Study in the Heart of Europe

Hochschule Hannover – University of Applied Sciences and Arts
Faculty III – Media, Information and Design
Dear Visiting Student,

Would you like to accumulate credit points as well as gain intercultural competence? Then Faculty III – Media, Information and Design at the University of Applied Sciences and Arts, Hanover is the right place for you, for you can do both here. Hanover lies in the heart of Europe. The pulse of life can be felt here because Hanover is home to Europe’s largest creative network. Along with its great cultural scene with museums, galleries and theatres, the capital of Lower Saxony is famous for its world-class jazz scene and has been named a Unesco City of Music. More than half of the city consists of gardens, forests and lakes, so you will have all the space you need to relax.

My colleagues and I teach on the former grounds of Expo 2000 and will provide you with the foundations you need for your profession as journalist, photographer, designer of media, products or fashion, costumer or scenographer, interior designer, public relations worker or manager in the field of information, knowledge, media, communication or events. Faculty III – Media, Information and Design is currently home to 2585 students in 19 different bachelor and master’s programs. We have well-equipped laboratories, studios and workshops for the practical components of your studies; they are also a good meeting place to come together with other students. With all their differences in subject matter, what all our study programs share is a great degree of practical relevance. For you, this means the best possible preparation for your career, but it will require your complete commitment.

Today, 40 visiting students from 15 different countries are studying at the University of Applied Sciences and Arts, Hanover. Our study projects lead us around the world to places like Indonesia, India, China, Australia, Japan and the USA, places full of atmosphere and new ideas. Moreover, professors and students from all over the world come here to teach, learn and work. We would like to extend our heartfelt invitation to gain a new perspective of your studies in a semester abroad spent in Hanover. Be inspired by our study programs on the following pages!

Prof. Dr. Martin Scholz
Dean
Faculty III – Media, Information and Design
University of Applied Sciences and Arts, Hanover
Imprint

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A. Bachelor program in the Department of Design and Media

At the University of Applied Sciences and Arts, Hanover, the programs in Photojournalism and Documentary Photography, Interior Design, Media Design, Fashion Design, Product Design, Scenography – Costume – Experimental Design and Visual Communication take eight semesters to complete. On the following pages, you will find an overview of what is offered in each program.

Photojournalism and Documentary Photography (Bachelor)

»One of the best places to study photography, next to the ICP (International Centre of Photography) in New York."*
Photojournalism and Documentary Photography (International Class)

»Hanover’s Photojournalism program has not only spawned several great photographers, but most notably established the Lumix Festival, the outstanding global platform for young photojournalism.«*

The International Class (starts in March only) is a special program designed for international students who seek to broaden their experience and sharpen their profile in the inspiring atmosphere of a new environment. Taught entirely in English, the International Class is an integral part of the Photojournalism and Documentary Photography program at our university. We encourage students who are at an advanced undergraduate (bachelor) level to apply. In this one-semester program, students learn how to visualize topics and contents for the entire spectrum of journalistic publications. The aim is for them to develop their own photographic personalities. This includes adopting a personal attitude towards their subjects and knowing how to position themselves with their photographs. All classes are held by faculty members. Special flavour is added in additional workshops offered by internationally acclaimed photographers and other experts.

*Lars Lindemann, GEO Magazine, Head of Photography

Interior Design (Bachelor)

»Design counselling in small groups, excursions, presentations and events create a personal learning and working atmosphere.«

In the bachelor program in Interior Design at Hanover’s University of Applied Sciences and Arts you will examine the interplay of spaces and people. It is people’s needs that take centre stage. We will show you how to exploit shapes, colours, light, materials, smells and sound to develop atmospheres that are functional, yet touch all our senses. In Hanover, we train our students for their future professional lives, so they will be able to plan spatial and design concepts for various types of buildings and conceptualize furnishings, exhibitions, events and trade-fair stands. During your visiting semester, you can take foundation courses, draw in our studios, paint and sculpt, or register in seminars on the topics of communication, aesthetics, design and art history. Our workshops offer many possibilities to work with a wide array of materials and try out the latest technologies.
> Students can specialize in individual fields of work and activity via the three areas of concentration in Film, Animation/VFX and Games.«

The Media Design program will prepare you for successful work in the dynamic entertainment and information industry. You will work in a project-driven, team-oriented way, for media productions are team efforts that have to be organized, calculated, logistically planned and monitored. During your visiting semester in the Design Center, you can learn methods to plan and implement media projects; you will acquire complex consolidating knowledge of film, animation/VFX and games. Our lectures, seminars and projects focus on: design and media theory, animation/VFX, film, games, visual conceptualization and storyboards, production planning, post-production as well as visual effects and compositing. For all these, you will be able to use our TV studio with HD capability, Blackmagic film cameras, Vicon Motion Capture, rapid prototyping, 3D laser scanners, 3D and interaction labs along with software products such as Maya, MAX, NUKE, AVID and Adobe Creative Suite. The program works closely with both the animation institute at China’s Qingdao Technical College and the CPUT in Cape Town. Every year, we organize the Motion Cube festival for film, animation and digital worlds.

Even non-techies should be able to take a playful, confident approach to software systems. This has led to new, higher requirements in terms of ergonomy and software’s user-friendliness: it should not just work, but be fun to use. Our program in Media Design Informatics is a bridge between media design and informatics; it is for everyone who would like to work with both the design and programming of multimedia software systems, websites, apps, games or interactive applications. Modern software systems must fulfil not only technical demands, but also high expectations of design and aesthetics. Attractive user interfaces and multimedia content such as images, video, audio and computer animation now play a greater role. The Media Design Informatics program will be offered in conjunction with the departments of Design and Media (Faculty III) and Informatics (Faculty IV) at Hanover’s University of Applied Sciences and Arts.
Fashion Design
(Bachelor)

»Fashion. People. Methods.«

At Hanover’s University of Applied Sciences and Arts fashion design is more than designing clothes. It is a fascinating investigation of the social and cultural currents of our time. People, and their needs, demands and the design questions related to these issues, stand at the centre of our creative processes in order for us to develop sustainable, aesthetic and functional design solutions. During your visiting semester, you will be able to focus on the history of fashion, fashion sociology, marketing, colour theory, materials science and the practical implementation of target-group-oriented clothing collections. From the design to sketches, material and colour moods, illustrations, draping on a model, pattern construction and development, to manufacturing techniques such as denim processing and washes as well as fabric printing, you will have an overview of the entire craft. You will work in small teams supervised by experienced professors and lecturers. Excursions to important fashion and fabric fairs (Paris, Munich, Berlin) are part of our program, as are practical projects with partners from the industry. Along with graduates from our partner institutions, the final projects are presented to an international jury at the annual Modepreis Hannover event.

Product Design
(Bachelor)

»In our design processes, people’s needs take centre stage.«

The Product Design program was one of Germany’s first programs for industrial design and set nationwide standards for design education. The complex creation of objects and processes is at the centre of Hanover’s program. It begins with planning and extends to conceptualization, design, presentation and realization. We offer you space to learn and develop in the areas of design, theory, technology and techniques. Committed experts teach design as a development strategy for solving complex tasks both methodically and intuitively. Studios, workshops and laboratories for practical work with a well-equipped wood and metal/modelling workshop will support the practical implementation of ideas. We have spraying and painting rooms, 3D printers and CNC milling machines, experimental workshops with screenprinting and gypsum plaster – more than enough space for students to gather experience with unusual materials, colours, shapes and processes. Computers with software aimed at product designers, and the practice rooms of other programs, such as photo labs and a TV studio, complete the offer. The showcase fairs of various industries, but also many design-oriented companies such as Bree, Wilkhahn, Haworth, FSB, Volkswagen, Miele, Fürstenberg, Casala and COR, can be found in the area.
Our program Scenography – Costume – Experimental Design concentrates on an applied artistic course of studies that conveys the general foundations of design and, starting in the third semester, encourages a specialization in the areas of scenography, costume or experimental design. What’s more, an interdisciplinary exchange between the areas of concentration in the Freestyle project takes place in the seventh semester. The Scenography program trains students for work in the theatre and associated theatre-related areas where both stage settings and narrative spaces for staged action are created. Our Costume program educates costume designers for all areas of literary, musical and dance theatre as well as for film and TV. The program in Experimental Design trains free designers for various artistic fields, for instance experimental design, design processes in social contexts and design in public space.

Our program in Visual Communication concentrates on the design of information and its effects. Communication Design is a constantly changing area of work, for it is immediately influenced by developments in culture and media. Therefore, in Hanover, we develop and hone the designerly and conceptual competences of our students, so that they will be able to distinguish themselves in this area. Aesthetic aspects accompany the process of design, as do questions of textual goal-setting. Illustration, graphics, photography and typography are fundamental design tools in the image-text relationship as well as time-based media, interactive concepts and mobile applications and disciplines that build on each other in the modules of this study program. Seminars in art history, media theory and narrative theory accompany the design courses.

»In every sense: a program that educates students for the scenic arts and for general experimental-artistic-designerly areas of work.«

»The students of Visual Communication in Hanover work with graphic design, editorial design and interactive media.«
Over the course of seven semesters, our bachelor program in Information Management prepares students for work in scientific libraries, information and documentation centres at companies from a wide array of industries, as well as media, advertising and internet agencies. The first three semesters are devoted to the foundations of information research, content cataloguing, databanks and web development. Courses in business management of information facilities, information and German media law and communications technology round out the foundations of the program. The second study phase offers the opportunity to specialize in an area such as scientific libraries, music libraries or the development of information systems. Moreover, there are courses on fundamental subjects of information science from the areas of linguistics, empirical social research and law. The International Class is a special program which is designed for refugees and visiting students.
»The University of Applied Sciences and Arts, Hanover is one of Germany’s only post-secondary institutions that includes the profession of technical design assistant (GTA) as academic training in a dual study program.«

Our dual program in Integrated Media & Communication prepares students to work as managers or producers for media in corporate communication. A component of the eight-semester bachelor program is training as technical design assistants at the local vocational school responsible for multimedia. Theoretical foundations, conceptual and planning skills are included in this curriculum at the University of Applied Sciences and Arts, Hanover. Seminars in the media business, calculation and controlling, media and publishing law, marketing, public relations and communications research complement the interdisciplinary program. To coordinate with these courses, the Multimedia Vocational School devotes the first four semesters to technical design skills in the production and application of communications and information technology as well as interactive and audiovisual media. In addition, students spend the entire program as practical trainees.

»This study program offers the advantage of an academically based, practical education that trains students to become self-sufficient media professionals.«

Our six-semester bachelor program in Journalism prepares students for work in editorial offices at publishing houses, broadcasting companies, production companies, media agencies and journalists’ offices. In the first three semesters, they learn journalistic crafts such as research, writing, organization and layout. They become familiar with various types of media and produce contributions for newspapers, radio, TV and online media. The foundation program is rounded out with basic knowledge from communications theory and research, media law and media economy. The main portion of the study program provides knowledge from specialized sectors such as economics, politics, culture and sports. Hanover is an important city for the media, and the program fosters intensive contact with the local media services.
Medical Information Management (Bachelor)

»Small groups, a pleasant learning environment and good relations between teachers and students characterize this future-oriented program.«

Public Relations (Bachelor)

»Conceptualization practice and PR projects for clients from industry are an integral component of our PR program and provide students with the ideal preparation for their working lives.«

Over seven semesters, our bachelor program in Medical Information Management prepares future information workers for work in hospitals, pharmaceutical companies, research institutes, health offices, software companies and large medical practices. The main teaching content covers informatics, medicine, statistics, information research and documentation methods. The fundamentals of business administration and management complete the program. Moreover, students have the opportunity to specialize in one of three major fields of study: methods of medical informatics for information management; the documentation of medical care processes for quality management and controlling; or the management of clinical studies and statistics.

Our six-semester bachelor program in Public Relations conveys compact knowledge concerning the theory and practice of professional corporate, organizational, and public communication. It prepares students for work in the communications departments of companies, PR agencies and non-profit organizations. The first three semesters provide an overview of conceptual practice, press and media work, internal communication and online PR. The foundation program is complemented with selected aspects from journalism, communications science, photography and design. Seminars on strategic communication management, crisis PR, public affairs, international PR, sponsoring, marketing and the conceptualization of a PR project are included in the curriculum of the main part of the program.
In seven semesters, students of the bachelor program in Event Management undergo a practice-based education in the planning, design and steering tasks surrounding events. Events managers work in the trade-fair and congress industries, for tour operators, in hospitality, cultural offices, advertising and events agencies, in show productions by broadcasting, film, TV or theatre, in corporate communication or as independent freelancers. The first two semesters are devoted to the fundamentals of business management and law, events technology and concepts as well as project management. This is topped off with specialized knowledge in communications, methods competence and media applications. In the fifth and sixth semesters, students choose to consolidate their skills in one industry-related area, for instance sport and leisure, hospitality and tourism, art and culture or trade fairs, exhibitions and congresses.

»The bachelor program prepares students for responsible work in the event industry and offers the advantage of an academically based, practical course of study.«
B. Master’s program in the Department of Design and Media

The master’s program in Design and Media is offered as a full-time course of study. To earn a Master of Arts degree, students prepare and submit a scientific/design-based final project.

The world is changing at an ever-accelerating pace. As we shift from a form of society determined less and less by industrial production towards one increasingly defined by the flow of information, those who shape these currents take on economically and socially decisive positions. The master’s program in Design and Media prepares its graduates to take on responsibility in this process of transformation. This means that they do not see themselves merely as passive witnesses to the shift, but are aware of their active role: design creates the world; design brings about the future. Designers are the engine of this dynamic and central path. Over a regular study period of two semesters, the master’s program provides relevant additional qualifications in the areas of conceptualization, theory and methods, communication, aesthetics, project organization and theories of design. These metaperspectives will give graduates the skills they need to develop their own established positions within the creative industries. They will look beyond the boundaries of their own discipline, see themselves against a broader social horizon and occupy leading positions in culture, media and business. The master’s program in Design and Media is offered as a full-time course of study.
B. Master’s program in the Department of Information and Communication

Our master’s programs in TV Journalism, Communications Management and Medical Information Management are offered as full-time courses over a regular study period of three or four semesters. To earn the Master of Arts degree, students prepare and submit an academic final project.

TV Journalism (Master)

»The curriculum is aimed at the requirements of TV editorial and production offices. Experts with broad practical knowledge and comprehensive experience in the industry teach in this program.«

In four semesters, the master’s program in TV journalism prepares students for work as TV journalists in a spectrum encompassing VJ presentation, magazine journalists and authors of documentary TV journalism. The degree can lead to acceptance into postgraduate programs. Students acquire comprehensive skills in research as well as the execution and dramaturgical design of contributions in TV journalism. They develop new formats and investigate the history of documentary television. Practice-based teaching content and a communications-science-based examination of television journalism are complemented with classes in media business, media law and design of moving images. The prerequisite for acceptance into this program is a qualified degree in a program of media or communications science including courses based on film or television journalism. Furthermore, applicants must prove that they have had at least four months of relevant practical experience.

www.f3.hs-hannover.de/mtv
Our four-semester master’s program in communications management prepares students for their professional future as leading personalities in corporations, communications agencies and non-profit organizations. The program enables them to carry out scientifically based, theory-reflective management tasks in strategic communication and can lead to acceptance into a postgraduate program. The core of this course rests on application-oriented projects from communications strategy, creativity and empirical research. Students work with current media and social trends; they gain insight into the foundations of corporate leadership, communication management, affinity-group research and social-scientific methods. The prerequisite for acceptance into this program is a degree in a communications-science subject area. Furthermore, applicants must prove that they have had at least four months of practical experience in corporate communication or a communications agency.

Over three semesters, our master’s program in Medical Information Management prepares students for leadership roles in the information management of hospitals and other health-care institutions as well as for work in clinical research. In the first semester, five compulsory courses provide students with a shared skill base that serves as the foundation of the following consolidation courses. In the second semester, the students’ acquired knowledge will be reinforced with corresponding elective courses and a project study. Moreover, students have the possibility to specialize in either data management or quality management; they can also specialize in the application of these methods in health-care or clinical research and drug safety. The prerequisite for acceptance into this program is a relevant degree in the area of Medical Information Management or a subject-related program of studies. Additionally we offer an international summer school (short term program) for six weeks from May until June.
C. Your visiting semester in Faculty III – Media, Information and Design

Due to their international focus and their practical orientation, University of Applied Sciences and Arts, Hanover academic programs will be a key asset in your professional career. You will not be alone as an international student; many other students from abroad choose the University of Applied Sciences and Arts, Hanover for their studies. You will get to know students from all over the world. International students as well as teachers are welcome because they are an enrichment for our university. In adopting the National Code of Conduct on Foreign Students at German Universities, the University of Applied Sciences and Arts, Hanover commits to grant international students, wherever possible, the same rights that German students enjoy and, furthermore, to offer them the services and assistance that they particularly need as foreign guests. The University is constantly enhancing its international programs in cooperation with partner universities in Europe and Asia as well as North America. Building soft skills is an important aspect of these programs. The ECTS credit transfer system is used in all University of Applied Sciences and Arts, Hanover course programs.

Contact

Contact for Applications and Financing
If you have questions about your application for a visiting semester, please write us an email:
E-Mail: hsh-incomings@hs-hannover.de

Contact for information about the content of the visiting semester
If you would like to find out more about the study program and the content of your visiting semester, the team at the International Office of Faculty III will be happy to help you.

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You will find helpful information on the following websites:
www.hs-hannover.de/international/wege-an-die-hsh
www.hs-hannover.de/international-eng/international-students-at-hsh

www.f3.hs-hannover.de/internationales/wege-an-die-fakultaet-iii-information-for-incomings
Study in the heart of Europe!
Hochschule Hannover – University of Applied Sciences And Arts, Hanover

Teaching and research, practical relevance, further education and internationality characterize the standing of Hanover’s University of Applied Science and Arts. With about 10,000 students, it is the second-largest postsecondary institution in the capital of Lower Saxony, currently offering a broad spectrum of education in 60 programs of study at various locations in Hanover. Teaching activity in Faculty III – Media, Information and Design – takes place on the grounds of the Expo 2000 world exposition. The university’s proximity to companies and organizations representing forward-looking professional sectors, encourages contact. Around 84 professors, 23 instructors for special subjects and lecturers are actively involved in the education of our 2585 students in Faculty III.
HOCHSCHULE HANNOVER
UNIVERSITY OF APPLIED SCIENCES AND ARTS

Media, Information and Design