



HOCHSCHULE  
DER MEDIEN

**INTERNATIONAL**

**DISCOVER**

the services we provide  
for exchange students

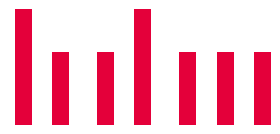
**LEARN**

more about  
Hochschule der Medien  
and Stuttgart

**MEET**

our international  
students & find out  
about their stories





HOCHSCHULE  
DER MEDIEN

# COME and Study Media





## **DEAR STUDENTS, DEAR PARTNERS,**

Going on a semester abroad is a life-changing experience you will never forget. Studying and living in a different country makes for fond memories that will last for a lifetime, let alone the things you will learn and the new friends from all around the world that you will make during your time abroad!

At Hochschule der Medien, we welcome around 100 exchange students each semester, and they all love their time with us here in Stuttgart. Thus, we would like to give you an impression of what it's like to come study at Hochschule der Medien, one of the best universities in the German media landscape. If you're all about the media, you're definitely in the right place here! Our project-based lectures are held by experts in their respective fields and you can be sure to find courses that suit your needs and interests among our wide range of English-taught study programs.

In this magazine, we will provide you with valuable information about our university, about the services we provide to our international students as well as about the city of Stuttgart and important events in & around town. And who could better describe the study abroad experience at Hochschule der Medien than our exchange students themselves? Therefore, we interviewed some of them and will share their stories and impressions with you here, too.

We hope you will enjoy discovering Hochschule der Medien with the help of our magazine and would love to also get to know you, of course! So have fun flipping through the following pages and please feel free to reach out to us anytime. You can find our contact information on the back page and we cannot wait to hear from you. Until then, we are sending

Liebe Grüße from Stuttgart,

*Martina Schumacher*

*Head of International Office  
Hochschule der Medien*

# WELCOME

## TO HOCHSCHULE DER MEDIEN! TO THE WORLD OF MEDIA!

Do you want to learn all about the world of media? Great, you're in the right place - welcome to Hochschule der Medien! At our university based in Stuttgart, Germany, students can choose from a wide range of media-related programs; from printing technology to audiovisual media, information design and media informatics, advertising and media publishing to media management and many more.

Hochschule der Medien is a public university funded by the state of Baden-Württemberg. The university as we know it today was founded through a merger of two universities in 2001, but its roots in teaching printing and media go back to 1853. Hochschule der Medien has three faculties and currently offers about 30 accredited Bachelor's and Master's degree programs.

About 5,500 students are enrolled at Hochschule der Medien and benefit from a unique approach that combines lectures with hands-on projects. We unite media topics and techniques with business knowledge. Thus, we enable our students to become true team players and solve practical challenges together. Along with modern lecture halls, Hochschule der Medien comes with state-of-the-art equipment and facilities, such as our own TV and radio studio, printing machines and media labs. Therefore, our students can directly apply their knowledge and explore the world of media in all of its aspects.

Hochschule der Medien has partnerships with more than 120 universities around the world, offers international degrees, and runs several strategic ERASMUS+ partnerships with universities from both inside & outside of the EU. While most of our degree programs are taught in German, we also have many study options for international students. The undergraduate program Print Media Technologies is one of Germany's very rare Bachelor of Engineering programs entirely taught in English. Furthermore, exchange students are able to choose from a variety of English-taught Minor Programs with courses that match their fields of study.







## FACTS & FIGURES:

- about 30 Bachelor's & Master's programs in three faculties:
  1. Print & Media
  2. Electronic Media
  3. Information & Communication
- about 5,500 students & 200 exchange students per year
- 400 staff members, numerous visiting professors and industry experts
- strong industry links in Germany and worldwide
- faculty exchange opportunities throughout the year
- startup center for entrepreneurship education
- short term programs run in Stuttgart and at partner universities



## STUDENT EXCHANGE

The academic year at Hochschule der Medien is split into two semesters: a winter semester (September-February) and a summer semester (March-July).

Every semester, Hochschule der Medien welcomes numerous exchange students from all around the world. If you have decided to study with us here in Stuttgart during your semester abroad, our team from the International Office would love to be the first to welcome you!

## APPLICATION

**Step 1:** Get nominated by your home university

**Step 2:** Fill out the online application

**Step 3:** Upload your supporting documents

### Application Deadlines

31 May for the following winter semester

31 October for the following summer semester

## STUDY OPTIONS FOR EXCHANGE STUDENTS

Exchange students coming to Hochschule der Medien are able to choose from a variety of English-taught Minor Programs. Each one of those Minors is a one semester long set program. Most Minors run every semester and usually consist of 30 ECTS credits. Some Minors might require specific academic or technical skills.

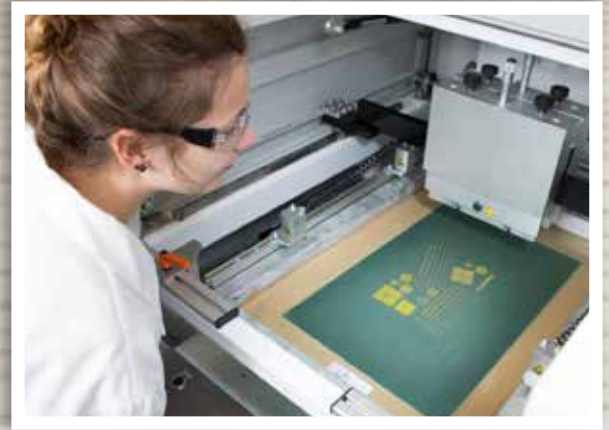
Please note that the required language level for our courses in English is B2 (bachelor's level) / C1 (master's). Exchange students will have a German course as a part of their exchange studies. International students who want to pick courses taught in German need a B2 (bachelor's level) / C1 (master's) level in German.

For more information about the different course options, please visit:

<https://www.hdm-stuttgart.de/exchange>



# CAMPUS LIFE



## COME SAY HI! :)

There is always something going on at Hochschule der Medien. Our students don't just come to campus for their lectures, but they also meet up here to work on projects together, use the university's facilities and media equipment, study in the library or our study areas - or just hang out with their friends and fellow students. Whenever you come to campus, you can be sure to run into exciting things happening there!













# OUR SERVICES

## FOR EXCHANGE STUDENTS

### ACCOMMODATION

We cooperate with Studierendenwerk Stuttgart (Student Services), which owns and maintains several student dorms in Stuttgart, many of them situated near or on campus. For more information please visit: [www.studierendenwerk-stuttgart.de/en/accommodation](http://www.studierendenwerk-stuttgart.de/en/accommodation)

### UPON ARRIVAL

When you are new to a city, finding your way around can be quite difficult and daunting in the beginning. Don't worry - you will be absolutely fine! We are here to help you.

If you are going to be staying in our halls of residence "Filderbahnplatz", your Buddy (an HdM student helper) will pick you up at the airport or at the train station in Stuttgart, and take you to your accommodation. Please note, that our Buddies are only available for the pick-up service during the scheduled arrival period as specified on your acceptance letter.

In order for the Buddies to plan for the meet and greet, we will contact all exchange students for their arrival details.

Should you prefer to find your own way to your accommodation (university halls of residence), please let your Buddy know this, so that we can arrange for the pick-up of your room keys.

### BUDDY PROGRAM

Starting at a new university can be a challenging time, especially if you are also traveling to a new country or even continent! Your Buddy (a current HdM student) will make this experience a positive and rewarding one from the moment you arrive here in Stuttgart.

The overall purpose of the Buddy Program is to support the mutual integration of the international students and the HdM students, as well as to create new friendships and introduce the exchange students to life at HdM. Our wonderful Buddies will share their local knowledge and accompany you to various offices.

They are also there for you should you need help with German language or any other new things you will explore in the beginning of your semester. These are just some of the many things your Buddy is very happy to support you with:

- meet & greet on your arrival
- helping with the move-in if you live in the dormitories
- registering with the City of Stuttgart
- opening a German bank account (a must if you live in the halls and/or have a German health insurance)
- visiting the Stuttgart City Immigration Office if you need to extend your visa/residence permit
- setting up your study schedule online and helping with the HdM Email access
- activating your HdM Student ID & arranging for your ticket for the Stuttgart public transport network VVS
- going to social events with you
- supporting you throughout the semester with any other questions you might have

### ORIENTATION WEEK

Before the semester starts, we help you organize your exchange semester. This includes: registration with the local authorities, opening a bank account, getting your student ID, obtaining a ticket for public transport, internet access and many other things. Your intensive German language course will take place before the semester starts (winter semester only) and, of course, so will a lot of other activities, excursions and fun events! All international students will meet for the first time during the traditional welcome breakfast which launches the orientation week.

### ERASMUS STUDENT NETWORK

There will be a number of events organized by the HdM Exchange Network and the Erasmus Student Network ESN's Stuttgart chapter that you can go to with your Buddies, and you can of course also arrange for your own leisure activities. This is a great way to make friends from all over the world! Find out more about ESN here: [https://www.instagram.com/esn\\_stuttgart/](https://www.instagram.com/esn_stuttgart/)

# WELCOME TO STUTT GART!



Car and soccer enthusiasts have surely heard of Stuttgart before. However, there is a lot more to our city than “just” Mercedes-Benz, Porsche and its Bundesliga team. Stuttgart is Germany’s sixth largest city and home to about 600,000 people. As the capital of the state of Baden-Württemberg, Stuttgart has a lot to offer and is one of the most attractive places to live, work and study in the South-West of Germany.

It is therefore no wonder that over 40,000 young people are studying at the various universities of Stuttgart, including Hochschule der Medien. While the city is most famous for its big players in the industry sector, it is also home to large media companies & cultural institutions and plays a key role in the German Hip Hop scene. Thus, it is the ideal location for media studies. Hochschule der Medien has close ties to

industry leaders in the region, which is a great opportunity for students to gain inside knowledge & practical experience along their studies.

Stuttgart offers a lot of leisure activities as well as fantastic restaurants and bars along with many shopping opportunities. It is a very lively city and hosts a big range of festivals, especially during the summer. Twice a year, during spring time and in the fall, the city bursts with Oktoberfest feeling at “Canstatter Wasen”, Stuttgart’s very own version of the world-famous beer festival in Munich. Stuttgart’s location in the valley of the Neckar river, surrounded by vineyards, also allows for a big wine festival. And in the winter time, Stuttgart Christmas Market invites to a cup of mulled wine and some local food and treats.



## SCHLOSSPLATZ

Right downtown, in the middle of Stuttgart's major shopping street, you can find Schlossplatz. It's a very lively hang out spot that invites for a little shopping break. Just sit down on one of the benches, in the grass or by the fountains, enjoy the view of city castle next to the square or just watch the people walking by – it's always great fun to be at Schlossplatz! During the summer, the square hosts various festivals and concerts, too, and it really is where the heart of the city beats.







# ONE DAY IN STUTTGART



## COME EXPLORE STUTTGART WITH US...



We in Stuttgart West

When you come study at Hochschule der Medien, you will get to call Stuttgart your new home. Thus, the staff of the International Office would like to take you on a tour through the city to give you a first idea of what this new home of yours is like. We're sure you'll soon love it as much as we do! Felix, one of our International Coordinators will be your tour guide. Come spend a day in Stuttgart with him!

First things first: the city has a rather small downtown area, which means you can explore many of its prettiest spots within one day, and you can be sure to discover a lot within a short period of time. However, chances are you'll also be walking a lot! I once had a friend from Spain visiting me for the weekend and I wanted to show him all of my favorite parts of town (there are quite a few of them; maybe I was a little too enthusiastic). We ended up being dead tired in the evening, but we did manage to see many of the most beautiful sights Stuttgart has to offer!

So, why were we walking that much and why were we so tired? Well, Stuttgart is located in a valley, which forces you to climb up and down some hill quite frequently. The easiest way to do so is taking the stairs, or "Stäffele", as we call them here. This could keep you busy for quite some time, as there are between 500-600 staircases all over town, connecting the lower and upper parts of Stuttgart. But no matter how you decide to explore the city, be it with friends or on your own, walking, by bike or with the help of public transportation, there are certain places you shouldn't miss out on. I'll cover a few things to do within one day here, but don't worry, you won't run out of options if you stay for longer than that, either - be it a semester or even a whole year.

I'd suggest starting your Stuttgart explorations in the heart of the city, which you'll get to immediately when you arrive at Central Station. The station has been under construction for more than a decade now and it will be another while until it's complete. It's always fascinating to see how the construction slowly progresses, but that's not what we came here for. Right when you leave the station, you'll be on Königstraße, Stuttgart's major shopping street. You can easily spend a whole day there when all the stores are open, but let's continue our tour to other parts of town.

Are you a foodie who just can't get enough of treating yourself? Then you should definitely go check out Stuttgart Markthalle for lunch, as it's a real food lovers' paradise! You can find anything from fresh fruit and vegetables, exquisite delicacies, exotic spices and international specialties there. Furthermore, it is also home to three great restaurants and a beautiful furniture and accessories store.

After leaving Markthalle, you can continue your downtown explorations right there: when you come here on a Saturday, there will be a popular flea market on Karlsplatz, in front of market hall. It's next to Schlossplatz, so after you're done checking out all the stands and vendors, make sure to take a break there and soak in the city's vibrant atmosphere.

Now it's about time we go up, so let's go have a coffee with a view! High above Stuttgart, close to the U-Bahn stop "Bopser", you can find "Teehaus", a pavilion with a large garden terrace, a stunning view over the city and a nice café. It's a very popular weekend destination for Stuttgart-ers now, but in the past it used to be part of a private mansion. Back in 1913, a factory owner built the pavilion so that his wife could host tea parties for her friends - and today, we're all very happy he did! After enjoying your coffee break and the view from up there, you can go on a nice walk back downtown using some of Stuttgart's infamous staircases once again. And then it's already about time for dinner and drinks - with its huge range of restaurants and bars, Stuttgart certainly won't disappoint!

Thanks for joining me & have fun on your very own city explorations soon,

Felix



my favorite view over the city from "Teehaus"

## IF YOU CAN'T GET ENOUGH: FURTHER STUTTGART EXPLORATIONS



### FEUERSEE

Feuersee is probably one of the most popular hang out spots in the city center, especially on sunny days. Go join many people of all ages who come sit by the lake, bring snacks and drinks and enjoy the view of the stunning Johanneskirche, a neogothic church. Fun fact: the lake was set up in 1701 and was used as a water reservoir in case of a fire back then (hence the name, "Feuersee"). Nowadays, if you pay close attention, you can spot turtles in the lake, as they often come check out the people sitting by the water.

### KARLSHÖHE

Just a quick walk away from city center, you can find a nice little piece of nature that all Stuttgarters love: Karlshöhe. It's a picturesque hill covered with a park where you can also play beach volleyball and escape city life for a bit. When you climb up the hill a little further, you can find vineyards and a popular beer garden with one of the best views over Stuttgart. Go check it out yourself!



### FERNSEHTURM

Highly controversial at its inauguration in 1956, Fernsehturm (TV Tower) is now a major landmark of the city and a very popular tourist attraction. It was the first telecommunications tower of its kind and served as the prototype for many such towers worldwide. The tower is about 216m tall and has two observation decks, one with a café and restaurant. From up there, you can see the whole city, the surrounding forests and vineyards and even the Black Forest – it's stunning!

### WASEN

Did you know that Stuttgart has its own version of the world-famous Oktoberfest in Munich? Wasen Stuttgart dates back to 1818 and has since become the fourth largest festival in Germany with more than 4 million visitors per year. It usually happens both in the spring and in the fall and is always very popular with our exchange students. For an "all-German" experience, pack your Lederhosen and enter one of the many beer tents with your friends, you'll definitely make great memories there! Don't forget to check out the many rides and attractions on the festival grounds, too!



### 0711

Chances are you'll come across Stuttgart souvenirs that have the number "0711" printed all over them. Do you wonder why that is? Well, first of all, "0711" is the city's phone code. But that number has become far more than just a phone code. To many locals, "0711" is almost synonymous to "Stuttgart". It symbolizes home as well as the Stuttgart way of life. Can you feel it, now?



## IMPORTANT EVENTS IN & AROUND STUTTGART

### **MEDIA NIGHT @ HOCHSCHULE DER MEDIEN (AT THE END OF EVERY SEMESTER)**

Every semester, our students showcase their multi-faceted media projects that they work on throughout the semester at Hochschule der Medien. Our beloved Media Night is an open doors event that attracts big crowds - friends & family are highly welcome!

### **INTERNATIONAL WEEK @ HOCHSCHULE DER MEDIEN (EVERY NOVEMBER)**

Our International Week is a cultural fair where international students present their home countries and universities as well as their culture and traditions to HdM students and staff. And also to our international partners, who are most welcome to visit Hochschule der Medien during that special week.

### **STUTTGART INTERNATIONAL FESTIVAL OF ANIMATED FILM (ITFS) (EVERY MAY)**

ITFS ranks among the world's most important events for animated film in all its aspects, and with its intersections with visual effects, architecture, art, design, music, science and games. Every year, it attracts up to 100,000 visitors and industry professionals from all over the world with the best of high-quality animations and interactive works.

### **FILM AND MEDIA EXCHANGE (FMX) (EVERY MAY)**

Back in 1994, Filmakademie Baden-Wuerttemberg decided to host an exchange fair for their students. The "Film and Media Exchange" was born, which would become FMX – Conference on Animation, Effects, Games and Immersive Media in Stuttgart. FMX has since developed into one of the world's most important conferences dedicated to digital entertainment.

### **FRANKFURT BOOK FAIR (EVERY OCTOBER)**

Only a 1.5 hour train ride away from Stuttgart, you can find the world's largest trade fair for books, based both on the number of publishing companies represented, and the number of visitors: Frankfurt Book Fair. It is also considered to be the most important book fair in the world for international deals and trading.

### **DRUPA (DÜSSELDORF, JUNE, EVERY FOUR YEARS)**

drupa is the largest printing equipment exhibition in the world, held every four years in Düsseldorf, about three hours away from Stuttgart. Thousands of industry experts are usually present and the fair is like a dream come true to our printing technology students, too.



# MEET BORIS

Boris is a Media Relations student at the University of Cyril and Methodius in Trnava, Slovakia. He decided to spend his semester abroad at Hochschule der Medien, where he chose the Minor Program "Journalism & Communication Management". Find out more about his time with us in this interview.



## **Why did you choose Hochschule der Medien for your semester abroad and what was your first impression after arrival?**

I decided to study abroad because I wanted to experience something new and then chose Hochschule der Medien because I wanted to improve my German skills. When I arrived in Stuttgart, my buddy was already waiting for me at the airport. That was really nice, having someone picking me up and me not have to worry about being in a new city with two huge luggage's and figuring out the way to the dormitory!

## **How would you describe your social life at Hochschule der Medien?**

After getting to know the other internationals, who lived in the same dormitory as me, we got the chance to experience German life together. I loved the fact that we were living together, because it was easy for us to meet up, go on trips or parties together. Hochschule der Medien students were preparing lots of different activities and trips for us. I think that was great for students living in another foreign country, being shown the country and the culture in such a way.

## **What was your most unforgettable experience during your time in Stuttgart?**

I think that was when we went to the Stuttgart beer festival! I loved seeing the real uncensored German culture. Before visiting that event, I had no idea Germans are jumping on benches and considering it a "national tradition". The size of the beer glasses was overwhelming for me, we were not allowed to order small ones. The atmosphere was awesome and honestly, I will never forget the fear I was feeling when I was jumping on the bench! I thought it would break but it did not.

## **Which learnings do you take home from your semester abroad?**

After my experience in studying abroad, I can say, I truly got to know myself better. Before visiting Germany, I had never lived in a foreign country. I learnt how to be independent, more responsible and how to solve problems by myself. I had to manage time by myself and responsibilities with it. The exchange brought me also lots of new friends from all around the world. In six months, I was taught about multiple nationalities, lots of new recipes and diverse ways of thinking.







## MEET ALISA

Alisa usually studies Graphic Design in Multimedia at Saint-Petersburg State University of Industrial Technologies and Design. She decided to come to Stuttgart for two semesters and take courses of our Minor Programs "Advertising" and "Moving Images", which turned out to be a great experience for her.

### How did you decide for your semester abroad at Hochschule der Medien?

I chose HdM, because, first, Germany has always been the country in which I would like to live, second, the university itself captivated me from the very first photos of its library that I found on Google, and the more I learned about this university, the more I fell in love with it. But for some reason, studying abroad, and especially in Germany, seemed like a pipe dream to me. While I was preparing to go to study abroad, I did not understand whether I was really going to do that or not, until the very last moment. It was only when I was on the plane that I finally realized that this dream is quite easy to follow!

### What would you say was the most valuable experience during your exchange?

Every day in your daily life in the student dorm you are surrounded by a lot of different interesting people from different countries. Now I have friends all over the world! The most valuable lessons for me as a shy and insecure at first girl were: don't be afraid, meet new people, communicate, have fun and, most importantly, believe in yourself. Yes, it may be difficult, but it's worth it. Exchange is a great chance to make friends all over the world. Now I know that I can be welcomed in many cities. To a student thinking whether to go study on exchange or not, I would say: **DON'T BE SILLY, DO IT!**

### What was your biggest surprise about living in Germany?

What surprised me the most in Germany was that when I happily went to the grocery store on my first Sunday in Germany the doors of the shop were closed. So my top tip for foreign students is - shop on Saturday! But seriously, I did not experience any big shocks, except one - in comparison with my home country Russia, all the people around seemed really friendly and smiling! Which shocked

but then very much pleased my Russian soul. And when I came back home, my Russian groupmates were surprised that I was smiling so often after returning from Germany.

### How did COVID affect your study abroad experience?

My great disappointment, of course, was the pandemic and remote studies, but even despite this, the educational process was organized perfectly, it was really fun and interesting to study, and the teachers are wonderful and friendly people who made this process as comfortable as possible. Hochschule der Medien staff were incredibly warm, friendly and understanding, too, and I really felt like in a loving family. Furthermore, despite the restrictions, regular online meetings, online games, online movie nights, etc. were organized by ESN, and on those happy days, without restrictions, they managed to hold several parties, a city tour, trips to incredibly beautiful places, such like gorgeous Hohenzollern Castle and even a trip to IKEA.





## MEET EBONY

Ebony, a student of “Games & Interactivity” from Swinburne University of Technology in Australia, spent two semesters at Hochschule der Medien. She arrived prior to the pandemic and thus got to experience both on site and online lectures. She first took the Minor “Moving Images” and then “App Design & Development” and is sharing her impressions about her time in Stuttgart with us here.

### **Why did you pick your Minors and what did you like about them the most?**

At Swinburne, a lot of my course is centered around games, but there is also studies to do with film. The two have a lot of things in common and I thought it would be really cool to also learn about film in a foreign country, as it's a very global industry. In my Minor “Moving Images”, I learned a lot of things to do with film and I also did a lot of work in making short films with other students, both German and international. I recommend the Minor because working in the film industry, it's more than likely you are going to be working with people from all over the globe. So you need to get used to talking to people who are different in so many ways. I don't think you get that experience when you are at home, and I've learned so much about all kinds of different cultures here!

### **What was your favorite aspect of studying and living in Stuttgart?**

At home, I don't live on campus, so I don't really have that student life experience. I live out in the country, about one and a half hours away, so I don't get to see people on campus, I don't get to really mingle with different people. Here, I got to do that: I was living with a bunch of people in the same apartment complex, we went out together and also went to our classes together, before they were online. I think it was a really rich experience.

### **How did you feel about Stuttgart as a city?**

I found Stuttgart amazing. It's a completely different city than what I'm used to back home. It was amazing to experience that. It's one of those cities that you go in and you can just walk over the entire city for the entire day and still find so many things. Like me, eight months in and I'm still discovering so much!

### **How did COVID affect your study abroad experience and how do you feel about that?**

Due to the pandemic, a lot of things were changed here; a lot of my classes were moved online, so I didn't really get to go to the university anymore and I didn't so much have that real university experience of studying on campus. It was a little tough, but I found support in my classmates and we managed to communicate online. It was definitely not how I wanted to spend my semester, but I still think I got a lot out of it and had a really great time at Hochschule der Medien!





**NOW IT'S  
YOUR  
TURN!**

We'd love to get to know you, too, so please do not hesitate to reach out to us! You can find our contact information on the back.

**don't be  
a stranger.**

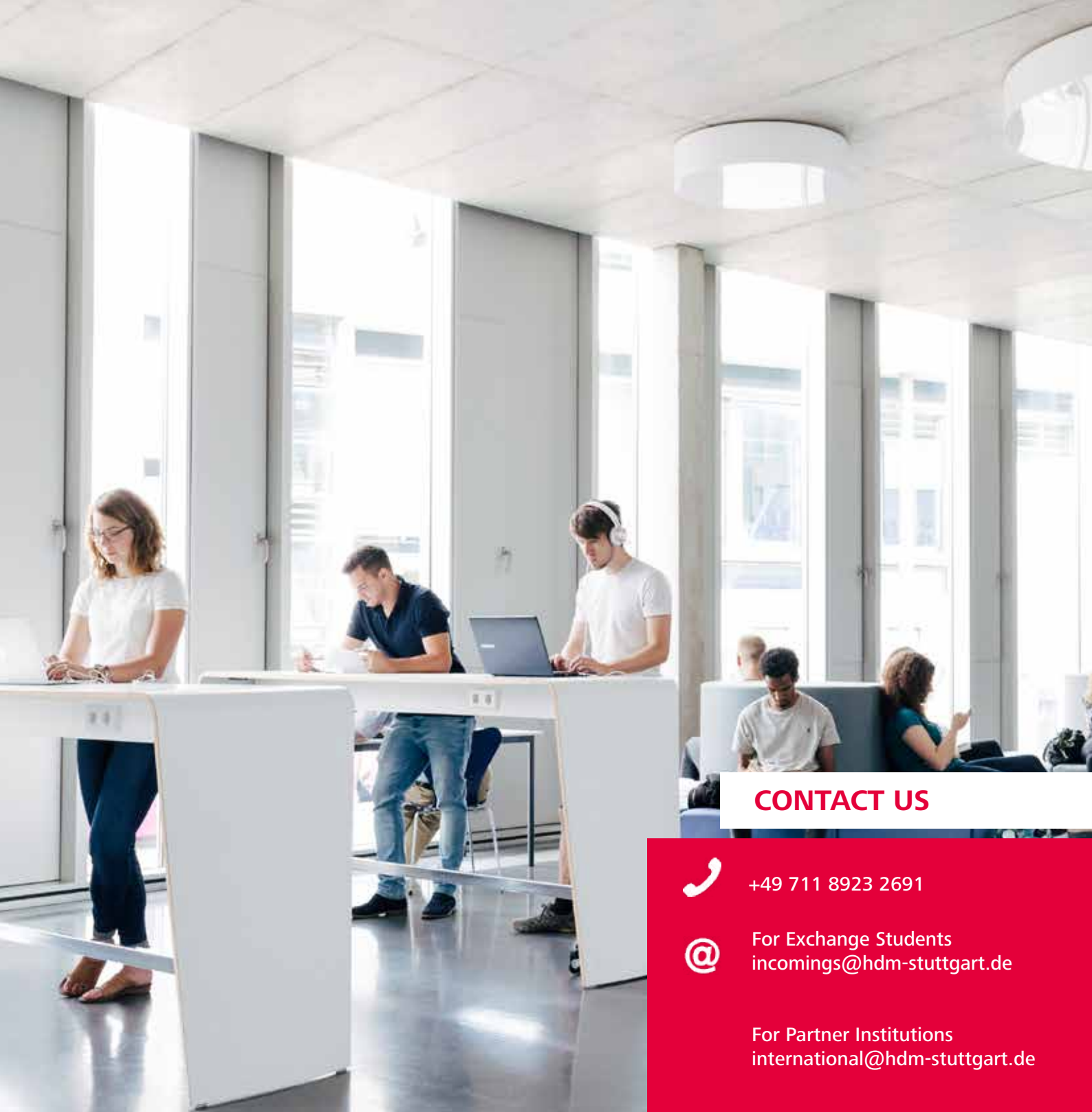
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**IMPRINT**

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