary cultural education.





**Culture & Media Theory 2**

3

Graduates possess in-depth knowledge of key media and cultural-historical positions, along with a nuanced understanding of the role of media theory within cultural studies and contemporary cultural education. They are able to critically analyze processes of mediatization and apply media-theoretical approaches to both general and discipline-specific conceptual and finalization practices, for example, in the context of MultiMediaArt.

**Cultural and Media Theory 3**

2

Graduates have a basic understanding of mediological concepts and practices, including their social and technical dimensions. They are able to integrate mediological approaches into their own project concepts, reflect on them across disciplines, and apply them to support the theoretical foundation of other coursework. Case studies enhance their awareness of the sociopolitical impact of mediological processes.

**Introduction to Media Design**

6

Graduates can distinguish between the formal and communicative qualities of different media and have gained initial experience with their specific design languages.

**Media Design Specialisation**

3

Graduates have deepened their basic knowledge of the conceptual and creative aspects of communication design with a focus on the development of independent visual languages and have expanded their competences in graphic and typographic design.

**Media History & Analysis: Animation**

1,5

Graduates are familiar with key aspects and participants in the history of animation with a special focus on recent computer animation history. Furthermore, they know how to assess and analyse animation projects.

**Media History & Analysis: Design**

1,5

Graduates possess fundamental knowledge of the history of graphic and communication design. They are familiar with key styles, techniques, and influential designers and their works, and can contextualize historical and contemporary works while reflecting on their own design practice. They understand the development of the discipline between art and commerce, practical utility, and manipulative need creation - from print materials to screen interfaces and signage and information systems.

**Mediology**

3

Graduates possess advanced knowledge of mediology, its methodology, key theorists, and current research. They are able to complete mediological projects, integrate mediological approaches into other semester projects, and critically reflect on them in the context of their final degree work.

**Motion Graphics 1**

3

Graduates have basic knowledge and skills in motion design and have become familiar with narrative graphics and typography in space and time, experimental analogue as well as digital 2D animation.

**Motion Graphics 2**

3

Graduates have deepened their knowledge and skills in motion design and have learned other narrative graphics and typography in space and time. They have also learned about narrative graphics and typography in space and time, experimental analogue and digital 2D animation.

**Multimedia Project 1**

3

Graduates are able to design a project adjusted to the available time frame, execute it independently and on schedule, and apply the skills acquired in previous specializations. Additionally, they can present and argue their project convincingly.



**Multimedia Project 2**

4

Graduates are able to independently select a project topic and, if applicable, form a team, taking into account individual and team-related strengths, time constraints, and the project's suitability as an application for a professional internship. They can carry out the project autonomously from concept to realization and present the final outcome to peers, faculty members, and potential internship providers.

**Multimedia Project 3**

13

Graduates are capable of realizing a complex, multimedia-oriented project within a multi-member, interdisciplinary team. They oversee the implementation through to completion and present the finished project to peers, faculty members, industry professionals, and interested guests.

**Multimedia Project 3 Kick-off Media Design**

1

Graduates have developed ideas for the MMP3 project as well as a potential topic for their bachelor's thesis. Available resources have been allocated, teams have been formed, and the project dimensions clearly defined.

**Multimedia Project 3: Preparation**

8

Graduates are capable of independently developing concepts - from initial idea to rough and detailed planning. They can assemble a project team, assign roles and responsibilities, and manage the planning of a complex, multimedia-oriented project within an interdisciplinary team, including budgeting. They are also able to carry out the full preproduction process of all necessary aspects.

**Portfolio**

3

Graduates possess in-depth, specialized knowledge and skills for conceptualizing and creating a media design portfolio aimed at securing a professional internship. They are able to analyze and structure their personal and professional goals, develop a tailored application strategy, research suitable internship opportunities, and select and refine portfolio content accordingly. Additionally, they demonstrate creative competence in the ideation, design, and realization of both portfolio and application materials.

**Producing 1 Media Design**

1

Graduates possess basic knowledge in producing, including budgeting, time estimation, and the organizational management of media design projects. They are able to efficiently plan creative projects and implement them within fundamental production processes.

**Producing 2 Media Design**

1

Graduates possess advanced knowledge in producing, including accurate budgeting, time estimation, and the professional execution of media design projects. They are capable of managing creative processes, planning resources efficiently, and implementing projects in a goal-oriented manner.

**Project Coaching / Multimedia Project Marketing**

4

Graduates will have acquired the knowledge and skills necessary for the publication, promotion, and marketing of media products. They will be able to develop target-oriented communication strategies and evaluate and apply various media formats and channels for presenting final projects. Furthermore, they will be capable of independently designing concepts for public presentations - such as exhibitions, screenings, or digital formats - organizing their implementation, and presenting their projects in a professional and impactful manner.

**Project Management 1 Basic Expertise**

2

Graduates are familiar with the project phases and their completion criteria in media production. They know various methods of effort estimation and can apply them. They understand the project management triangle (magical triangle). Additionally, they know the key standard tools for planning media productions and are able to create a rough project plan for a media production.



**Project Management 2 - Specialisation**

2

Graduates are familiar with the essential tools for management and communication in media productions. They understand the importance of project documentation and are aware of format-specific requirements (film, interactive media, events). They know various project management workflows and can select and apply them based on the project's needs. They are able to perform basic cost calculations (EPU, SME) and can create a detailed project plan for a media production (MMP1), as well as a rough marketing plan.

**Typography**

3

Graduates have extended knowledge of type as a fundamental design element and have expanded their skills in typographic design.

**Introduction to Typography**

3

Graduates have basic knowledge of type as a fundamental design element and have expanded their skills in typographic design.

**Entrepreneurial Basics & Law**

2

Graduates are familiar with the most important tax, social security and employment legislation conditions for self-employment in Austria and know which official channels and steps are necessary to successfully set up a business. They are familiar with the most important types of companies and their differences in the founding modalities, liability and governing body structures. They know how to work together with customers on a contract-for-work basis and how to draw up business documents, such as offers or invoices, in a legally compliant manner. They are familiar with the basic principles of project costing for services as well as financing options and sources of funding for product development.

**Scientific Work 1**

2

Graduates are familiar with basic methodological approaches to research and science and are able to carry out in-depth text analyses. They have basic knowledge of how to write scientific papers.

**Scientific Work 2**

2

Graduates possess differentiated foundational knowledge of qualitative research methods, including key concepts, objectives, structures, tools, and potential challenges. Building on hermeneutic foundations, they are able to develop research questions based on theoretical analysis and prepare for the implementation of qualitative case studies by selecting appropriate cases and accessing relevant fields of investigation in a methodologically sound manner.

**Aesthetics 1 Art History**

3

Graduates acquire basic knowledge of art history and art theory.

**Aesthetics 2 Art History and Theory 1**

2

Graduates possess fundamental knowledge of the main developmental strands and theoretical positions of 20th-century art, including art-theoretical concepts, terminology, methods, and discourses. They develop advanced skills in the competent analysis and critical engagement with contemporary art forms, building on art historical foundations, and reflect critically on their own creative work, including aspects of self-promotion.

**Aesthetics 3 Visual Studies**

3

Graduates possess advanced knowledge of 21st-century art theories and their historical and contemporary contexts. They are able to contextualize key artistic movements, from the avant-garde and surrealism to poststructuralist and contemporary image theories, and apply these frameworks to their own artistic practice. Through the analysis of specific artistic positions, they develop a deeper understanding of current trends in art production and reception.