

Bachelor degree programmes

Industrial Design
Information Design
Journalism and Public Relations (PR)

Master degree programmes

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

Postgraduate course

Public Communication

**WE *SHAPE* THE
MEDIA AND
DESIGN OF THE
FUTURE.**



DEEN
FABRIK

Bachelor degree programmes	Academic degree	Mode	Campus
Industrial Design	BA	full-time	Graz
Information Design	BA	full-time	Graz
Journalism and Public Relations (PR)	BA	full-time	Graz

Master degree programmes	Academic degree	Mode	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

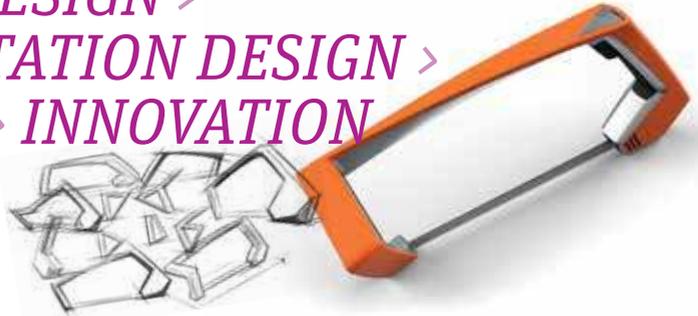
Postgraduate master course	Academic degree	Mode	Standort
Public Communication	MA	part-time	Graz

* Specialisation in Sound Design in cooperation with the University of Music and Performing Arts 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 programme 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.

**PRODUCT DESIGN >
TRANSPORTATION DESIGN >
USABILITY > INNOVATION**



A growing trend towards design is becoming increasingly apparent everywhere around the world. Industrial design focuses on industrially manufactured products and systems. While many designers specialise in aesthetic object design, there is a lack of designers with knowledge of construction, electronics, marketing or ergonomics. Consequently, our industrial design education takes a technical and functional approach. The focus of our degree programmes is on product and transportation design.

Interdisciplinary projects form the backbone of training on both bachelor and master programmes, and both courses involve a full internship semester. The projects undertaken as part of the master degree programme in Industrial Design are supervised by renowned guest lecturers (recently from Audi, BMW and MINI DESIGN).

The degree programme trains students in fundamental scientific and creative principles, and develops their practical and technical skills. Cooperative projects provide a unique opportunity to bring together the visionary ideas of the students and the experience of competent partners from the world of industry.

“The ethical component is becoming increasingly important, and consequently the responsibilities of designers grow. Creative thinking also helps you achieve much in business, far beyond design. Designers are well placed to visualise and communicate future scenarios.”

DI(FH) Michael Tropper, Graduate forpeople, London



FACTS

- Bachelor of Arts in Arts and Design (BA)
 - Full-time
 - 6 semesters, 180 ECTS
 - 16 places per year
 - Language of instruction: German, selected courses in English
 - Head of Degree Programme and Institute: FH-Prof. Dipl.-Designer Michael Lanz
 - FH JOANNEUM Graz
- www.fh-joanneum.at/idb



CURRICULUM: 180 ECTS (30 ECTS per semester)

BACHELOR DEGREE PROGRAMME INDUSTRIAL DESIGN					
1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester
Design Project 1 6 ECTS	Design Project 2 4 ECTS	Project 1 "Design + Ergonomics" 12 ECTS	Project 2 "Design + Innovation" 13 ECTS	Project 3 / Bachelor's Thesis 1 "Design + Sustainability" 5 ECTS	Bachelor's Thesis 2 (Seminar / Supervision) 6 ECTS
Design 1 9 ECTS	Design 2 9 ECTS			Transportation Design Basics 6 ECTS	
Freehand Drawing 2 ECTS	Shaping / Semantics 4 ECTS	Graphic Design 1 3 ECTS	Digital Design Tools 1 3 ECTS	Graphic Design 2 2 ECTS	Internship 24 ECTS
Visual Communication 1 3 ECTS	Visual Communication 2 3 ECTS	Visual Communication 3 3 ECTS	CAD 2 3 ECTS	Digital Design Tools 2 4 ECTS	
Model Building 1 4 ECTS	Model Building 2 4 ECTS	CAD 1 3 ECTS	Engineering 2 4 ECTS	Virtual Modelling Basics 4 ECTS	
Design Basics 2 ECTS	Photography 2 ECTS	Engineering 1 4 ECTS	Strategic Design 4 ECTS	Mechatronics 2 ECTS	
Descriptive Geometry 2 ECTS	Engineering Basics 2 ECTS	Perception + Colour Psychology 2 ECTS	Communication 2 1 ECTS	History and Theory of Design 3 ECTS	
General English 1 2 ECTS	General English 2 2 ECTS	Communication 1 1 ECTS	Professional English 2 2 ECTS	Philosophy and Design 2 ECTS	
		Professional English 1 2 ECTS	Professional English 2 2 ECTS	Professional English 3 2 ECTS	

Projects	Design Competence	Visual Communica- tion Competence	Technical Competence	Fundamentals and Methodology	Interdisciplinary Qualification	Internships
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Bachelor degree programme INFORMATION DESIGN

DESIGN > COMMUNICATION > MEDIA > WEB > INTERFACES > INTERACTION > EXHIBITION

Information designers are experts in converting information into visual form. They plan and optimise communication processes in print, audio-visual and digital media. They design our immediate surroundings, allowing us to find our way around exhibitions and transport facilities easily, or use appliances intuitively.

The bachelor degree programme in Information Design provides students with the design skills necessary to understand and solve challenges creatively. They learn the tools of graphic and web design, the techniques of video production, how to create animations and design interactive elements and spaces. Usability design skills form the basis for designing user-friendly interfaces. Societal, social and historical design contexts as well as professional business skills round off the programme content.

Project work in small groups and start-up companies ensure that the programme is in step with actual practice. From the fourth semester, students can choose to specialise in Communication Design, Media Design or Interaction Design. The three-month internship during the sixth semester can be completed either in Austria or abroad.

“The degree programme provides the tools required to implement design ideas and gives an insight into the world of creative work. The wide range of subjects offered provides a good basis for many creative activities and promotes your artistic development.”

Manuela Elser, BA, Graduate

FACTS

- Bachelor of Arts in Arts and Design (BA)
- Full-time
- 6 semesters / 180 ECTS
- 49 places per year
- Language of instruction: German
- Head of Degree Programme:
Univ.-Doz. Dr. phil. Karl Stocker
- FH JOANNEUM Graz
www.fh-joanneum.at/ind

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 degree programme at FH JOANNEUM, for example in Exhibition Design or in Communication, Media, Sound and Interaction Design.

“The breadth of subjects provides a good overview of the communications field and a good basic knowledge. The programme offers a good mix of theory and practice, at the same time encouraging individual creative abilities.”

Ricarda Schweigler, BA, Graduate Red Dot Award winner

CURRICULUM: 180 ECTS (30 ECTS per semester)

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

COMMUNICATION MANAGEMENT > RADIO > TV > WEB > SOCIAL MEDIA > ONLINE JOURNALISM

Information is the most valuable commodity of our time, and communication its means of transport. Professional communication and the associated professions are becoming increasingly important in all areas of society, from politics to business. New communications technologies have radically altered the work of journalism and public relations – and the skills necessary to succeed in these professions. Nowadays, a single person must master an increasing number of skills, making a broad education more important than ever before.

Our bachelor degree programme in Journalism and Public Relations (PR) is the only programme of its kind in Austria to offer a comprehensive education in both fields, since mutual understanding is the key to success. English and Russian are offered as foreign languages to promote international understanding. The programme also provides a basic education in communication science, opening up a wide range of careers for our graduates.

The course combines practice-oriented education with a theoretical grounding. Numerous partnerships with media organisations, an internship semester and application-oriented projects give our students the opportunity to gain valuable experience for their future careers in the media world.

“The focus on Public Relations has opened many doors for me. Even as a student I was able to focus on internal communications - a great preparation for professional life.”

Elisabeth Faustmann, BA, Graduate
NEUROTH AG

FACTS

- Bachelor of Arts in Social Sciences (BA)
- Full-time
- 6 semesters / 180 ECTS
- Language of instruction: German
- 30 places per year
- Head of Degree Programme:
FH-Prof. Mag. Dr. Heinz M. Fischer
- FH JOANNEUM Graz
www.fh-joanneum.at/jpr

CAREER PROSPECTS

Our graduates are all-rounders in journalism and PR. They receive a professional education in print, TV, radio and online journalism and learn how to communicate successfully both internally and externally.

Graduates can enter careers in the following fields:

- Media houses and editorial offices
- Freelance journalism
- Communications and PR agencies
- Media consulting
- Press offices within companies, public institutions and non-profit organisations
- Communications departments in the fields of politics and administration, art, and culture

“The range of topics covered by this degree programme equipped me with everything I needed for my career as a political journalist. The dual education, which focuses on both journalistic practice and public relations, gave me a deep insight into both sides of the media industry.”

Klaus Knittelfelder, BA, Graduate
Kleine Zeitung, Vienna office

CURRICULUM: 180 ECTS (30 ECTS per semester)*

1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester
Basics and Practice of Journalism 1 3 ECTS	Basics and Practice of Journalism 2 2 ECTS	Editorial Workflow 2 ECTS	Journalism and Politics 3 ECTS	Cultural Studies in a Media Society 3 ECTS	Internship and Seminar 20 ECTS
Introduction to PR 1 3 ECTS	Web-based PR 2 ECTS	PR Concepts 2 ECTS	Strategic PR 3 ECTS		
Audio Production Web-based Working 1 4 ECTS	TV Production Web-based Working 2 4 ECTS	Multimedia Production 1 4 ECTS	Multimedia Production 2 3 ECTS	Choice between Journalism or PR 5 ECTS	
Communication 1 Media History 1 4 ECTS	Communication 2 Media History 2 4 ECTS	Social Developments 2 ECTS	Media and Society 3 ECTS		
	Fundamentals 2 ECTS	Media Management 1 2 ECTS	Media Management 2 3 ECTS	English 5 Russian 5 4 ECTS	
English 1 Russian 1 4 ECTS	English 2 Russian 2 4 ECTS	English 3 Russian 3 4 ECTS	Empirical Social Research 2 ECTS	Production of a Magazine 15 ECTS	
Projects 1 12 ECTS	Projects 2 12 ECTS	Projects 3 12 ECTS	English 4 Russian 4 4 ECTS		Bachelor's Thesis 2 10 ECTS
			Bachelor's Thesis 1 9 ECTS		
Journalism Practice 10 ECTS	PR Practice 10 ECTS	Media Technology 15 ECTS	Theory 16 ECTS	Business and Law 8 ECTS	Academic Work 6 ECTS
Topics of the Future 5 ECTS	Foreign Languages 20 ECTS	Innovation Workshop 5 ECTS	Internship 20 ECTS	Bachelor's Theses 19 ECTS	

* New from 2016/17 academic year: specialisation in Digital Journalism or Online Communication in the 4th semester subject to approval by the relevant bodies.





Master degree programme EXHIBITION DESIGN

EXHIBITION > DESIGN > PRESENTATION > FAIR > MUSEUM > SCENOGRAPHY

The master degree programme in Exhibition Design offers an education which is unique by international comparison. It responds to emerging professional fields in the sophisticated presentation of objects and products, ranging from exhibitions within but also outside a museum context to trade fairs and company presentations.

The main emphasis is placed on imparting creative and technological skills. Students learn how to plan and implement history, cultural history and science exhibitions and how to design art exhibitions. They are trained to be experts in conveying content by means of visual communication, presentation of objects in various surroundings and scenographic approaches. They also develop concepts for exhibitions in museum and non-museum settings, plan immersive theme worlds and design road shows or trade fair presentations. Projects carried out in cooperation with international and local institutions form an integral part of the programme.

CAREER PROSPECTS

Our graduates follow careers in the broad international exhibition and museum sector. They work as freelancers or employees in creative studios, agencies, museums or similar institutions, cultural centres, exhibition centres or for related businesses such as event organisers or design studios. You'll find our graduates employed wherever conceptual and creative expertise, together with the skills for practical implementation, are required.

FACTS

- Master of Arts in Arts and Design (MA)
- Work-friendly
- 4 semesters / 120 ECTS
- 18 places per year
- Language of instruction: German
- Head of Degree Programme:
Univ.-Doz. Dr. phil. Karl Stocker
FH JOANNEUM Graz
www.fh-joanneum.at/aud



“JAKOHIMINI. 17 views of urban life”. This was the title of an exhibition in which students of the Exhibition Design degree programme presented the results of their two-month research project on the Jakomini district in Graz.

“What I find especially exciting about the degree programme is that it offers plenty of projects, which enable you to gather valuable practical experience, for example, by planning and implementing exhibitions for external partners.“

Maribel Dorfer, BSc, Student

CURRICULUM: 120 ECTS (30 ECTS per semester)

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

*COMMUNICATION > CREATIVITY
> EMOTIONS > SOCIAL MEDIA >
AESTHETICS > VISUALISATION*

The interdisciplinary degree programme places a strong focus on the design and creative skills required to implement successful communication strategies based on analogue and digital media. Communication design enables or improves the approach to content and makes it more understandable, convincing and effective.

You will learn about corporate identity, design management, print production, digital production, creative techniques and visual aesthetics. From the first to the fourth semester you will also work on concrete design projects, which will help you to hone your skills in the methodical development of ideas and their implementation in real-world products. This ensures that you will be well prepared for the world of work.

Presentations by international experts on issues such as editorial design, emotional design, experimental typography and interactive information systems will provide up-to-date inspiration for your everyday design work. The degree programme also enables you to adopt an intensive scientific and experimental approach to design issues that interest you. Our teaching staff provides individual support and supervision throughout the programme.

FACTS

- Master of Arts in Arts and Design (MA)
 - Work-friendly
 - 4 semesters / 120 ECTS
 - 12 places per year
 - Language of instruction: German / English
 - Head of Degree Programme:
Dr. Josef Gründler
 - FH JOANNEUM Graz
www.fh-joanneum.at/
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CAREER PROSPECTS

The graduates of the master degree programme in Communication Design are well equipped to develop and implement successful communication concepts. Their qualifications equip them to work as art directors, creative directors or advertising managers for advertising agencies, PR departments of companies and other organisations or to set up their own businesses as self-employed designers. Work opportunities for our graduates 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	International Design Discourse 1	Future Design Lab	Master's Thesis
Narratives and Dramaturgy	Design & Research 2		
	Leadership Lectures	Design & Research 3	
Psychology of Perception	Project Management	Final Crit	
City of Design - Local Networks		Excursion	
Marketing and Corporate Identities	Print Production		
Design Management & Strategic Design		Interactive Infosystems	
Designing with Code	Presentation Strategies		
Design & Research 1		Design & Research 2 (COD)	
Visual Communication	Project Work 2 - Experiment (COD)		
Design & Research 1 (COD)			
Project Work 1 - Explore (COD)			
Electives Subjects: Interfaces, 3D Design, Sreendesign, Sound and Communication, Audio Production and Postproduction			

CONTENT > USER EXPERIENCE > ONLINE PR > SOCIAL MEDIA > CODE > MARKETING > STRATEGY > WEB PUBLISHING > WRITING > MANAGEMENT

Organisations need strategies for their web content if they are to hold their own against the competition. Content strategy is an indispensable tool that provides the basis for creating high quality and useful content. The master degree programme is based on this important new discipline, which has emerged over recent years in US web agencies. It is the first academic training programme for content strategists in Europe.

We train experts in producing content based on well-founded strategic concepts: our students learn how to identify the content required, and to best communicate an organisation's message. We provide you with the skills to create, publish and manage texts, images, video and audio content online. Graduates are able to plan processes, coordinate teams, and manage an organisation's entire content.

This is a part-time programme and is primarily taught via e-learning. Practical projects account for around a third of the programme.

“Demand is continually increasing for communicators who are capable of planning and implementing long-term strategies for web communications in organisations. A degree programme which teaches the foundations of content strategy addresses this need.”

Brigitte Alice Radl,
Content Strategist

FACTS

- Master of Arts in Social Sciences (MA)
- Part-time
- 4 semesters / 120 ECTS
- Language of instruction: German and English
- 20 places per year
- Admission requirements: Bachelor degree in communication science, marketing, design, computer science; professional experience desired
- Head of Degree Programme:
Mag. Heinz Wittenbrink
- FH JOANNEUM Graz
www.fh-joanneum.at/cos

CAREER PROSPECTS

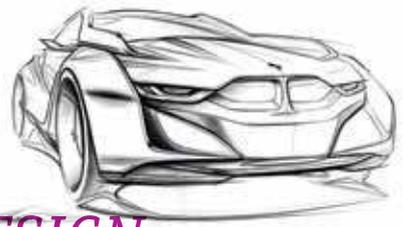
Our graduates work in the communications departments of businesses, as consultants in agencies and in media houses. They plan and organise corporate communications on the web and other platforms. Content strategists are responsible for the preparation, publication and management of high quality content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

“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, Razorfish

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 Publishing Technologies 7 ECTS	Web and Publishing Technologies 4 ECTS	Marketing 5 ECTS	Master's Thesis 20 ECTS
	Elective Modules 4 ECTS	Elective Modules 3 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	



PRODUCT DESIGN > TRANSPORTATION DESIGN > INTERFACE > MOBILITY

Graduates of the FH JOANNEUM bachelor degree programme in Industrial Design are automatically qualified to continue their studies on the master programme. Of course we also welcome graduates from other design schools. The master degree programme provides our students with broad expertise in the fields of advanced design, interface and usability. A special focus is placed on giving them sufficient time to write a professional master's thesis. Students select the topic for their thesis during a seminar before starting their internship in the third semester, a method which creates and assures perfect synergy between the master's thesis and the internship.

CAREER PROSPECTS

Industrial designers design products and systems that can be manufactured on an industrial scale - from ski boots to ticket vending machines, from drills to laptop computers, from cars to helicopters. They work at the interface between business, technology, ecology, art and culture. Our graduates primarily go on to careers in product and transportation design. They work in design studios, for example at Designworks, IDEO, or Kiska; in corporate design or development departments, among others at Apple, Audi, BMW, KTM or Philips; or set up their own design studios.

“The field of product design is growing daily, becoming ever more complex and comprehensive. FH JOANNEUM Graz offers a very good overview of and insight into this field, in an environment which both challenges and motivates students.”

Thomas Vanicek, BA, Student



FACTS

- Master of Arts in Arts and Design (MA)
- Full-time
- 4 semesters / 120 ECTS
- 16 places per year
- Language of instruction: German, selected courses in English
- Head of Degree Programme and Institute:
FH-Prof. Dipl.-Designer Michael Lanz
- FH JOANNEUM Graz
www.fh-joanneum.at/idm



CURRICULUM: 120 ECTS (30 ECTS per semester)

MASTER DEGREE PROGRAMME INDUSTRIAL DESIGN			
1st semester	2nd semester	3th semester	4th semester
Project M1 “Advanced Design 1” 15 ECTS	Project M2 “Advanced Design 2” 15 ECTS	Internship (Seminar / Supervision) 30 ECTS	Master’s Thesis (Seminar / Supervision) 30 ECTS
Transportation Design Advanced 2 ECTS	Interface Design + Usability 2 4 ECTS		
Colour + Material 2 ECTS			
Interface Design + Usability 1 3 ECTS	Virtual Modeling 2 4 ECTS		
Virtual Modeling 1 3 ECTS			
Transportation Engineering 2 ECTS	Marketing 2 ECTS		
Business Management 2 ECTS	Design Management 2 ECTS		
Professional Meetings 1 ECTS	Project Work + Presentation 1 ECTS		

Projects	Design Competence	Visual Communication Competence	Technical Competence
Fundamentals and Methodology	Interdisciplinary Qualification	Internships	

*INTERACTION > EXPERIENCE >
INTERFACE > EMOTION > MOBILE >
VIRTUALITY > RESPONSIVENESS*

The degree programme focuses on designing the new interfaces between people and their environment. A growing number of communication and information systems are finding their way into public and private spaces. The interaction between people and media technologies has thus become a central design task for designers.

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. The issues covered by the course include web, app, screen and mobile design as well as game design, the design of virtual and augmented realities, information and media architectures and interactive forms of narration and media environments.

Projects form an integral part of the curriculum. They enable our students to implement design solutions based on practical tasks, from design to prototype application. Transdisciplinary design processes involve the use of state-of-the-art design methods, rapid prototyping and design thinking. Our students have full access to perception labs, interface technologies, prototyping tools and media equipment.

Lectures and workshops held by international experts provide insight into issues of topical interest. Our students acquire both business skills and soft skills and have the opportunity to participate in research projects, making them well prepared for a complex and diverse working environment.

FACTS

- Master of Arts in Arts and Design (MA)
 - Work-friendly
 - 4 semesters / 120 ECTS
 - 12 places per year
 - Language of instruction: German / English
 - Head of Degree Programme:
Dr. Josef Gründler
 - FH JOANNEUM Graz
www.fh-joanneum.at
-

CAREER PROSPECTS

Interaction designers are all-rounders in a dynamic field of great economic significance. They deal with topics such as human computer interfaces, virtual reality, mobile design, interactive storytelling, service design and the Internet of Things. They find employment in usability departments in industry, research and development institutions, game design companies, UX design offices, media agencies, web agencies or work as self-employed UI/UX and app/mobile designers.



CURRICULUM: 120 ECTS (30 ECTS per Semester)

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

***MEDIA > MOTION GRAPHICS >
3D ANIMATION > VIDEO >
GAME DESIGN >
ONLINE PUBLISHING***

Over the past few years, new forms of video production have emerged which are strongly shaped by the opportunities offered by computer-aided production techniques. Films tell their stories in digitally generated artificial worlds. Sometimes these virtual worlds merge with real-world scenarios, graphical and typographical elements or turn into interactive environments providing an augmented experience. This wide range of possibilities is reflected in the diversity of narrative concepts in modern media production.

In the Media Design programme, you will learn about time-based media such as video, 3D animation, motion graphics and their applications in various media formats and channels.

The focus is on practical projects. The relevant knowledge and technical skills will be provided in seminars and workshops. In addition to traditional techniques of video and animation film, you will also learn about the use of digital production and post-production tools.

The course is based on seminars and workshops dealing with the narrative dramaturgy of film, video and computer games. Interdisciplinary

subjects on the use of video in interactive environments and exhibitions as well as business lectures round off the curriculum.

FACTS

- Master of Arts in Arts and Design (MA)
 - Work-friendly
 - 4 semesters / 120 ECTS
 - 12 places per year
 - Language of instruction: German / English
 - Head of Degree Programme:
Dr. Josef Gründler
 - FH JOANNEUM Graz
www.fh-joanneum.at
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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 our students to enter a diverse range of careers or specialise in a specific field. They may work in traditional video and film production or in specialist fields of motion design, on-air design, game design and online publishing, or in a number of other interdisciplinary settings.



CURRICULUM: 120 ECTS (30 ECTS per Semester)

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

SOUND > BRANDING > PRODUCTION > APPS > SONIFICATION > DESIGN

Designing of and with sound is the core of this interuniversity and interdisciplinary master degree programme. You will develop detailed knowledge of the artistic design, media preparation and editing of sound as well as semantic and psychoacoustic perception. The focus of the degree programme is on audio production for video design, game design and mobile apps as well as sonic interaction design, sonification, audio branding and product sound design for industry. In the fields of acoustic environment, soundscapes and sound ecology we demonstrate the significance of hearing in a visually oriented society.

Students benefit from the collaboration between FH JOANNEUM and the University of Music and Performing Arts Graz, which enables them to work in interdisciplinary and international teams. The course also promotes the combination of sound design with interaction and visual design in the media sector. The students acquire design skills in these areas as well, and receive a degree certificate from both universities.

You will carry out various projects to implement production processes in practice. The experimental research of current scenarios or products leads on to the development of a functional prototype in order to transform a visionary and innovative idea into a marketable product or scenario. The curriculum is rounded off by courses in business skills, soft skills, lectures and workshops on current trends in sound design held by international lecturers.

We also involve our students in research projects carried out at the Research & Design Lab of the Institute of Design & Communication of FH JOANNEUM and the Institute of Electronic Music and Acoustics at the University of Music and Performing Arts Graz.

Both institutes feature state-of-the-art infrastructure including several audio and video studios, a greenbox, a perception lab, etc. There is a media centre where students can borrow a wide range of audio and video equipment, rapid prototyping tools and interface technologies. The premises of the Institute of Design & Communication are open to our students around the clock.

FH JOANNEUM is the only educational institution in Austria to offer a dedicated university course in sound design.

FACTS

- Master of Arts in Arts and Design (MA)
- Work-friendly
- 4 semesters / 120 ECTS
- 8 places per year
- Language of instruction: German / English
- Head of Degree Programme:
Dr. Josef Gründler
- FH JOANNEUM Graz
www.fh-joanneum.at

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

CAREER PROSPECTS

The degree programme qualifies our graduates 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. The fields of employment include audio production and post-production, sonic interaction design, sonification, product sound design, corporate sound design, audio branding, computer games and advertising.

Our graduates 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	International Design Discourse 1	Future Design Lab	Master's Thesis
Narratives and Dramaturgy	Design & Research 2		
	Leadership Lectures	Design & Research 3	
Psychology of Perception	Project Management	Final Crit	
City of Design - Local Networks		Excursion	
Marketing and Corporate Identities	Sonification and Acoustic Displays		
Design Management & Strategic Design			
Designing with Code	Acoustic Ecology – Theory and Practice	Physical Modelling of Sound and Material Science	
Design & Research 1	Surroundsound and Spatialisation Techniques		
Digital Sound Processing		Sound and Interaction Design	
Design & Research 1 (SND)	Design & Research 2 (SND)		
Project Work 1 - Explore (SND)	Project Work 2 - Experiment (SND)		
Electives Subjects: Interfaces, 3D Design, Sreendesign, Sound and Communication, Audio Production and Postproduction			

Postgraduate course
PUBLIC COMMUNICATION

INNOVATIVE COMMUNICATION FOR TOMORROW

The postgraduate course in Public Communication prepares its students to face the challenges of modern corporate and organisational communication. It equips them with the skills needed for successfully reaching an extremely varied range of target groups in an increasingly international environment. The students are provided with a sound academic foundation and benefit from exchanges with international experts to enhance their professional standing.

The academic course is organised on a part-time basis and includes attendance modules (around 14 days per semester), in addition to e-learning and supervised, self-directed study. Individual appointments are organised during the fourth semester for the master's thesis seminar.

Public Communication represents a successful, forward-looking redefinition of media and public relations work.

“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 presenter for the Austrian Broadcasting Corporation until 2011)

FACTS

- Master of Arts in Social Sciences (MA)
- Part-time
- 4 semesters / 120 ECTS
- 18 places
- Tuition fee: EUR 2,500 per semester
- Internationally renowned lecturers
- Head of Degree Programme:
FH-Prof. Mag. Dr. Heinz M. Fischer
- FH JOANNEUM Graz
www.fh-joanneum.at/com

CAREER PROSPECTS

The course is directed at PR professionals and executives 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 offices
- public administration
- NGOs
- (multinational) businesses
- export-oriented SMEs
- PR, advertising and marketing agencies

“The growing need for communications and our increasingly digital lifestyle require highly qualified communication professionals in business, politics, administration, public and semi-public institutions or special interest groups.”

Ingrid Vogl,
President, Public Relations Association Austria
(PRVA)

CURRICULUM: 120 ECTS (30 ECTS per semester)

1st semester	2nd semester	3rd semester	4th semester
Introductory Phase 2 ECTS	Presentations, Meetings and Negotiations 3 ECTS	Campaigning 3 ECTS	Master's Thesis and Seminar 30 ECTS
Rhetoric, Presentation and Representation 7 ECTS		Intercultural and Intracultural Communication 4 ECTS	
Concept and Strategy, Storytelling, Visual Communication 9 ECTS	Publishing and Media Production 5 ECTS	Copyright, Communication Ethics 4 ECTS	
	Social Media for Communication Professionals 6 ECTS	Communication Sociology, Gender and Diversity, International Aspects 13 ECTS	
Scientific Method, Research and Evaluation Techniques 6 ECTS	Multilevel Governance 5 ECTS		
Socialisation 2 ECTS	Presentation and Communication 10 ECTS	Practical Projects 16 ECTS	
Media and Society 13 ECTS	Law and Ethics 9 ECTS	Specialisation 10 ECTS	Scientific Method and Research 39 ECTS

The following specialisations are available in the 3rd semester: PR for Communities, Political Communication, NPO/NGO Communication, Change Communication and Crisis Communication, Open Data - Big Data, Lobbying and Public Affairs, Science Communication, Media and Editorial Skills.



“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 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:

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www.facebook.com/fhjoanneum