

www.fh-joanneum.at | Austria | Styria

Bachelor's degree programmes

Industrial Design
Information Design
Journalism and Public Relations (PR)

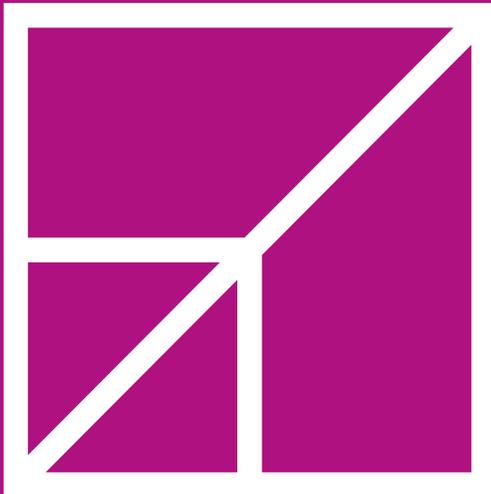
Master's degree programmes

Exhibition Design
Communication Design
Content Strategy
Industrial Design
Interaction Design
Media Design
Sound Design

Postgraduate Master's courses

Public Communication
Technical Documentation
Visual Communication and Image Management

EN



STUDY
YOUR
DREAM



| Bachelor's degree programmes | Degree | Organisation | Campus |
|--------------------------------------|--------|--------------|--------|
| Industrial Design | BA | Full-time | Graz |
| Information Design | BA | Full-time | Graz |
| Journalism and Public Relations (PR) | BA | Full-time | Graz |

| Master's degree programmes | Degree | Organisation | Campus |
|----------------------------|--------|---------------|--------|
| Exhibition Design | MA | Work-friendly | Graz |
| Communication Design | MA | Work-friendly | Graz |
| Content Strategy | MA | Part-time | Graz |
| Industrial Design | MA | Full-time | Graz |
| Interaction Design | MA | Work-friendly | Graz |
| Media Design | MA | Work-friendly | Graz |
| Sound Design* | MA | Work-friendly | Graz |

* in cooperation with the University of Music and Performing Arts Graz

| Postgraduate Master's courses | Degree | Organisation | Campus |
|---|--------|--------------|--------|
| Public Communication | MA | Part-time | Graz |
| Technical Documentation | MSc | Part-time | Graz |
| Visual Communication and Image Management | MA | Part-time | Graz |

The Department of Media & Design shapes tomorrow's worlds of communication. We develop design solutions for products and services, create and design content for various channels of communication and work creatively in a digitally networked environment. In close cooperation with companies and institutions we translate practical requirements into functional and aesthetic solutions. Leading visionaries in the field continuously inspire our imagination and foster our implementation expertise. The wide range of opportunities available to graduates from our degree programmes is reflected in the diverse careers they pursue. But there is one thing all our graduates have in common – a passion for future-oriented communication and design.

Bachelor's degree programme INDUSTRIAL DESIGN

Our students design products, systems, services and experiences: from food processors to cars, from drills to laptops. It is vital that industrial designers approach the changing needs of users with sensitivity, intelligence and imagination and take a holistic attitude to products.

What you will learn:

- Theoretical design fundamentals
- Acquiring various representation skills (2D and 3D)
- Developing an emotional aesthetic product language
- Building up the expertise to deliver functional technical solutions
- Depicting design objects through hand-drawn sketches
- Drafting and designing computer-generated design objects
- Creating design models from materials such as hard foam, fibreglass and wood

The programme gives equal emphasis to product and transportation design. Functional technical solutions play an important part in product design, alongside the emotional aesthetic qualities of the product language. In transportation design the focus is on developing new solutions for mobility, from electric to autonomous vehicles. In addition to interdisciplinary projects, the internship in the sixth semester is an integral part of the course: places are available in renowned design studios from Graz to London and from Vienna to Singapore.

Organisation

Industrial Design is a full-time course. This means the classes are held at FH JOANNEUM over a 15 week period each semester, generally all day Monday to Friday. You receive a current timetable at the start of each semester.

FACTS



Bachelor of Arts in Arts and Design (BA)



Full-time



6 semesters / 180 ECTS



FH JOANNEUM Graz



Language of instruction: German / selected classes in English

- 18 places per year

- Head of Degree Programme:

Prof. Mag. Thomas Feichtner

- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland

- All information about deadlines, application and admission can be found online.

- www.fh-joanneum.at/idb

Did you know ...

... that we publish design drafts? We publish selected projects and degree theses several times each year in our "Design Mail" posters.



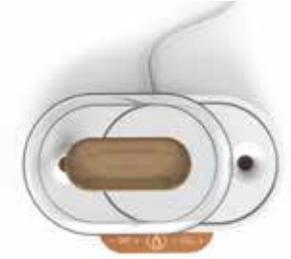
"The Bachelor's degree in Industrial Design gave me essential skills and knowledge: the ideal foundation for my internship in Munich. I was able to put my skills into practice there and also gain important professional experience."

Clara Feßler, BA,
Graduate of the Bachelor's programme,
Student on the Master's programme



Master's degree programme

The follow-on Master's degree programme in Industrial Design at FH JOANNEUM offers you the opportunity to specialise in mobility design or eco-innovative design.



CURRICULUM: 180 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester | 4th semester | 5th semester | 6th semester |
|--|---|---|---|--|-------------------------------|
| Project Work 1 5 ECTS | Project Work 2: Packaging Design 5 ECTS | Project Work 3: Design + Ergonomics 12 ECTS | Project Work 4: Design + Sustainability 12 ECTS | Bachelor's Thesis 1: Design + Innovation 14 ECTS | Bachelor's Thesis 2 6 ECTS |
| Freehand Drawing Visual Communication 1 Model Building 1 8 ECTS | Visual Communication 2 Model Building 2 Photography 8 ECTS | Psychology of Perception & Colour 2 ECTS | Digital Design Tools 1 3 ECTS | Digital Design Tools 2 Virtual Modelling Basics 4 ECTS | Internship 24 ECTS |
| Design 1 9 ECTS | Design 2 Shaping/Semantics Graphic Design 1 15 ECTS | CAD 1 Engineering 1 8 ECTS | Graphic Design 2 2 ECTS | Transportation Design Basics 4 ECTS | |
| Design Basics Descriptive Geometry 4 ECTS | | Visual Communication 3 4 ECTS | Strategic Design 4 ECTS | Philosophy + Design History + Design Methods 4 ECTS | |
| Engineering Basics 2 ECTS | | Communication 1 Professional English 1 4 ECTS | CAD 2 Engineering 2 6 ECTS | Mechatronics 2 ECTS | |
| General English 1 2 ECTS | General English 2 2 ECTS | Communication 2 Professional English 2 3 ECTS | Professional English 3 2 ECTS | | |

| | | | | | |
|-------------------|---------------------------------|-------------------|--------------------------|------------------------------|------------------------------|
| Project Work | Visual Communication Competence | Design Competence | Technological Competence | Fundamentals and Methodology | Communication & Presentation |
| Bachelor's Thesis | Internship | | | | |

Bachelor's degree programme INFORMATION DESIGN

Our students help us navigate our environment, design communication processes and present analogue and digital information in a visual form. Give your inventiveness free rein and leave your mark on the world.

What you will learn:

- Design skills
- Conveying information graphically
- 3D modelling
- Creating user-friendly designs
- Basics of filming and making a documentary film
- Creating an exhibition concept: from the initial idea to dismantling
- Design for all

Projects undertaken in small groups and with start-ups ensure that this programme has a practical base. You can choose between Communication Design, Media Design and Interaction Design in the fourth semester and specialise in one of the many disciplines within information design. The internship in the sixth semester can be completed in Austria or abroad. It is also possible to spend a semester abroad.

Organisation

Information Design is a full-time course. This means the classes are held at FH JOANNEUM over a 15 week period each semester, generally all day Monday to Friday. You receive a current timetable at the start of each semester.

FACTS



Bachelor of Arts in Arts and Design (BA)



Full-time



6 semesters / 180 ECTS



FH JOANNEUM Graz



Language of instruction: German

- 49 places per year
- Head of Degree Programme:
Univ.-Doz. Dr. phil. Karl Stocker
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- www.fh-joanneum.at/ind

Did you know ...

... that we regularly invite prominent designers to lectures and workshops? We've already had Stefan Sagmeister visit us, for example.



“The course allows you to immerse yourself in the world of creative work. It emphasises the wide range of available media and enables you to deliver consistent information – at a glance.”

Clara Frühwirth, BA MA, Student

Career prospects

Our graduates work in the creative industries, including design studios, new media agencies, publishing houses, print media, internet broadcasting or film and video production firms. Our graduates can also continue their studies on a Master's degree programme at FH JOANNEUM, for example in Exhibition Design or in Communication, Media, Sound and Interaction Design.

CURRICULUM: 180 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester | 4th semester | 5th semester | 6th semester |
|---|---|---|--|--|---------------------------------------|
| Typography 1 3 ECTS | Design Thinking 1 3 ECTS | Sound Editing and Audio Engineering 2 ECTS | Generative Design 2 3 ECTS | Academic Work 1 ECTS | Internship Seminar 3 ECTS |
| | | | | Media Law 2 ECTS | |
| History and Theories of Design 2 ECTS | Art Theory and Aesthetical Practice 2 2 ECTS | Sound Design and Postproduction 2 ECTS | Art Theory and Aesthetical Practice 4 2 ECTS | Design Thinking 2 2 ECTS | Bachelor's Thesis Seminar 2 3 ECTS |
| Art Theory and Aesthetical Practice 1 2 ECTS | Design Lectures 1 2 ECTS | Video Editing and Postproduction 2 ECTS | Media Theory 2 1 ECTS | Design Lectures 2 2 ECTS | |
| Information Design 1 2 ECTS | Information Design 2 2 ECTS | Media Production 7 ECTS | Portfolio 2 ECTS | Advertising 1 ECTS | Internship (12 weeks) 24 ECTS |
| Cultural Studies 1 ECTS | Typography 2 1 ECTS | | Communication Methods 1 ECTS | Bachelor's Thesis Seminar 1 2 ECTS | |
| Information Technology for Designers 3 ECTS | User-centred Design 2 ECTS | | Responsive Environments 2 ECTS | Electives: Scenographic Interventions User Experience Design Web Programming Package Design Project Management Social and Sustainable Design 9 ECTS | |
| Usability Testing 2 ECTS | 3D Modelling and 3D Animation 3 ECTS | | User Interface Design 2 ECTS | | |
| 3D Modelling 1 ECTS | Programming 1 ECTS | Art Theory and Aesthetical Practice 3 2 ECTS | Business Basics 2 ECTS | Module of chosen specialisation: Communication Design Media Design Interaction Design 11 ECTS | |
| Graphic & Print 3 ECTS | Creative Writing 2 2 ECTS | Information Design 3 2 ECTS | Research & Knowledge 7 ECTS | | |
| Visual Communication Basics 7 ECTS | Design English 2 2 ECTS | Media Theory 1 2 ECTS | | | |
| | | Screen Design 3 ECTS | Presentation Techniques 1 ECTS | Module of chosen specialisation: Communication Design Media Design Interaction Design 8 ECTS | |
| | Exhibition Design 7 ECTS | Generative Design 1 3 ECTS | | | |
| Creative Writing 1 2 ECTS | | Client-centred Design 2 ECTS | | | |
| Design English 1 2 ECTS | | Applied Game Design 3 ECTS | Module of chosen specialisation: Communication Design Media Design Interaction Design 8 ECTS | | |
| | | Creative Writing 3 2 ECTS | | | |

Bachelor's degree programme

JOURNALISM AND PUBLIC RELATIONS (PR)

In our fast-paced world, information races around the globe and professional communications are crucial. Our students gain an all-round overview: whether on the internet, radio or TV and whether in a PR agency or as an editor – they produce content for different media and target groups. You too can help shape the communication and information society of tomorrow.

What you will learn:

- Understanding communications
- Using different media channels
- Communicating online
- Applying storytelling techniques
- Conveying data-based information
- Researching on current topics
- Using media techniques – both online and offline
- Thinking and planning strategically
- Communicating to target groups
- Following trends in the media sector

We give you an innovative media education suitable for a career both in journalism and in public relations. In addition the Online Communication and Digital Journalism options in the fourth and fifth semesters will teach you practical creative skills for web-based content production. Students can gain experience for a variety of professional fields working in cooperation with media companies, during their internship and on practical projects. It is also possible to spend a semester abroad.

Organisation

Journalism and Public Relations (PR) is a full-time course. This means the classes are held at FH JOANNEUM over a 15 week period each semester, generally all day Monday to Friday. You receive a current timetable at the start of each semester.

FACTS



Bachelor of Arts in Social Sciences (BA)



Full-time



6 semesters / 180 ECTS



FH JOANNEUM Graz



Language of instruction: German

- 40 places per year
- Head of Degree Programme:
FH-Prof. Mag. Dr. Heinz M. Fischer
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- www.fh-joanneum.at/jpr

Did you know ...

... that we only invite the best from the industry? You'll meet prominent journalists and PR experts face to face.



Career prospects

Our students receive a professional practical education in all media genres. The programme aims in particular to train students to:

- Acquire the skills to successfully pursue qualified professions within the media, primarily in journalism and public relations
- Handle language, text and images professionally in occupations within the media and communications sector
- Generate, assess and direct socially relevant topics in the sphere of information, communication and media
- Identify and increase media quality in the media world, guided by a (self-)critical attitude
- Deal professionally with cross-media content and web content

- Acquire the ability to assess data and information for journalistic purposes
- Behave and communicate professionally in internet-based media and channels

The career paths which await you after graduation are as diverse as the media world itself and are evolving at a dramatic pace. Of course you can also specialise further by taking a Master's degree: at FH JOANNEUM, for example, in the Department of Media & Design.

CURRICULUM: 180 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester | 4th semester | 5th semester | 6th semester |
|--|--|--|--|---|--------------------------------|
| Communication Sciences: Aspects and Prospects 8 ECTS | Politics, Economics and Society 6 ECTS | Media Theory and Analysis 6 ECTS | Public Media (Bachelor's Thesis 1) 12 ECTS | Media Economics and Entrepreneurship 8 ECTS | Internship and Seminar 20 ECTS |
| Introduction to Journalism and PR 8 ECTS | Journalism Practice 6 ECTS | Multimedia Journalism 11 ECTS | | Innovation and Media Evolution 9 ECTS | |
| Text and Presentation 8 ECTS | PR Concept Work 6 ECTS | Strategic PR 8 ECTS | Data Analysis 6 ECTS | Digital Journalism 2 13 ECTS | Bachelor's Thesis 2 10 ECTS |
| Web Literacy 6 ECTS | Scientific Methods 4 ECTS | | Digital Journalism 1 12 ECTS | | |
| | Web Content and Design 8 ECTS | Applied Empirical Social Research 5 ECTS | | | |



Master's degree programme EXHIBITION DESIGN

The Master's degree programme in Exhibition Design equips you with creative and technological skills. A key element of the programme is the conceptual design and production of historical, cultural and scientific exhibitions and the design of art exhibitions.

What you will study:

Exhibition theory. Exhibition production.

You learn about historical and current developments in museum and exhibition management as well as trends and methods in exhibition conception and design. You also delve into dramaturgy and study contextualisation of objects, the relationship between objects and text and their staging.

Representation. Model making. Digital media.

You learn to visualise exhibition objects by making models or drawing sketches based on the principles of object presentation according to different criteria such as aesthetics, didactics or illustration. You will also work on the practical construction and visualisation of virtual space and objects.

Design. Lighting design. Scenography.

You learn about the use of light in exhibitions to display objects to best effect. You will examine various environments and performances in detail to learn how to handle space experimentally and creatively. Another focus is on the use of multimedia: from film and video projection through audio compositions and animation to interactive installations.

FACTS



Master of Arts in Arts and Design (MA)



Work-friendly



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction: German

- 18 places per year
- Head of Degree Programme:
Univ.-Doz. Dr. phil. Karl Stocker
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- www.fh-joanneum.at/aud

Did you know ...

... that we work closely with Graz, the UNESCO City of Design? We plan and set up exhibitions together with partner cities abroad.



Display. Conceptual design. Implementation.

Exhibition projects in cooperation with international and local institutions make up an essential part of the programme: from designing a major exhibition through presentations in public space to putting on an exhibition. The Master's thesis offers you an additional opportunity to specialise.

“The programme is characterised by its high practical relevance. There are a lot of projects, some of which are actually implemented. The broad-based curriculum delivers a nuanced view of the world and how it operates.”

Natalia Frühmann, BSc, Student

Career prospects

Our graduates go on to work in a wide range of positions in the exhibition and museum sector. They work either as freelancers or employees for design studios, agencies, museums and similar institutions, cultural centres, exhibition halls or event agencies. The course opens up job opportunities in a wide range of fields requiring both design and concept expertise as well as practical implementation skills.

Organisation

The course is organised in a work-friendly manner which means that lessons take place from Wednesday to Saturday, between 8:45 and 18:30. You can therefore combine the course with a part-time job. Students write their Master's thesis in the fourth semester.

CURRICULUM: 120 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester | 4th semester |
|---|---|--|-----------------------------------|
| Introduction to Scenography 2 ECTS | Artistic Environments 2 ECTS | Exhibition and Museum Philosophy 2 ECTS | Excursion 4 ECTS |
| Cultural and Social Frameworks 2 ECTS | Lecture Series – Presentation Strategies 2 ECTS | Supervision and Coaching 2 ECTS | |
| Exhibition and Museum Studies 2 ECTS | Conservatorial Standards 2 ECTS | Budgeting and Cost Management 1 ECTS | Master's Thesis Seminar 3 ECTS |
| Designing Spaces 3 ECTS | 3D Visualisation 2 ECTS | Professional English 2 ECTS | Master's Thesis 23 ECTS |
| Drawing and Editing Plans 2 ECTS | Exhibition Management 3 ECTS | Trade Fair Design 3 ECTS | |
| Materials Science 2 ECTS | Digital Media 3 ECTS | Catalogues and other Media Forms 1 ECTS | |
| Graphic Design Basics 2 ECTS | User Interaction and Evaluation of Exhibitions 2 ECTS | Light Design 3 ECTS | |
| Model Making 3 ECTS | Legal Bases for Designers 2 ECTS | Collection Management and Organisation 2 ECTS | |
| | | Event Management 2 ECTS | |
| Project 1 – Planning of a Large- scale Exhibition 12 ECTS | Project 2 – Presentations in Public Space 12 ECTS | Project 3 – Realisation of an Exhibition 12 ECTS | |

Master's degree programme COMMUNICATION DESIGN

Major within the Master's degree programme in Communication, Media, Sound and Interaction Design

The course places a strong focus on design and creative skills. You will devise successful communication strategies based on analogue and digital media. Communication design improves the approach to content and makes it more understandable, convincing and effective.

What you will study:

Visual aesthetics. Corporate identity.

In addition to media competence and creative skills, you gain in-depth insight into image analysis and semantics. You will work on aesthetical design as well as effective, comprehensive and emotional design aspects. You will also solve experimental design tasks relating to corporate identity as part of agency-oriented design processes: from logos for smaller companies to design worlds for large corporations.

Print production. Digital production.

You learn about experimental visual design with a focus on analogue and digital media. You devise and design print media using text and images and familiarise yourself with DTP, conceptual and applied typography, micro and macro-typography. You will also acquire specialist expertise in e-zines: from the concept to editorial design.

Projects. Design lectures.

This programme offers you the opportunity to examine and experiment with creative issues of your choice. In addition you will extend your in-depth knowledge in projects - from the initial idea through to implementation - and your Master's thesis. Lectures by experts on topics such as emotional design, experimental typography or interactive information systems provide contemporary input for everyday design.

FACTS



Master of Arts in Arts and Design (MA)



Work-friendly



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction:
German / English

- 12 places per year

- Head of Degree Programme:
DI (FH) Daniel Fabry

- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland

- All information about deadlines, application and admission can be found online.

- www.fh-joanneum.at/cod

Did you know ...

... that we work together with creative industries as well as festivals and media centres? Our students work on countless projects, network with potential future clients and polish up their creative skills to a professional level in each subject area.



Organisation

The course is organised in a work-friendly manner which means that lessons take place between Tuesday and Friday. The average required attendance during the first three semesters is 19 hours per week. It is therefore possible to combine your studies with a part-time job. The fourth semester is dedicated to writing the Master's thesis.

Career prospects

Our graduates are well equipped to work as art directors, creative directors or advertising managers for advertising agencies or corporate PR departments or as self-employed designers. Work opportunities arise wherever creative concept skills, design solutions expertise and the ability to implement communication concepts in practical settings are required.

CURRICULUM: 120 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester | 4th semester |
|--|---|--|-----------------------------------|
| Media Theory 2 ECTS | International Design Discourse 1 1 ECTS | Proseminar Master's Thesis 2 ECTS | Seminar Master's Thesis 2 ECTS |
| Narratives and Dramaturgy 2 ECTS | Design & Research 2 1 ECTS | Future Design Lab 1 ECTS | Master's Thesis 28 ECTS |
| | Leadership Lectures 2 ECTS | International Design Discourse 2 1 ECTS | |
| Psychology of Perception 1 ECTS | | Project Management 2 ECTS | |
| City of Design - Local Networks 1 ECTS | Final Crit 2 ECTS | | |
| Marketing and Corporate Identities 2 ECTS | Excursion 2 ECTS | Creation and Conception 3 ECTS | |
| Design Management & Strategic Design 1 ECTS | | | |
| Designing with Code 2 ECTS | Print Production 3 ECTS | Digital Production 2 ECTS | |
| Design & Research 1 1 ECTS | | | |
| Visual Communication 4 ECTS | Interactive Infosystems 3 ECTS | Visual Analysis 2 ECTS | |
| Design & Research 1 (COD) 4 ECTS | Presentation Strategies 3 ECTS | Design & Research 3 (COD) 2 ECTS | |
| Project Work 1 - Explore (COD) 8 ECTS | Design & Research 2 (COD) 2 ECTS | Project Work 3 - Product (COD) 14 ECTS | |
| Electives Subjects: Interfaces, 3D Design, Screendesign, Sound and Communication, Audio Production and Postproduction 2 ECTS | Project Work 2 - Experiment (COD) 11 ECTS | | |

Master's degree programme CONTENT STRATEGY

The web has turned companies into media companies which need first-class content strategists. Join us and help establish content strategy as a discipline for the methodical development of web content in the German-speaking world.

What you will study:

User experience design.

You learn how to create user-focused web content and conduct the necessary user research. You will also explore techniques developed for search engine optimisation (SEO) to identify users' needs.

Content strategy. Content marketing.

Organisations need a strategy for their content on the web. You will therefore learn to develop and implement strategies for digital communication. The Content Marketing module shows you how to define corporate goals, identify the necessary resources and measure whether you've been successful. Identifying a theme, storytelling and building communities are important topics covered in this module.

Online editing. Content management.

You learn how to plan editorial workflows and work as a team to produce web publications. We also teach you the skills to create text, image, video and audio content and manage and publish web content efficiently and effectively. In the Enterprise Content Management module you will learn to model and structure corporate content so it is easy to maintain and reuse and best meets the needs of different target groups.

FACTS



Master of Arts in Social Sciences (MA)



Part-time



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction:
German / English

- 20 places per year
- Head of Degree Programme:
Mag. Heinz Wittenbrink
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- www.fh-joanneum.at/cos

Did you know ...

... that our degree programme is a pioneer in its field? It is the first course of this kind in Europe and is extremely well networked with the content strategy and social media scene.



Organisation

The programme is designed to meet the needs of working people and is specially suitable for students who are responsible for corporate digital content in their jobs. The share of e-learning is very high, and classroom teaching takes place in four blocks per semester. Practical projects account for around one third of the curriculum.

“The irony of this communication is that the main goal of content strategy is to use words and data to create unambiguous content that supports meaningful, interactive experiences. We have to be experts in all aspects of communication in order to do this effectively.”

Rachel Lovinger, Content Strategy Lead at Razorfish

Career prospects

Our graduates work in the communications departments of businesses, as consultants in agencies and in media houses. They plan and organise corporate communications on the web and other platforms. Content strategists are responsible for the preparation, publication and management of high quality content of benefit to users.

CURRICULUM: 120 ECTS (30 ECTS per semester)*

| 1st semester | 2nd semester | 3rd semester | 4th semester |
|--|--|--|---|
| Introduction to Content Strategy 11 ECTS | Content Strategy 1: Analysis 6 ECTS | Content Strategy 2: Concept 10 ECTS | Content Strategy 3: Implementation 8 ECTS |
| | Statistics and Studies 4 ECTS | | Reflection Portfolio - Open Space 2 ECTS |
| Web and Publication Techniques 7 ECTS | Web and Publication Techniques 4 ECTS | Marketing 5 ECTS | Master's Thesis 20 ECTS |
| | Elective Modules 4 ECTS | | |
| Reflection Portfolio - Open Space 2 ECTS | Reflection Portfolio - Open Space 2 ECTS | Reflection Portfolio - Open Space 2 ECTS | |
| Project 10 ECTS | Project 10 ECTS | Project 10 ECTS | |

* The curriculum is currently being revised and may thus be restructured or specified in more detail. For more information please go to www.fh-joanneum.at/cos.

Master's degree programme INDUSTRIAL DESIGN

Industrial design is playing an ever more important role in modern society. This Master's degree programme offers practical preparation for the increasing demands placed on the designers of the future by the industry and design studios. You can specialise in Mobility Design or Eco-Innovative Design.

What you will study:

Specialisation. Mobility Design.

In addition to automotive design, this focus covers the topic of mobility in a far more wide-ranging approach. You will examine how environmental goals, industrial process requirements and regional mobility needs can be combined into new intelligent overall concepts through the smart design of transport modes and systems.

Specialisation. Eco-Innovative Design.

You will delve into the topics of environment and innovation and design products, systems, services or experiences. Aspects such as minimised consumption of resources, use of renewable energy and socially sustainable production are considered right at the start of the design process. This results in innovative solutions which invite users to adopt an environmentally and socially responsible attitude.

Projects.

Projects are supervised not only by FH JOANNEUM lecturers, but also by designers from firms such as BMW, Volkswagen or Kiska. This offers the opportunity to bring together students' visionary ideas and the experience of successful industrial partners.

FACTS



Master of Arts in Arts and Design (MA)



Full-time



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction:
German / English

- 18 places per year
- Head of Degree Programme:
Prof. Mag. Thomas Feichtner
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- www.fh-joanneum.at/idm

Did you know ...

... that we present the design drafts and Master's theses of our students to the public at large? Each year we hold the Industrial Design Show to showcase our students' work in the designforum Steiermark.



Internship. Master's thesis.

Our students often produce their Master's thesis in cooperation with major companies, starting during their internship. Recently, for example, students collaborated with Audi, BMW and Designworks.

"Working in an interdisciplinary team here at N+P we develop service design solutions for international clients in the areas of mobility, products and medical equipment. Design is more than formal aesthetics. Design should be understood as an integrated approach. Only in this way can holistic, visionary and, above all, user-focused solutions be developed. As a designer I enjoy shaping the future every day."

Christina Wolf, MA, Graduate
N + P Industrial Design Munich

Career prospects

Industrial designers are employed in specialist fields associated with product or transportation design. They work on producing specific products from motorbikes or sporting goods to household appliances. They may even specialise in complex products with a high electronics content. Our graduates work in design studios, for example at Designworks, IDEO, or Kiska; in corporate design departments, among others at Apple, Audi or BMW, or set up their own design studios.

Organisation

Industrial Design is a full-time course. This means the classes are held at FH JOANNEUM over a 15 week period each semester, generally all day Monday to Friday.

CURRICULUM: 120 ECTS (30 ECTS per semester)

| 1st Semester | | 2nd Semester | | 3rd Semester | 4th Semester |
|--|--|---|---|-----------------------|----------------------------|
| Project Work Mobility Design 1 15 ECTS | Project Work Eco-innovative Design 1 15 ECTS | Project Work Mobility Design 2 15 ECTS | Project Work Eco-innovative Design 2 15 ECTS | Internship 30 ECTS | Master's Thesis 30 ECTS |
| Advanced Transportation Design 2 ECTS | Transformation Design 2 ECTS | Interface Design und Usability 2 4 ECTS | | | |
| Transportation Engineering 2 ECTS | Sustainable Material Design & Engineering 2 ECTS | Compulsory Optional Subject: Virtual Modeling 2 4 ECTS | Compulsory Optional Subject: Project Management 4 ECTS | | |
| Color + Material 2 ECTS | Design Research 2 ECTS | Business Competence 2 5 ECTS | | | |
| Virtual Modeling 1 3 ECTS | | Seminar Master's Thesis 2 ECTS | | | |
| Interface Design und Usability 1 3 ECTS | | | | | |
| Business Competence 1 3 ECTS | | | | | |

| | | | | | | |
|--------------------------|-----------------------------------|-------------------------|-------------------------|------------------------|------------|-----------------|
| Focus Mobility Design | Focus Eco-innovative Design | Design Visualization | User Centered Design | Business Competence | Internship | Master's Thesis |
|--------------------------|-----------------------------------|-------------------------|-------------------------|------------------------|------------|-----------------|

Master's degree programme INTERACTION DESIGN

Major within Master's degree programme in Communication, Media, Sound and Interaction Design

The course focuses on designing new interfaces between people and their environment. We teach the methods of interaction design, creative skills and technical media expertise within a team-oriented and international environment. Special emphasis is placed on aesthetic design as well as effective, comprehensive and emotional design.

What you will study:

User experience. User interface design.

Designing the way in which people and media technologies come together is one of the key roles of designers. You will therefore focus on usability in the design of interfaces, products and services.

App design. Mobile design. Game design.

The course covers web, app and mobile design as well as game design. You will conceptualise, design and develop applications for mobile devices and desktop computers as well as drafting interaction concepts and designing games: from entertainment and edutainment to serious gaming.

Responsive environments. VR/AR design.

You design media architectures, interactive narrative forms or multimedia environments and work on designing virtual and augmented realities based on your self-developed information, interaction and simulation concepts.

Projects. Design lectures.

Projects in which design solutions are realised from conception through to prototype form the cornerstones of this programme. You can also expand your knowledge through researching your own design issues and in your Master's thesis. Lectures and workshops delivered by international lecturers provide input on current topics.

FACTS



Master of Arts in Arts and Design (MA)



Work-friendly



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction:
German / English

- 12 places per year
- Head of Degree Programme:
DI (FH) Daniel Fabry
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- www.fh-joanneum.at/iad

Did you know ...

... that state-of-the-art design methods, rapid prototyping and design thinking are applied in interdisciplinary design processes? We provide you with the necessary perception labs, interface technologies, prototyping tools and media equipment.



Organisation

The course is organised in a work-friendly manner which means that lessons take place between Tuesday and Friday. The average required attendance during the first three semesters is 19 hours per week. It is therefore possible to combine your studies with a part-time job. The fourth semester is dedicated to writing the Master's thesis.

Career prospects

Interaction designers move in a broad dynamic creative environment with considerable economic significance. They work on themes such as human computer interfaces, virtual reality, mobile design, interactive storytelling, service design and the Internet of Things. They are employed in the usability departments of industrial, research and development organisations, game design companies, UX design studios, media and web agencies or work as freelance designers.

CURRICULUM: 120 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester | 4th semester |
|--|--|--|-----------------------------------|
| Media Theory 2 ECTS | International Design Discourse 1 1 ECTS | Proseminar Master's Thesis 2 ECTS | Seminar Master's Thesis 2 ECTS |
| Narratives and Dramaturgy 2 ECTS | Design & Research 2 1 ECTS | Future Design Lab 1 ECTS | Master's Thesis 28 ECTS |
| | Leadership Lectures 2 ECTS | International Design Discourse 2 1 ECTS | |
| Psychology of Perception 1 ECTS | Project Management 2 ECTS | Design & Research 3 1 ECTS | |
| City of Design - Local Networks 1 ECTS | | Final Crit 2 ECTS | |
| Marketing and Corporate Identities 2 ECTS | Excursion 2 ECTS | Interaction Design 2 3 ECTS | |
| Design Management & Strategic Design 1 ECTS | | | |
| Designing with Code 2 ECTS | Interaction Design 1 3 ECTS | User Experience Design 2 2 ECTS | |
| Design & Research 1 1 ECTS | | App Design 2 2 ECTS | |
| Interface and User Experience Design 4 ECTS | User Experience Design 1 3 ECTS | Design & Research 3 (IAD) 2 ECTS | |
| Design & Research 1 (IAD) 4 ECTS | App Design 1 3 ECTS | Project Work 3 - Product (IAD) 14 ECTS | |
| Project Work 1 - Explore (IAD) 8 ECTS | Design & Research 2 (IAD) 2 ECTS | | |
| Electives Subjects: Interfaces, 3D Design, Screendesign, Sound and Communication, Audio Production and Postproduction 2 ECTS | Project Work 2 - Experiment (IAD) 11 ECTS | | |

Master's degree programme

MEDIA DESIGN

Major within Master's degree programme in Communication, Media, Sound and Interaction Design

New forms of film production have evolved based on computer-aided techniques: films tell stories in digitally generated worlds which may also form interactive augmented realities. In this programme you learn to use time-based media, focus on new narrative forms and combine conceptualisation with design.

What you will study:

Video. Animation.

You explore time-based media such as video, animation, motion graphics and their applications in various media formats and channels. You will design and develop 2D and 3D animation with and without motion tracking technology.

On-air design. Game design.

You work at the interface of different media and visual requirements profiles to design the visual appearance of TV channels. You will also highlight various aspects of game development and implement your own game projects in experimental design processes.

Motion design. Dramaturgy.

You work on the audio-visual design of moving images using typography, graphic design and 3D tools. The course is based on seminars and workshops dealing with the narrative dramaturgy of film, video and computer games. Interdisciplinary subjects like use of videos in interactive environments complement the course.

Projects. Design lectures.

Practical projects form an integral part of this programme. They address techniques for video and animated films as well as digital production and post-production tools. Lectures delivered by international guest speakers provide input on current topics.

FACTS



Master of Arts in Arts and Design (MA)



Work-friendly



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction:
German / English

- 12 places per year
- Head of Degree Programme:
DI (FH) Daniel Fabry
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- www.fh-joanneum.at/med

Did you know ...

... that you will carry out practical projects under real-world conditions? In this way you can hone your design and technical skills.



Organisation

The course is organised in a work-friendly manner which means that lessons take place between Tuesday and Friday. The average required attendance during the first three semesters is 19 hours per week. It is therefore possible to combine your studies with a part-time job. The fourth semester is dedicated to writing the Master's thesis.

Career prospects

The focus on new narrative forms, the combination of conceptual and design content as well as interdisciplinary aspects provided by the course enable you to enter a diverse range of careers. Our graduates work in video and film production or in specialist fields of motion design, on-air design or game design and in a number of interdisciplinary settings.

CURRICULUM: 120 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester | 4th semester |
|--|--|--|-----------------------------------|
| Media Theory 2 ECTS | International Design Discourse 1 1 ECTS | Proseminar Master's Thesis 2 ECTS | Seminar Master's Thesis 2 ECTS |
| Narratives and Dramaturgy 2 ECTS | Design & Research 2 1 ECTS | Future Design Lab 1 ECTS | Master's Thesis 28 ECTS |
| | Leadership Lectures 2 ECTS | International Design Discourse 2 1 ECTS | |
| Psychology of Perception 1 ECTS | Project Management 2 ECTS | Design & Research 3 1 ECTS | |
| City of Design - Local Networks 1 ECTS | | Final Crit 2 ECTS | |
| Marketing and Corporate Identities 2 ECTS | Excursion 2 ECTS | Dynamic Media 2 3 ECTS | |
| Design Management & Strategic Design 1 ECTS | | | |
| Designing with Code 2 ECTS | Dynamic Media 1 3 ECTS | Video and Animation 2 3 ECTS | |
| Design & Research 1 1 ECTS | | Story and Visualisation 2 1 ECTS | |
| Video Production and Postproduction 4 ECTS | Video and Animation 1 3 ECTS | Design & Research 3 (MED) 2 ECTS | |
| Design & Research 1 (MED) 4 ECTS | Story and Visualisation 1 3 ECTS | Project Work 3 - Product (MED) 14 ECTS | |
| Project Work 1 - Explore (MED) 8 ECTS | Design & Research 2 (MED) 2 ECTS | | |
| Electives Subjects: Interfaces, 3D Design, Screendesign, Sound and Communication, Audio Production and Postproduction 2 ECTS | Project Work 2 - Experiment (MED) 11 ECTS | | |

Master's degree programme

SOUND DESIGN

Major within Master's degree programme in Communication, Media, Sound and Interaction Design

The designing of and with sound forms the core of this interuniversity course. You will develop detailed knowledge of the artistic design, media-enabled preparation and technical processing of sound as well as semantic and psychoacoustic perception. Students benefit from the collaboration between FH JOANNEUM and the University of Music and Performing Arts Graz.

What you will study:

Audio production. Postproduction.

You develop in-depth knowledge in audio production for the design of videos, games and mobile apps. You will also learn about the professional application of advanced audio techniques in post-production such as mastering, synchronisation, real-time synthesis, sound restoration, plug-in architecture and programming.

Product sound design. Audio branding.

You develop strategies to enable the acoustic optimisation of products: from the acoustic design of new or existing products to the creation of entire soundscapes. You will also explore the subject of acoustic brands such as sound logos and corporate sound design.

Sonification. Sonic interaction design.

You learn how to represent data as sound using methods such as audification, parameter mapping and model-based sonification with a focus on computer music and media art. Sonic interaction design is situated at the interface between interaction design and sound & music computing. The focus here is on acoustic spatial audio perception.

Projects. Design & research.

Students explore production processes through projects: from investigating and experimenting with current scenarios or products to prototypes. You can also examine topics of your choice and include them in your Master's thesis.

FACTS



Master of Arts in Arts and Design (MA)



Work-friendly



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction:
German / English

- 8 places per year
- Head of Degree Programme:
DI (FH) Daniel Fabry
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- www.fh-joanneum.at/snd

Did you know ...

... that both universities provide state-of-the-art infrastructure? You have access to audio and video studios and a perception lab.



Organisation

The course is organised in a work-friendly manner which means that lessons take place between Tuesday and Friday. The average required attendance during the first three semesters is 19 hours per week. It is therefore possible to combine your studies with a part-time job. The fourth semester is dedicated to writing the Master's thesis.

Career prospects

Our graduates are qualified for jobs in the media and communication sector, but also in industrial production. They work in positions requiring sound design skills, paired with technological skills, research expertise and leadership. They can work in practically all sound-related working environments and make an essential and critical contribution to the role of sound in different media contexts as part of a production team.

CURRICULUM: 120 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester | 4th semester |
|--|---|--|--|
| Media Theory 2 ECTS | International Design Discourse 1 1 ECTS | Proseminar Master's Thesis 2 ECTS | Seminar Master's Thesis 2 ECTS |
| Narratives and Dramaturgy 2 ECTS | Design & Research 2 1 ECTS | Future Design Lab 1 ECTS | Master's Thesis 28 ECTS |
| | Leadership Lectures 2 ECTS | International Design Discourse 2 1 ECTS | |
| Psychology of Perception 1 ECTS | Project Management 2 ECTS | Design & Research 3 1 ECTS | |
| City of Design - Local Networks 1 ECTS | | Final Crit 2 ECTS | |
| Marketing and Corporate Identities 2 ECTS | | Sonification and Acoustic Displays 3 ECTS | |
| Design Management & Strategic Design 1 ECTS | Advanced Postproduction 2 ECTS | | |
| Designing with Code 2 ECTS | Acoustic Ecology - Theory and Practice 3 ECTS | Physical Modelling of Sound and Material Science 2 ECTS | |
| Design & Research 1 1 ECTS | Surroundsound and Spatialisation Techniques 3 ECTS | Design & Research 3 (SND) 2 ECTS | |
| Digital Sound Processing 4 ECTS | | Sound and Interaction Design 3 ECTS | |
| Design & Research 1 (SND) 4 ECTS | Design & Research 2 (SND) 2 ECTS | Project Work 3 - Product (SND) 14 ECTS | |
| Project Work 1 - Explore (SND) 8 ECTS | | | Project Work 2 - Experiment (SND) 11 ECTS |
| Electives Subjects: Interfaces, 3D Design, Screendesign, Sound and Communication, Audio Production and Postproduction 2 ECTS | | | |

Postgraduate Master's course PUBLIC COMMUNICATION

Press relations and public relations are a thing of the past – public communication is the future. The Public Communication programme focuses on the key elements of highly professional communication. We examine the various types of 'public' and the PR, marketing and advertising tools that can be best employed to reach them. In a nutshell: we put you on the fast track to future-oriented communication.

What you will study:

Visual communication.

Imagery helps convey the personality of a company, build trust and link mental pictures with emotional impressions. Our experts give you an insight into current and future visual communication and teach you the skills needed to think visually in public relations work.

International communication strategies.

You learn about local, national and international communication strategies through a range of best-case studies. What can be accomplished through inter- and intra-cultural communication or what is the future of corporate communication? Public Communication examines communication in a highly differentiated form.

Media focus.

Not using social media is not an option these days. But relying mainly on social media is not ideal either. We show you how to achieve the best and most efficient communication mix of classical PR work, web content strategy and new digital communication. The course also addresses the topics of media change and the latest findings from media research.

Did you know ...

... that the Public Communication course offered by FH JOANNEUM in Graz is the only one of its kind in Austria?



FACTS



Master of Arts in Social Sciences (MA)



Part-time



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction: German

- 18 places per year
- Internationally renowned lecturers
- Course Head:
FH-Prof. Mag. Dr. Heinz M. Fischer
- Tuition fee: EUR 2,500 per semester
- All information about deadlines, requirements and application can be found online.
- www.fh-joanneum.at/com

"In an age where social and technical standards are in a state of constant upheaval, Public Communication helps you to stay on course and achieve professional and personal goals. Including those you were not aware of before completing the course."

Larissa Friedl, Graduate,
Digital Portal Management, Marketing / Communication, AVL List GmbH

Organisation

The course is organised on a part-time basis and includes modular compulsory attendance phases (a total of around 14 days per semester) as well as e-learning and self-guided study. Appointments for the Master's thesis seminar in the fourth semester are arranged on an individual basis.

"It is an idle dream to believe that one is accurately perceived by others. You must deliberately create your own public image, and particularly your media image. Communication is strategy, and who would leave their strategy to chance?"

Gerald Gross,
gross:media (news anchorman for the Austrian Broadcasting Corporation until 2011)

Career

The course is directed at PR professionals who are required to face the responsibilities and new challenges associated with modern communications. Graduates of the course are optimally equipped to successfully meet the increased demands for international communications, and to further their careers within ...

- international organisations
- political communication
- public administration
- companies and export-oriented SMEs
- PR, advertising and marketing agencies
- media offices
- interest groups and NGOs

CURRICULUM: 120 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester | 4th semester |
|--|---|--|--|
| Introductory Phase 2 ECTS | Multilevel Governance 5 ECTS | Campaigning & Advertising (incl. English) 5 ECTS | Scientific Method, Research and Evaluation Techniques 4 ECTS |
| Presentation and Representation (incl. English) 7 ECTS | Media and Communication Sociology 5 ECTS | Media Change and Digital Transformation 4 ECTS | Master's Thesis Seminar 4 ECTS |
| Social Media for Communication Professionals 4 ECTS | Gender and Diversity 3 ECTS | Content Strategy 5 ECTS | Master's Thesis 22 ECTS |
| Concept and Strategy in the Communication Process 3 ECTS | Publishing 5 ECTS | Brand and Community Building 3 ECTS | |
| Storytelling 3 ECTS | Media, Politics and Business in an International Context 5 ECTS | Project Planning and Management 3 ECTS | |
| Visual Communication 5 ECTS | Intercultural and Intracultural Communication 4 ECTS | Specialisation 1: Crisis Communication 5 ECTS | |
| Legal Aspects in Communication Management 3 ECTS | Presentations, Meetings and Negotiations 3 ECTS | Specialisation 2: Public Affairs and Lobbying 5 ECTS | |
| Communication Ethics 3 ECTS | | | |
| Socialisation 2 ECTS | Online - Offline 22 ECTS | Specialisation 10 ECTS | |
| Presentation and Communication 25 ECTS | Media and Society 28 ECTS | Scientific Method and Research 33 ECTS | |

Postgraduate Master's course TECHNICAL DOCUMENTATION

We make technology easy to understand. Technical documentation media play an important role in ensuring that we can use new devices both quickly and safely. They also ensure that products or systems comply with any legal requirements. Graduates of this postgraduate course are qualified technical editors and are increasingly sought-after on the job market.

What you will study:

Key skills.

The course delivers in-depth knowledge about the entire process chain involved in creating technical documentation. The content is diverse: from project management, process analysis and language management through professional writing, design, layout, technical illustration and media production to the use of augmented reality.

Legal requirements.

Precise technical descriptions are not just the mark of a quality product and essential for customer satisfaction. They are also an effective safeguard against costly product liability claims and warranty claims. On this course you will learn about all the relevant national and international provisions and standards.

Digitalisation.

Digitalisation and Industry 4.0 are closely associated with technical documentation. Starting from the principles of content strategy and the underlying software architectures and tools, you will explore and apply various content management systems.

FACTS



Master of Science (MSc)



Part-time



3 semesters / 90 ECTS



FH JOANNEUM Graz



Language of instruction:
German

- 18 places per year
- Lecturers from renowned industrial companies
- Course Head:
Mag. Martina Windisch-König
- Tuition fee: EUR 3,500 per semester
- All information about deadlines, requirements and application can be found online.
- www.fh-joanneum.at/ted

Did you know ...

... that qualified technical documentation experts are in great demand in all industrial sectors? An academic degree opens the door to executive positions.



Organisation

The course is organised on a part-time basis and includes modular compulsory attendance phases (twelve weekends in the first and the second semester) as well as e-learning and (supervised) self-guided study. Appointments for the Master's thesis seminar in the third semester are arranged on an individual basis.

"Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away."

Antoine de Saint-Exupéry, 1900-1944; French writer

Career

The programme is aimed at employees who are responsible for or involved in creating technical documentation but have not received qualified training as also at people from neighbouring fields seeking an additional qualification. Graduates of the course are well equipped to assume responsibility for developing and implementing multimedia instructions for various target groups in all sectors and to improve existing documentation processes from a business and technical perspective.

CURRICULUM: 90 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester |
|--|---|---|
| Introductory Phase 2 ECTS | Language Management 5 ECTS | Practice-Oriented Topics 3 ECTS |
| Documentation Processes Technical Fundamentals 5 ECTS | Usability and User-Oriented Design 2 1 ECTS | Master's Thesis Seminar Master's Thesis 27 ECTS |
| Usability and User-Oriented Design 1 2 ECTS | Structured Information and Content Management Systems 2 4 ECTS | |
| Structured Information and Content Management Systems 1 3 ECTS | Legal Aspects and Standards 2 4 ECTS | |
| Legal Aspects and Standards 1 1 ECTS | Professional Writing (German) 2 Principles of Technical Writing (English) 2 Online Documentation 2 Media Production 15 ECTS | |
| Design, Layout and Typography Representation Techniques and Infographics Professional Writing (German) 1 Principles of Technical Writing (English) 1 Online Documentation 1 17 ECTS | Scientific Method 1 ECTS | |

| | | | | | |
|---------------------|----------------------------|------------------------------|--------------------|----------------------------|-----|
| Socialisation | Fundamentals and Processes | Methods | Content Production | Content Management Systems | Law |
| Language Management | Scientific Method | Master's Thesis and Practice | | | |

Postgraduate Master's course VISUAL COMMUNICATION AND IMAGE MANAGEMENT

Images are the new words. Our focus is on developing expertise in visual thinking and decision-making. Images, videos, infographics and the visualisation of big data generate a high level of attention in all media channels. The perfect mix and strategic use of different visual products is therefore essential to ensure successful and effective communication.

What you will study:

Visual culture. Visual studies.

You explore the social aspects of imagery and focus on theories, methods and applied models of visual communication. You will also get to know the universal principles of image impact and tackle methods of image reception in various contexts, cultures and societies.

Visual content strategy. Corporate imagery.

Companies need strategic imagery to remain competitive. Our experts teach you the skills to plan visual communication strategies, optimise visual content and transfer it to social media. You will also study visual branding, image aesthetics or visual language and discuss ethical aspects of visual communication.

Research. Data visualisation. Law.

The course also covers the selection, analysis and documentation of different visual materials in addition to economic and legal aspects of the image market. You will also familiarise yourself with the possibilities of big data visualisation and analyse (interactive) infographics in connection with socially relevant issues.

FACTS



Master of Arts in Social Sciences (MA)



Part-time



3 semesters / 90 ECTS



FH JOANNEUM Graz



Language of instruction: German

- 20 places per year
- Lecturers of international renown
- Course Head:
FH-Prof. Mag. Dr. Heinz M. Fischer
- Tuition fee: EUR 2,900 per semester
- All information about deadlines, requirements and application can be found online.
- www.fh-joanneum.at/vis

Did you know ...

... that our USP with its focus on analysis and visual management is unique in Austria? It'll help you develop skills for visual strategies.



Projects. Master's thesis.

You plan visual projects incorporating photos, videos and images in social media and learn how to implement these projects. You will also carry out projects to visualise large datasets, focusing on strategies for deriving quality from quantity. You can specialise on a specific topic in your Master's thesis.

"Images create a unique vivid mental image of an organisation for important reference groups. It is essential, especially for SMEs, to have a strong visual presence in order to stand out from the competition. It is a matter of not just showing even more images, but different ones. Not just shouting louder, but offering something worth noticing."

Prof. Dieter Georg Adlmaier-Herbst, Berlin

Organisation

The course is based on blocks of mandatory attendance and partial e-learning. Compact periods of attendance take place during a week of lectures and seminars at the start of the semester and on five to six weekends during the semester. This is complemented with supervised periods of e-learning and online sessions.

Career prospects

In all areas of the communication sector - in journalism as well as in PR and corporate communications - skilled handling of visual materials and management of continually increasing quantities of images will be a crucial factor in efficient and effective communication. This programme is aimed at all those employed in the communications field, for example,

- in editorial offices or as picture editors
- in newsrooms
- in PR and media agencies
- in corporate communications
- in media studios
- as content producers
- as web, information and communication designers
- in media production firms

"The job description of the communicator in PR and in journalism has recently undergone a significant transformation. Visualisation is now the dominant method of interpretation."

Mag. Dr Sabine Fichtinger
General Secretary of the Public Relations Association Austria (PRVA)

CURRICULUM: 90 ECTS (30 ECTS per semester)

| 1st semester | 2nd semester | 3rd semester |
|---|---|---|
| Introductory Phase 2 ECTS | Visual Storytelling 4 ECTS | Economic Aspects of the Image Market 3 ECTS |
| Theory of Visual Communication 4 ECTS | Image Worlds: Selection and Analysis 4 ECTS | |
| Media Society and Visual Culture 8 ECTS | Image and Law 2 ECTS | Production and Project Management 3 ECTS |
| Moving Image Communication 4 ECTS | Visual Content Strategies 4 ECTS | Master's Thesis and Master's Thesis Seminar 24 ECTS |
| Image Databases and Search Techniques 4 ECTS | Ethics of Visual Communication 2 ECTS | |
| Interactive Media 3 ECTS | Storage Technologies 5 ECTS | |
| Project: Production Techniques 5 ECTS | Open Space: Technological Innovations 4 ECTS | |
| | Project: Image - Video - Graphics 5 ECTS | |



“Together with our ambitious students and graduates, we will further strengthen the importance of design, media and communications – in Graz, in Styria and beyond ...”

FH-Prof. Mag. Dr. Heinz M. Fischer
Head of the Department of Media & Design

FH JOANNEUM

FH JOANNEUM offers students sound academic training – our programmes are practice-oriented, project-based and interdisciplinary. Our university’s large network enables students to complete internships with leading companies and institutions in Austria and abroad and spend a semester studying at one of over 200 partner universities around the world.

GRAZ – Science and Culture

... in a nutshell: population over 270,000, student population around 50,000 at a total of eight universities. A historic centre, which is listed as a UNESCO world heritage site. Contemporary art and music, modern architecture, which has gained international renown as the Graz School. Eco-city, City of Design, business and innovation centre. Mediterranean flair, bustling urban atmosphere and exciting night life, plus many great places to dine out are part and parcel of the Graz experience.

www.graz.at

For more detailed information about our degree programmes, application and admission please contact:
T: +43 (0)316 5453-8800
E: info@fh-joanneum.at, www.fh-joanneum.at
www.facebook.com/fhjoanneum