

## 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

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**G**raduates 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.

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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



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## 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](http://www.fh-joanneum.at/idm)