

mdm

DIGITAL MEDIA —
INTERNATIONAL
PROGRAMME WITH
CITY UNIVERSITY OF
HONG KONG [MAJOR]

→ COLLEGE



STUDY DIGITAL MEDIA AT LEUPHANA COLLEGE AND CITY UNIVERSITY OF HONG KONG

One of the great opportunities that come with studying the Digital Media major at College is the chance to acquire two separate degrees, one from Leuphana University Lüneburg and one from City University of Hong Kong. CityU's School of Creative Media is famous for its creative approach to digital media, which you will experience during your two-year stay at CityU. Having both a German and an international Bachelor degree will enable you to apply to a variety of Masters programmes and boost your career prospects, especially on an international level.

BACHELOR AT LEUPHANA COLLEGE

Studying at College means much more than just gaining a Bachelor degree. The Bachelor programme allows you to integrate different areas of interest. The choice is yours.

Possible minor combinations in the international programme:

- Business Administration (GER)
- Business Law (GER)
- Business Psychology (GER)
- Comparative Economic Law (ENG)
- Digital Business (GER)
- Economics (GER or ENG)
- Educational Sciences (GER)
- Engineering (Fundamentals) (GER)
- Philosophy (GER or ENG)
- Psychology and Society (ENG)
- Social Media and Information Systems (GER)
- Spatial Sciences (GER or ENG)
- Sustainability Science (GER or ENG)

INTERNATIONAL PROGRAMME IN DIGITAL MEDIA

In the international programme of the Digital Media major, you have the unique opportunity to spend two years at the School of Creative Media at City University of Hong Kong.

COURSE CONTENTS

At Leuphana College, the major in Digital Media allows you to explore the different dimensions of digital media and cultures. You will apply the knowledge you have acquired at Leuphana during your two years of intense studies at the School of Creative Media.

CAREER PROSPECTS

By participating in the international programme, you will gain a broad understanding of digital media and creative media in both Europe and Asia, as well as new perspectives on intercultural matters. Having lived in Hong Kong for two years, you will have excellent career prospects in the media industry both at home and abroad.

EMPLOYMENT OPPORTUNITIES

- Media Design, Consulting, and Production
- Product Management / Producer
- Digital Journalism and Editing
- Programming and Interface Design
- Marketing, Advertising, Community Management
- Press- and Public Relations
- Research and Teaching

<p>1st semester Lüneburg</p> <p>LEUPHANA SEMESTER Opening Week Introduction to Digital Media Studies Methods of Digital Media Studies Science as method and way of thinking Critical thinking Challenges of the future Conference Week</p>	<p>2nd semester Lüneburg</p> <p>Media Cultures, History of Digital Media</p>	<p>3rd semester Lüneburg</p> <p>Technological Basics</p>	<p>4th semester Hong Kong</p> <p>Narrative Strategies and Aesthetics, Critical Theory and Socially Engaged Practices</p>	<p>5th semester Hong Kong</p> <p>Contemporary & New Media, Interdisciplinary Practices in Art, Science and Humanities</p>	<p>6th semester Hong Kong</p> <p>Electives</p>	<p>7th semester Hong Kong</p>	<p>8th semester Lüneburg</p> <p>Research Colloquium</p>	<p>Bachelor dissertation</p>	<p>Physical Computing, Creative Coding, Creative Media Studio, Interface Design</p>	<p>MINOR Complementing the Digital Media major with another field of study</p>	<p>GENERAL EDUCATION</p> <p>COMPLEMENTARY STUDIES Dealing with socially relevant topics</p>	<p>COMPLEMENTARY STUDIES</p>
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APPLICATION AND ORGANISATIONAL MATTERS

To apply for the double degree programme, you first have to complete the regular admission process for all Bachelor programmes at Leuphana College and will apply for the exchange in your first semester. Once you are accepted for the Digital Media major, you will study at Leuphana College and Hamburg Media School before the start of your studies in Hong Kong. The courses for your Digital Media major will be taught at Hamburg Media School; all other courses are taught at Leuphana University Lüneburg.

If you want to study at CityU in Hong Kong, you can apply for the international programme at the end of the Leuphana Semester. You have to apply during the second announcement of exchange places of the International Office. The key criteria for admission are academic performance and your personal motivation. You will need to have completed your coursework for the first three semesters at Leuphana College by the time you leave for Hong Kong.

The staff at the International Office and the School of Culture and Society will provide you with information on studying abroad and support you in preparing for and organising your stay in Hong Kong. While studying at CityU, your tuition fees at CityU are waived and you can apply for “Auslands-Bafög” for up to two years as well as a DAAD scholarship. For the duration of your stay, you are guaranteed a shared room in the student residence on campus for approximately 175 Euros per month.

AT A GLANCE

Degree awarded	Bachelor of Arts (BA) in Digital Media at Leuphana & Bachelor of Arts (BA) in Creative Media OR Bachelor of Arts and Science (BAS) in New Media at CityU
Duration	4 years (8 semesters)
Extent	240
Study places	10
Start date	October 1 st (winter semester)
Language	English
Semester abroad	4 integrated semesters abroad
Application period	Mid May – July 15 th
Requirement	— Study place in Digital Media major
Restricted admission	yes
Admission	own procedure at Leuphana College
Programme Director	Prof. Dr. Jan Müggenburg



VISIT OUR OPEN DAY
www.leuphana.de/college-openday



ASK A STUDENT
www.leuphana.de/college-choice



INSTAGRAM
[leuphana.college](https://www.instagram.com/leuphana.college)

Status 05/2023 –Subject to change
(see www.leuphana.de/college-cityu)

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www.leuphana.de/college