

## Master degree programme SOUND DESIGN\*

# SOUND > BRANDING > PRODUCTION > APPS > SONIFICATION > DESIGN

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**D**esigning 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.

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### 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](http://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	Acoustic Ecology – Theory and Practice		
Design Management & Strategic Design		Surroundsound and Spatialisation Techniques	
Designing with Code	Sound and Interaction Design		
Design & Research 1		Design & Research 2 (SND)	
Digital Sound Processing	Project Work 2 - Experiment (SND)	Project Work 3 - Product (SND)	
Design & Research 1 (SND)			
Project Work 1 - Explore (SND)			
Electives Subjects: Interfaces, 3D Design, Sreendesign, Sound and Communication, Audio Production and Postproduction			