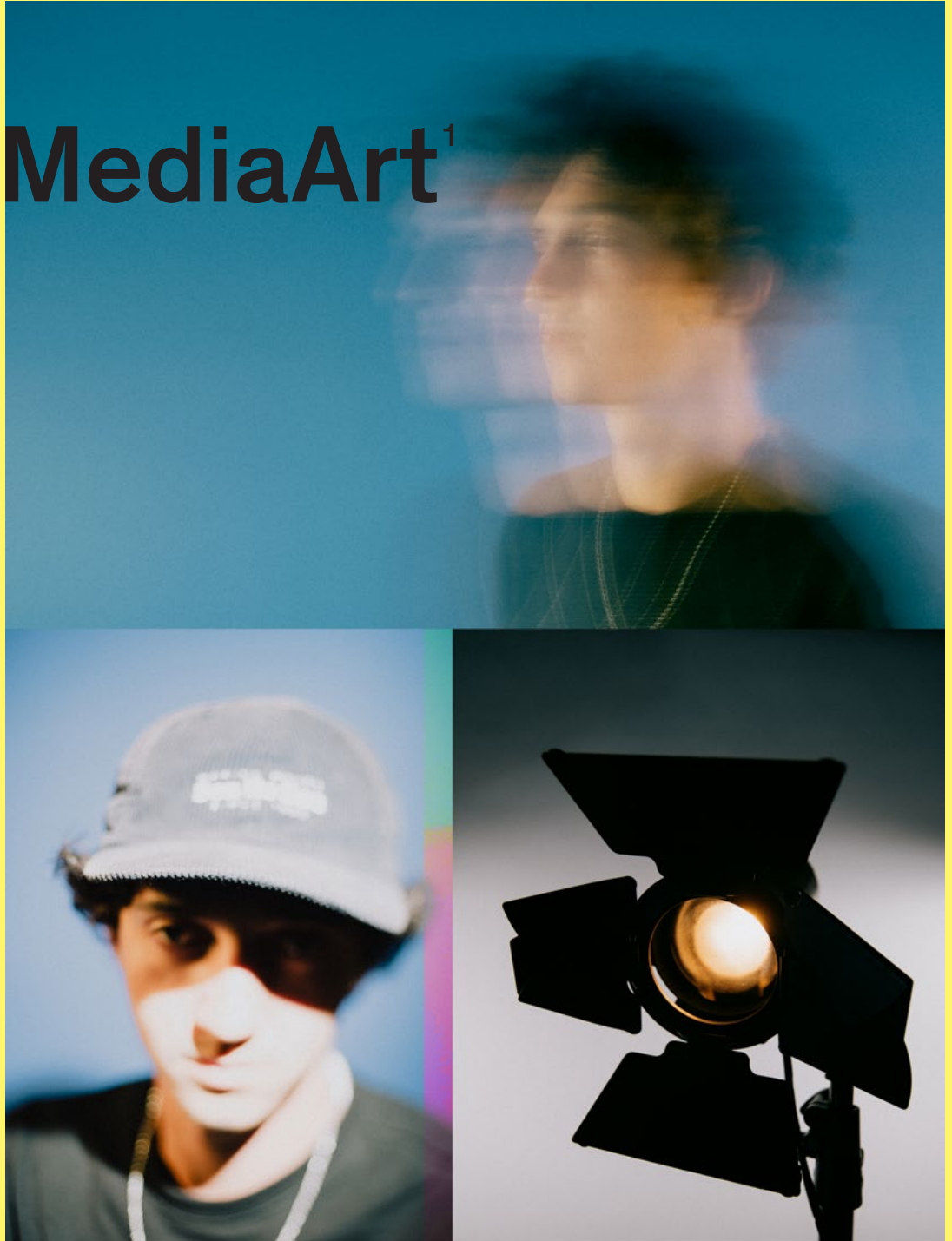




FH Salzburg

# MultiMediaArt<sup>1</sup>

Master



competent  
relevant  
sustainable

<sup>1</sup>subject to approval by  
the competent bodies

# Study Programme

FH-Prof. Till Fuhrmeister  
Head of degree programme

»The MultiMediaArt Master's programme combines creative and design excellence with a high level of technical expertise against a background of reflective engagement with society, media and culture.«

The MultiMediaArt Master's programme provides advanced skills in the conception, design, implementation and management of creative design projects. MultiMediaArt stands for the networking of different disciplines. In addition to creative specialisations in communication design, film or audio, you can also specialise in producing.

The programme focuses on the development and realisation of challenging cross-media projects, such as classic to new film formats, games and virtual reality projects, cross-media design or interactive media installations. You will work in teams with colleagues from other specialisations and receive intensive expert coaching throughout the process.

The programme is based on the typical project phases - idea, concept, design, implementation and publication - and develops creative personalities who can design media in their own individual style in a confident, reflective and highly professional manner.

In addition to design practice, theory subjects develop the ability to conceptualise, reflect and argue. Inspiration comes from studying relevant debates in design, media, art and society. Numerous international awards and prizes for our students' projects testify to the high standard of the programme.

## Study abroad

In your third or fourth semester, you can get a taste of international life by spending a semester abroad at one of our many partner universities. International flair and diversity is also ensured by the large number of international students, our more than 100 external lecturers and numerous international visiting lecturers.

## Job prospects and career

Our graduates work as specialists and managers in all areas of the creative industry. For many, the Master's programme is the foundation for successful start-ups and careers in companies such as Red Bull, Ubisoft or Jung von Matt. Typical job profiles are:

- Communication designer
- Moving image designer/ Editor
- Composer & Sound designer
- Film director
- Director of photography
- Project manager and producer
- Concept developer
- Audiovisual artist

A special feature is the cooperation with our partner degree programmes MultiMediaTechnology and Realtime Art & Visual Effects, where you will gain valuable experience in the professional workflow of the digital and creative industry and learn to solve complex challenges in a team - a big plus when starting your career.



# Specialisations

## Communication Design

In the Communication Design specialisation, you will develop into a successful designer who can cope with global contexts and responsibilities. You will expand your design repertoire between experimental and strategic design - between speculative and evidence-based conceptualisation. You will improve your tool skills and your ability to work across disciplines. You will engage artistically and intellectually with communication processes, enabling you to work in all current and future media. The sum of knowledge and skills, coupled with a sense of responsibility and the ability to reflect, is the ideal tool for future management positions.

## Film

Learn professional digital filmmaking and put your skills into practice. You will combine elements such as dramaturgy, acting and music, use advanced camera technology and enter the world of post-production and visual effects. Here you will be creative without limits and integrate into film teams. You will put your knowledge into practice on projects and explore innovative topics such as virtual production and AI in film. A transdisciplinary focus expands your cinematic work, for example in video games or installations, allowing you to develop your unique cinematic signature.

## Audio

In the Audio specialisation, you will deepen your knowledge through a wide range of real-world projects and gain practical experience in music composition and sound design for film and games. Masterclasses will also enable you to cutting-edge technologies and artistic expression in music production, installation and AV performance. You will conceive and realise projects in a variety of auditory and audiovisual environments. You will receive guidance and support from internationally renowned experts and artists through coaching, guest workshops and masterclasses.

## Producing

There are many challenges involved in the realisation of complex media and creative projects. Success requires not only talented artists and developers, but also experts in planning, management and marketing. The Producing specialisation teaches skills specific to the creative industry, including the organisation of creative processes, project planning, budgeting and modern management methods. You will develop interpersonal skills such as facilitating meetings, effectively pitching project ideas and building and leading teams. You will also gain knowledge in areas such as media law, funding, marketing and creative industry workflows.

## The master projects

As part of the Master's programme, you'll work with colleagues from different specialisations on challenging final projects. Working as a team, you'll take the project from idea to publication. You will specialise in project roles of your choice, such as producer, art director or sound designer.



# Curriculum

More detailed information  
can be found on our website:  
[www.fh-salzburg.ac.at/  
mma-master](http://www.fh-salzburg.ac.at/mma-master)

Module	Course	Semester			
		1	2	3	4
Basis					
Scientific theory and social skills	Positions on Art & Media Culture	2 (1)			
	Audience Engagement	1 (1)			
	Intercultural Competence		2 (1)		
	Media Studies	2 (1)	1,5 (1)		
	Symposium: Ethics & Sustainability	1 (1)			
	Peer Presentation Show & Tell / Conference Reports	1 (1)		3 (2)	
	Guest Lectures				1 (1)
	Research Methods & Study Design / Art-Based-Research / Seminar		3,5 (3)	2 (1)	2 (2)
	Master thesis & examination				22 (0)
MultiMedia projects	Impulses / Impulse workshops	2 (2)			
	Multimedia Masterproject	6 (2)	5 (2)	9 (2)	4 (2)
	Transferproject			1 (0)	1 (0)
Compulsory elective <sup>1</sup>					
	World Building for Fiction		3 (2)		
	Generative Design		3 (2)		
	Designed Experiences in Technology		3 (2)		
	Dramaturgy & Multiplatform Storytelling			3 (2)	
	Performance & Interaction			3 (2)	
Specialisations <sup>2</sup>					
Communication Design	Experimental typography	4 (1,5)			
	Experiment & Strategy	11 (6)			
	Interaction Design		4 (2)		
	Speculative Design		5 (3)		
	Transmedial Narratives		4 (2)		
	Coaching & Reality Check		1 (1)	1 (1)	
	Data Visualization			5 (3)	
	Evidence-based mass communication			5 (4)	
Film	Visiting Professorship & Workshops		1 (2)	1 (2)	
	DoP Masterclass	5 (3)	3 (2)		
	CineCraft Transmedia Narrative	7 (3)	1 (1)		
	CineTech Innovation Masterclass	1 (1,5)	2 (2)		
	Staging Masterclass		3 (3)		
	Art Direction & Film Design		3 (3)		
	Postproduction Masterclass			7 (3)	
	CineTech Preproduction Mastery	2 (2)	3 (1)		
Audio	Visiting Professorship & Workshops			5 (3)	
	Film Scoring & Music Production	6 (4)			
	Sounddesign, Sound Art & Mix	7 (5)			
	Game Audio Directing & Analysis		2 (1)		
	Non Linear Composition & Sounddesign		6 (4)		
	Interactive Audio Environments & Interfaces		2 (1)	2 (1)	
	Music Production Advanced / Sound & AI		3 (2)	2 (2)	
	Projectcoaching Audio		1 (1)		
Producing	Generative Sound & Visual Art			6 (3,5)	
	Audio Masterclass	2 (1)	1 (1)	2 (1)	
	Meetings & Moderation	2 (1,5)			
	Creative Business: Budgeting / Financing / Models & Methods	4 (2)	3 (2)	3 (2)	
	Production Management Methods	5 (2)	4 (2)		
	Managing the Creative Process	3 (2)			
	Media Law	1 (1)		1 (1)	
	Presentations & Pitching		2 (2)		
ECTS (CHW <sup>3</sup> )	Teambuilding & Leadership		2 (2)	3 (2)	
	Workflows & Pipelines		4 (2)		
	Marketing & Dissemination			4 (2)	
	Visiting Professorship & Workshops			1 (2)	
			30 (18)	30 (19)	30 (15)
					30 (5)

**ECTS:**  
European Credit Transfer and  
Accumulation System  
**CHW:**  
contact hours per week per  
semester

- <sup>1</sup> Choose one elective per semester  
<sup>2</sup> Choose one of the specialisations  
<sup>3</sup> the number of CHW in the semesters differs  
depending on the specialisation chosen

This chart shows the curriculum  
only exemplarily.

# Studying at Salzburg University of Applied Sciences

Salzburg University of Applied Sciences offers practical course content in line with the requirements of business and society. Qualified and experienced teaching staff from both scientific and practical fields guarantee an academic education of the highest standard. Together with the first-rate facilities in our lecture halls and laboratories, they provide the basis for a successful course of study. Our locations, offering a total of 18 bachelor programmes, 15 master programmes and further education possibilities, are situated in some of the most beautiful regions in the world. Whether you are an art and architecture buff, a music fan or a lover of the great outdoors, Salzburg combines historical heritage and modern lifestyle culture to offer something for everyone.

Urstein Campus



Kuchl Campus



Get to  
know us better:



**Urstein Campus:** This modern building houses our central administrative offices and is where most of our degree programmes are taught. The campus is surrounded by greenery, next to the neighbouring medieval estate known as the »Meierei« and our new premises at the »Wissenspark«.

**Kuchl Campus:** This campus, built to contemporary »passive house« energy efficiency standards, is located amongst the greenery at the foot of the Tennengebirge mountains. Six of our degree programmes are based here.

**Salzburg Campus (University Hospital LKH):** Practical lessons and some of the tuition for degree programmes in Health Studies are held at the University Hospital in the city of Salzburg.

**Schwarzach Campus (Kardinal Schwarzenberg Hospital):** Our degree programme for Nursing is additionally held at the »Kardinal Schwarzenberg Klinikum« in Schwarzach (district of Pongau).

**International:** Gain experience abroad at one of our approx. 190 partner institutions around the world. The global exchange of knowledge not only allows you to gain valuable insights into other cultures but also to make lots of new friends. Our International Office will assist you in organising a semester or placement abroad.

**Career Center:** We support students in planning their careers and entering the world of work. Students can benefit from exclusive free workshops on 'career planning' and a jobs and careers portal: [www.fh-salzburg.ac.at/career-center](http://www.fh-salzburg.ac.at/career-center)

**Sport:** Our sports programme offers a wide range of courses and training sessions. Find out more at [www.fh-salzburg.ac.at/sport](http://www.fh-salzburg.ac.at/sport)

**Living & studying:** There is student housing located on the Urstein and Kuchl campuses. Please go directly to [www.studentenheim.at](http://www.studentenheim.at) for more information.

**Public Traffic:** There are excellent train and bus connections between all locations.

# Application & Admission

Ivana Randelshofer, MA  
UX Research Operations Manager, Ubisoft

»The Master's degree was the ideal complement for me, because after specialising in computer animation in my Bachelor's degree, I have now also specialised in management. During the intensive work on the master's project, I developed a lot and was able to gain valuable experience in teamwork.«

**Study mode:** full-time  
**Length of study:** 4 Semester  
**Language of instruction:** English  
**Degree awarded:** Master of Arts in Arts and Design (MA)  
**Study places per year:** 40  
**Location:** Campus Urstein  
**Tuition:** 363 Euro pro Semester + student unions fee

## Prerequisites for admission

- Relevant university degree (bachelor's or diploma degree) from a domestic or foreign institution of higher education
- proof of ECTS credits in the core subject areas required for the Master's programme
- English Level B2

## Application procedure

1. Online application at:  
[www.fh-salzburg.ac.at/online-application](http://www.fh-salzburg.ac.at/online-application)
2. Submission of application documents: Curriculum vitae, study certificates and thesis, portfolio, letter of motivation
3. Interview

Application deadlines and updates can be found on our website.



## Further information

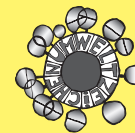
[www.fh-salzburg.ac.at/mma-master](http://www.fh-salzburg.ac.at/mma-master)

## Student projects

[portfolio.fh-salzburg.ac.at](http://portfolio.fh-salzburg.ac.at)

## Kontakt

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