



## MEDIA ARTS & EXPERIMENTAL FILM

**“The ability to both read and write visual information, the ability to learn visually, to think and solve problems in the visual domain - will, as the information revolution evolves, become a requirement for success in business and in life.” - Dave Gray.**

Visual fluency is now as vital as verbal fluency for succeeding in studies and in life. We communicate through visual media, and often this is visual digital media like video art, games, environments, immersive spaces, and installations in museums and public spaces. This course introduces principles of visual narratives, art history, communication, media theory, design thinking, and cognitive psychology. Thus, students will gain a deeper understanding of how meaning is created and sensation is evoked through visuals.

The Minor program **Media Arts & Experimental Film** consists of interactive seminars, lectures, workshops, and excursions. The main emphasis of all the courses is on developing visual concepts for experimental films (based on authentic stories of importance) and for other artwork concerning portrait and self-portrait. Teamwork, constant feedback and reflection, professional case studies, and creative experiments are the essentials of the Minor program.

**Please note:** You should have experience in media design and production. You are required to submit a portfolio of your creative media work (website, reels, or any other online samples). The portfolio needs to be submitted as a web link (preferred) or a PDF file. Please bring your own laptop equipped with an Adobe CC package (Photoshop, Illustrator, After Effects) with you. During the semester we do excursions in Germany. Part of your travel expenses will be reimbursed or covered for. Students will pay one part themselves (around 200 EUR, to be confirmed.)

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| <b>COURSES IN THIS PROGRAM (subject to change)</b>                 | <b>ECTS</b> |
|--|-------------|
| <b>Academic Studies</b>  |             |
| Creativity and Media   | 8           |
| Contemporary Media & Art   | 8           |
| Visual Literacy  | 6           |
| Presentation Techniques  | 4           |
| <b>Language &amp; Cultural Studies</b>                             |             |
| German Language Course   | 2           |
| Another language or cultural course offered by the Language Center | 2-4         |

1 ECTS credit normally equals approximately 30 hours of work. This will consist of a mixture of lectures, seminars, project work and independent studies.

## **ABOUT OUR PROGRAMS**

Exchange students are able to choose from a variety of English-taught Minor Programs. Each Minor is a one semester long set program. Most Minors run every semester, and normally consist of 30 ECTS credits. Please note that it is NOT possible to pick and mix courses from different Minors. In order to be admitted to one of our Minors, we expect students to have a language level of B2 or higher in English (non-native speakers need to include proof of language proficiency in their application documents).

## **FOR QUESTIONS CONCERNING THIS PROGRAM PLEASE CONTACT**

### **Prof. Katja Schmid (academic questions)**

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### **International Office (organizational questions)**

Phone: +49 711 8923 2035

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For more information on our exchange programs, please visit the website:

[https://www.hdm-stuttgart.de/en/prospective\\_students/academic\\_programs/exchange\\_programs](https://www.hdm-stuttgart.de/en/prospective_students/academic_programs/exchange_programs)