mdh

University of Applied Sciences

CONTENT

EDITORIAL

AT mdh, YOUNG TALENTS ARE MORE THAN JUST AN ENROLMENT NUMBER. THEY BECOME PART OF A CREATIVE COMMUNITY
We encourage our students to think boldly - we are curious about them and we provide orientation. Every talent, ability or strength is unique and needs to be nurtured individually. That is why we attach great importance to personal support and small learning groups. We have consciously decided against offering large mass study programs to ensure high quality of instruction. mdh looks back on more than 30 years of experience in the field of education. All our study programmes are state-recognized.

Martin Adam
CEO, Chancellor & Director for International Affairs

WE KNOW WHAT MAKES THE INDUSTRY TICK
Lecturers with experience in business and research teach at mdh. Our students benefit not only from their expertise, but also from the personal networks that they have built. In addition, many of our cooperation partners from the business world offer students deep insights into the professional world. We firmly believe that in addition to theoretical know-how, students should also have the chance to apply their skills in projects and gain practical experience during the program.
Whether as a bachelor or master student, we want young talents to be able to live their dreams. We seek to actively promote the professional future of our graduates. Over the years, we have built up a large national and international alumni network which provides opportunities for all our students. We offer mentoring partnerships and career support, job application training and personal coaching.
International students especially benefit from our extensive onboarding programme, individual support services and numerous get-together events before - and during - their studies.

MEDIADESIGN UNIVERSITY

OUR EDUCATIONAL PROGRAM

The Mediadesign University of Applied Sciences offers "International Students" a total of five bachelor programs:

- Digital Film Design - Animation/VFX (B.A.)
- Game Design (B.Sc.)
- Fashion Management (B.A.)
- Media Design (B.A.)
- Media Management (B.A.)

In addition, bachelor students wishing to expand their knowledge in certain fields can continue their studies in one of our master programs.
- Design Management (M.A.)
- Digital Leadership (M.A.)

All of Mediadesign University's attendance study programs are accredited by the Central Evaluation and Accreditation Agency (ZEvA) and are thus state-recognised. The goal of all study programs is to impart „knowledge, skills, responsibility and independence", in accordance with the European and German Qualification Framework.
mdh has campuses in Berlin, Munich and Düsseldorf. The locations are equipped with high-performance, state-of-the-art media technology. The university

also provides professionally equipped film and sound studios at all three campuses.

OUR MISSION
- We focus on quality instead of quantity
- We impart knowledge and know-how
- We promote the community
- We stand for proximity, creativity, diversity and enthusiasm. We want our students, alumni and lecturers to identify with the university and to be proud of being a part of the mdh community. We know each other well

TEACHING & PRACTICE

Digitization, interdisciplinarity and internationalization play a major role here. All teaching is science-based and project-oriented. We impart theoretical knowledge in lectures and seminars. We specifically promote teamwork and independence, because as in the real working world, our students have to organise themselves independently in project phases and provide their own project management. In these phases they can hone their newly acquired skills. During the practical semester, they work in a company where can apply their knowledge directly and gain first work experience.

INTERNATIONAL COOPERATION

At the Berlin campus, many courses are offered in English. Düsseldorf and Munich also have individual courses taught in English. mdh maintains active exchange with cooperation partners from all over the world, such as Hunan Normal University (HNU) in China, the Dyson School of Design and Engineering\ Imperial College London, Parsons School of Design\ The New School in New York and the University in Sao Paolo in the areas of intercultural teaching and research.

RESEARCH

Mediadesign University promotes research and creative development because as a university, we want to help shape scientific development. To live up to these principles, the university cooperates with national and international universities, including in the United Kingdom, the United States, Brazil and China. Furthermore, the university participates in joint projects with industry and private research institutes. Especially in the master programs, we maintain a close association with research institutions.

DIGITAL FILM DESIGN

DIGITAL FILM DESIGN (B.A.)

THE BEAUTY OF STILL AND MOVING PICTURES!

We are passionate about the beauty of moving pictures and visual effects. Together with our students, we love to create elegant cyborgs, futuristic creatures or fearless androids. At mdh, young talents learn how virtual characters and new worlds are brought to life.

FACTS AT A GLANCE:

- Duration: 7 semesters
- Type: Full-time
- Credit Points: 210 ECTS
- Degree: Bachelor of Arts (B.A.)
- Start: Winter semester (October)
- Language: German/English
- Locations: Berlin, Düsseldorf, Munich

STUDY PROGRAM

CONCEPTION

At mdh, courses cover the whole range of 3D animation and compositing. We teach young people how to implement visualizations or visual effects, for example in films or advertisement spots. Together we work on the development of still and moving images. The theoretical basis of design theory is taught in lectures, but the actual skills are developed in practical projects. Skills acquired over the course of the program include:

- Film design, dramaturgy & staging
- Computer graphics, visualization & typography
- 3D modelling, animation & drawing

LEARNING BY DOING!

Our students can directly apply their acquired skills in practical projects. They produce actual film material with their team and combine it with digital elements. This way, they not only learn how to develop digital material, they also experience the whole design, planning and implementation process of real film projects, working with complex technology they learn to use step-by-step. We start with Autodesk Maya, and during compositing, our students get to know After Effects and Nuke. We also work intensively with the 3D software Houdini.
At the end of the course, our students have enough film material to produce their own demo reel, which all graduates need for their application portfolio when they want to enter the working world.

TARGET GROUP

WHO SHOULD STUDY "DIGITAL FILM DESIGN"?

- Creative talents who like to draw, paint and make films
- Computer geeks who want to learn design techniques
- Storytellers who can put their ideas on paper

CAREER PROSPECTS

Many of our graduates work for film studios or international animation companies, but other industries are also relying more and more on animated visuals, for example in cinematic game trailers or advertising films.
Typical professions are: 3D Generalist, 3D Animator, VFX Artist, VFX Coordinator or FX Artist. Future employers are studios from the film and television industry, such as Trixter, Scanline, Pixomondo or Rise FX. But also "traditional" companies, such as BMW or Bosch/Siemens need digital film designers.

GAME DESIGN

GAME DESIGN (B.SC.)

WE TURN GAMERS INTO GAME DEVELOPERS!

Whether it's Escape Rooms, colourful Jump-'n'-Runs or the endless expanses of Open World games - we know our way around games! At mdh, young talents learn how to develop them; step-by-step from a first idea to the finished implementation. We teach our students to conceive their own games, to create fascinating worlds and to implement them technically. Together with our students, we dive into virtual realities and enchant people with games.

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STUDY PROGRAM

- User-friendly interfaces
- The intuitive control of games
- Entertaining background stories and in-game dialogue

THE ARTISTIC AREA OF THE PROGRAM REVOLVES AROUND THE VISUAL DESIGN OF GAMES, OUR STUDENTS LEARN TO

- develop characters & game worlds as concept artists
- use 3D modelling & integrate assets into a game engine
- animate characters and bring them to life

THE TECHNICAL AREA COVERS CODING AS WELL AS COMPUTER SCIENCE. WE STUDY:

- software design patterns & writing readable code
- the programming of graphics, shaders & post-FX
- methods for implementing artificial intelligence in games

TARGET GROUP:

WHO SHOULD STUDY "GAME DESIGN"?

- Avid Gamers who want to turn their passion into a profession
- Artists who like to draw or model
- Storytellers who want to create interactive worlds
- Technology enthusiasts who like to solve hardware problems and software
- Programmers who find traditional computer science studies too dry

CAREER PROSPECTS

Our alumni work in large production companies or small games studios. Nowadays, games are also used in other industries, for example in advertising, sports, the film industry, research, teaching or even therapy. Career opportunities are manyfold and the job prospects very good.

Thus, our graduates work wherever 2D or 3D visualisations are developed, for example in companies that produce apps or VR applications. In addition to internationally renowned game studios like Yager or Ubisoft Blue Byte, our alumni are also employed at SAP, Siemens, Bosch and BMW. Others have founded their own companies. Successful game studios such as Chimera Entertainment (Sacred Legends, Angry Birds Evolution) or Mimimi Games (Shadow Tactics, Desperados III) were founded by our alumni directly after graduation. Typical professions include: Game Designer, Level Designer, Game Writer, UI/UX Developer, 3D Artist, e.g. Maya, 3DSMax, Blender, 2D Artist, e.g. Photoshop, 3D Character Animator, Concept Artist, Game Developer, e.g. Unity, Unreal, Game Programmer, Technical Artist, Game Producer & Product Manager.

FASHION MANAGEMENT
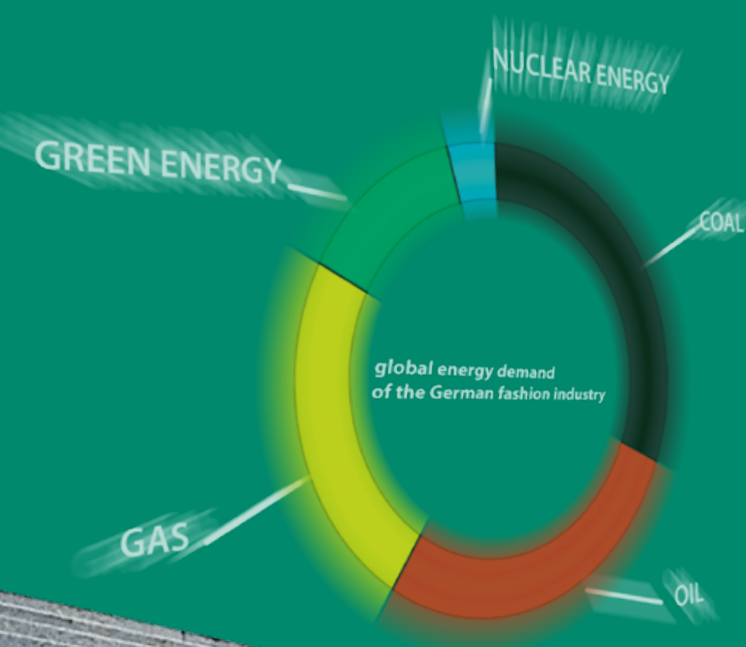
FASHION MANAGEMENT (B.A.)

FASHION IS OUR WORLD AND SUSTAINABILITY IS OUR FOCUS

Fashion is an expression of personality, political stance, emancipation and freedom. Innovative technologies are revolutionizing the fashion industry and tomorrow's clothes are smart, sexy and environmentally friendly. Furthermore, sustainability, environmental protection and social standards are changing the perception of fashion. We teach our students how the fashion industry works and how sustainable business ideas can be developed.

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STUDY PROGRAM

MANAGEMENT
- Fashion communication, marketing & brand management
- Supply chain, operational & financial processes
- Market & trend research
- Management of creative processes.
- Strategy development and implementation in a team

FASHION
- Fashion history and fashion sociology
- Clothing technology and product management
- Fashion as a creative process

Practical projects enable our students to understand and design fashion products as the result of a creative development process. Within the framework of the program, field trips are made to textile and fashion companies as well as to advertising, marketing and communication agencies in Germany and abroad. Thus, students can gain insights into the everyday working life of fashion managers.

TARGET GROUP

WHO SHOULD STUDY "FASHION MANAGEMENT"?
- People who want to revolutionize the fashion business in the long term
- People who want to work in the booming fashionindustry in key positions
- People to whom fashion means more than „shopping" and who are interested in sustainability

CAREER PROSPECTS
Our graduates have a placement rate of 95%. mdh alumni work in product management, purchasing or sales in various companies in the fashion and lifestyle industry. Many work in (fashion) marketing or have started a career in PR or as influencers. After graduating, some alumni have gone into sales at Hugo Boss and Hermès, for example. Others hold positions in product development with Adidas and Puma, in the marketing department at Karl Lagerfeld or Calzedonia. Some graduates also work in purchasing for Peek & Cloppenburg or QVC.

NUCLEAR ENERGY

GREEN ENERGY

COAL

global energy demand of the German fashion industry

GAS

OIL
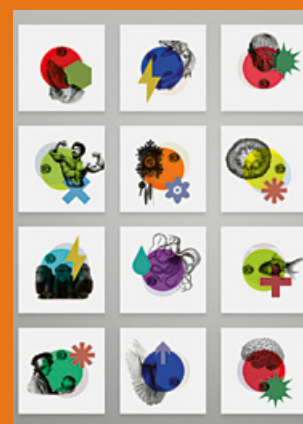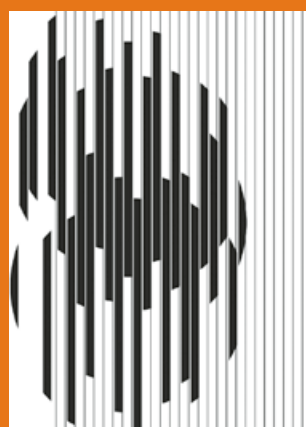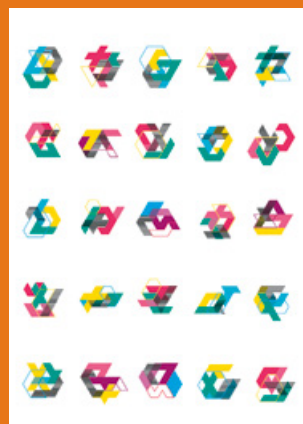
MEDIA DESIGN

MEDIA DESIGN (B.A.)

THE POWER OF IMAGES & THE ART OF VISUALIZATION

A good design is worth more than a 1000 words. Media Designers use images to create fascinating worlds. Through visual storytelling and strategic concepts, they develop unique brand identities, powerful messages or modern looks. Like a seismographer they can feel and discover the signs that rule the zeitgeist, inspire people and develop meaningful relationships. As Steve Rogers, an Interaction Designer, put it „Designing a product is designing a relationship". From illustration to Screen Interface, typography to Motion Graphics and Virtual Design-3D - Media Design is manifold and highly topical, on the cutting edge of our modern world.

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STUDY PROGRAM

Media Design involves the creation of visual worlds. At mdh, we teach our students many different design disciplines, from motion graphics, haptic artwork and corporate designs to digital brand identities. In our lectures, we look at the effect of shapes, colours, photographs or UX designs. In our practical projects, students apply their new know-how directly and hone their skills.

AT mdh, OUR STUDENTS LEARN:
- Brand design, UX design, interaction & moving images
- Creation of graphic elements on paper, and PC
- Conception & design of brochures and websites
- Conceptual work, project management, cross-media concept

At the end of their studies, graduates leave the university not only with a lot of know-how, but also with their own portfolio, which they need when applying for a job.

TARGET GROUP

WHO SHOULD STUDY "MEDIA DESIGN"?
- Aestheticians with a feeling for designs & trends
- Artists who enjoy drawing and conceptualising
- Tech-lovers who enjoy working with design tools

CAREER PROSPECTS

The career opportunities are as diverse as the media landscape itself. Numerous doors are open to our graduates. Especially those of advertising, PR or creative agencies. In addition, film and TV production companies are employers of our alumni. But traditional companies from a wide range of industries also need capable media designers, for example for their marketing departments.
Typical Professions are:
Associate Creative Director (Print, Campaign, Digital), Art Director (Print, Campaign, Digital), Communication Designer, Strategist & Concept Specialist, Design Consultant, Digital Artist, Digital Brand Designer, 3D Designer, Exhibition Designer & Experience Designer, Frontend Developer & Frontend Engineer, Graphic Artist & Illustrator, Motion Designer, Photographer & Printmaker, Typographer, Type Designer, UI/UX Designer & Web Designer.

MEDIA MANAGE-MENT

MEDIA MANAGEMENT (B.A.)

SHAPING THE MEDIA OF THE FUTURE!
Our bachelor program "Media Management" is focussed on future technologies such as artificial intelligence, blockchain or metaverse. Together with our students, we explore how the world of media is changing and which processes and requirements will be relevant in the future. Our project-oriented program prepares students for the management and design of media processes and the development of new products or business strategies in the creative industry.

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- Locations: Berlin, Munich

STUDY PROGRAM

The focus of the program is on developing and managing new products or business strategies in the creative industries. This also includes topics like "Media Psychology", "Corporate Social Responsibility", "Cultural Studies", "Innovation Management or Games Management".

INNOVATION MANAGEMENT
- Blockchain, 5G or Metaverse
- Artificial Intelligence
- Vision & Strategy, Brand & Media Management

GAMES MANAGEMENT
- Interactive Storytelling, Game Design & Production.
- Development of creative solutions and design thinking in product development
- Financing models and production processes in the games industry

COOPERATION PARTNERS
Learning from Key Players in the Industry!
Together with our cooperation partner ICON Group (locations in Berlin, Munich, Ingolstadt, Santa Monica, Detroit and Shanghai) we create a hands-on and practical approach to learning. Students experience first-hand how target groups are defined to create innovative products based on customers´ needs. During their practical semester, students can work closely with experts who design displays for concept cars or develop 3D models analysing hair structures for companies like Schwarzkopf. We can guarantee a placement at ICON for the best students from each year. Renowned experts from the industry share their experience as guest lecturers and pass on valuable knowledge to our students.
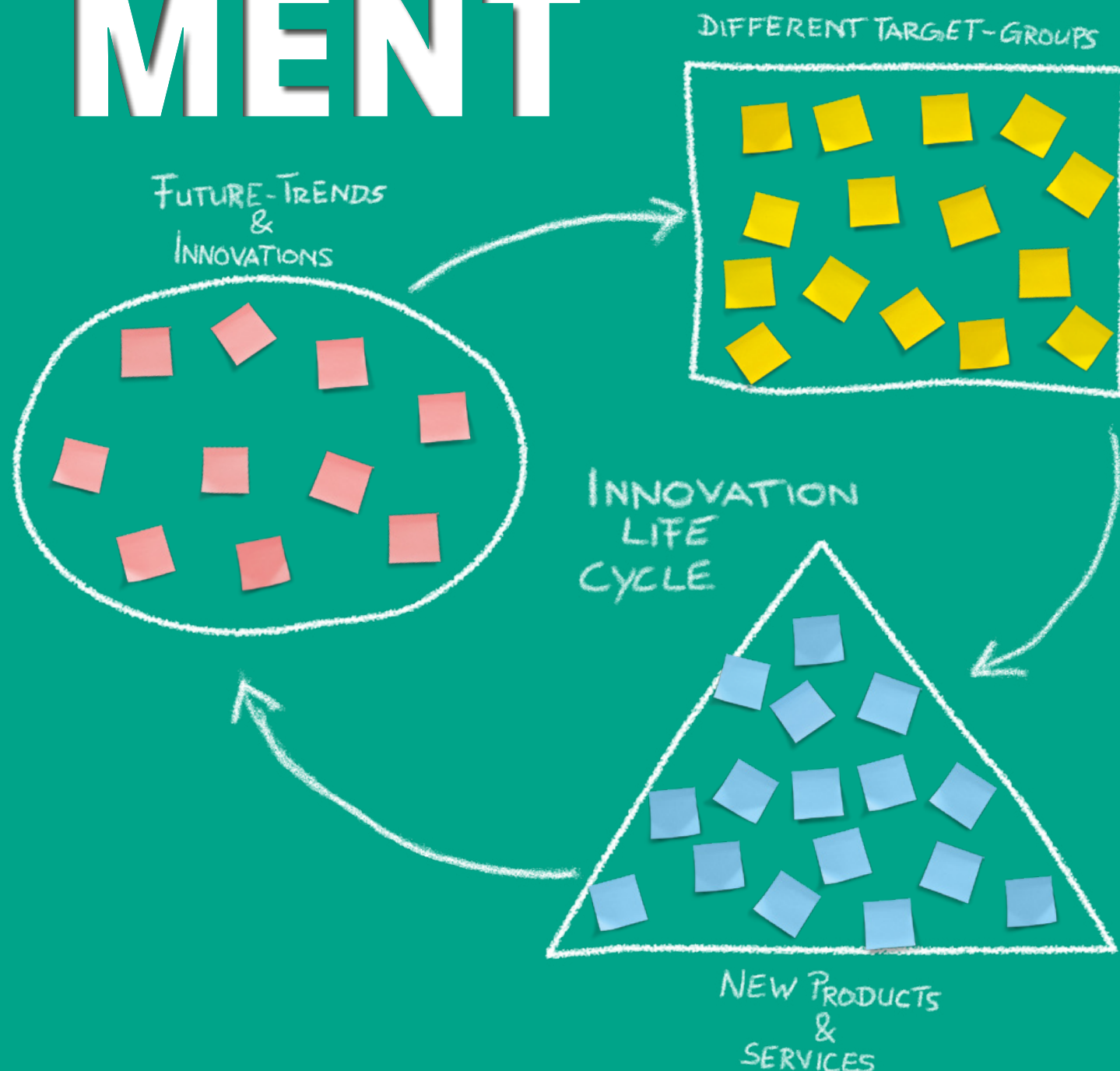
CAREER PROSPECTS
The bachelor program prepares our students for an exciting career in the media and creative industry. The job opportunities are as diverse as the colourful media landscape itself. Our graduates can start out in the music, film or games industry, but also in advertising or even in "traditional" sectors such as the cosmetics or automotive industries, where they can work in marketing or brand management.
Around 90 percent of our graduates find a permanent job within six months of graduation. mdh alumni are now working in positions such as Marketing at BMW of North America, Social Media Manager & Chief Creative Officer at Westwing, Marketing Director at Netflix or Transformation Management at Daimler. Others have opted to join the start-up scene and are now successful founders of their own brands.

DESIGN MANAGE-MENT

FUTURE-TRENDS & INNOVATIONS

DIFFERENT TARGET-GROUPS

INNOVATION LIFE CYCLE

NEW PRODUCTS & SERVICES

DESIGN MANAGEMENT (M.A.)

CREATING MEANINGFUL USER EXPERIENCES

We love to explore new trends. Together with our master students, we look at new ways of understanding design and technologies that will change our lives. Design managers see reality through the eyes and hearts of users. They plan new digital products that help people and will enrich our lives in the future. At mdh, students learn to think outside of the box. Together we can find new solutions to old problems. We identify trends, look at future scenarios and develop innovative brand identities. We train design managers who can lead companies and employees into the future.

THE FACTS AT A GLANCE:
- Duration: 3-5 semesters
- Language: German/English
- Degree: Master of Arts (M.A.)
- Start: summer semester (April) & winter semester (October)
- Locations: Berlin, Düsseldorf, Munich

STUDY PROGRAM

INNOVATION & DESIGN

Students learn to adopt an agile, user-oriented way of thinking while coming to understand „design" as an important part of every successful business. Areas and topics covered are:
- Strategic innovations
- Experience design thinking
- Future and trend research
- Digital product development
- Leadership

HUMAN-CENTRED BRANDS & MARKETING

We also explore how brand identities are built and how modern brands are introduced in culturally demanding markets:
- Brand Identity & Culture
- Marketing & Corporate Design
- Business, Management and Markets

By the end of the program, students will be able to analyze consumer needs and create new customer experiences. They will be able to initiate, control and monitor design and creative processes as well as innovation strategies in the company.

TARGET GROUP

WHO SHOULD STUDY "DESIGN MANAGEMENT"?
- want to develop professionally into a management position in the field of design
- are interested in innovative product development processes
- want to bring brands and brand identities to life

CAREER PROSPECTS

Graduates of the master program can work:
- in international companies in variety of industries
- in design and innovation agencies
- in consulting firms

Typical professions are:
Design Manager; Product Manager; Strategic Designer, Innovation Manager; Design Consultant, Design Thinker; Design Researcher; Creative Director; Art Director; Marketing Director; Brand Manager; Brand Consultant, Trend Researcher or Futurologist.

DIGITAL LEADER-SHIP

DIGITAL LEADERSHIP (M.A.)

THE ART OF DATA

We train our students to become data experts who can question numbers and recognize connections. At **mdh**, they learn to evaluate complex data logically and interpret it creatively. At the end of their studies, our graduates will be able to see the big picture behind mere data streams. As digital leaders, they not only analyze trends, but become trendsetters themselves, able to lead companies into the digital world of tomorrow.

THE FACTS AT A GLANCE:

- Duration: 3-5 semesters
- Degree: Master of Arts (M.A.)
- Start: Summer semester (April) & winter semester (October)
- Language: German/English
- Locations: Berlin, Düsseldorf, Munich

STUDY PROGRAM

MANAGEMENT AND LEADERSHIP

Skills in creative work processes:
- Leadership of creative teams, agile project management & recruiting
- Corporate policy, corporate social responsibility and sustainability
- Interculturality, diversity, environmental and business analysis
- Strategy development and implementation

MANAGEMENT OF INNOVATION PROCESSES AND NEW TECHNOLOGIES

- Management of emerging technologies, such as blockchain, AI and cryptocurrencies
- Analysis & implementation of Internet of Things
- Innovation management

TARGET GROUP

WHO SHOULD STUDY "DIGITAL LEADERSHIP"?

- Team players who want to inspire creative teams with new ideas
- Data artists who like to play with numbers
- Creative minds with a vision for our future
- Bachelor students who are passionate about tech innovation and management

CAREER PROSPECTS

There are many career opportunities after graduation. Graduates can work in the creative industry as well as in "traditional" companies that are preparing for digital transformation. This includes digital agencies or advertising agencies. But consulting firms are also possible employers. Options are found across the entire media industry: music, press, TV and film. Our students also find employment in the performing arts, architecture, design agencies, advertising, in the software or the games industry. Typical positions are: Project Leader; Digital Transformation Manager; Digital Transformation Consultant; Change Management Expert; Business Strategy Analyst; Senior Marketing Manager; Data Analyst; Innovation Manager; Agile Expert; IT Business Consultant; Head of Digitalization; Global Partnerships Manager...

ABOUT US

EVENTS & SERVICES

As a university, we are constantly striving to improve and to grow, together with our students. We are also a large community - we love to party together and to explore the world while always staying connected in networks.

Whether it's a graduation ceremony, a graduate show, a job talk or a first semester party, mdh has an established and versatile event culture. During Corona times, we quickly moved our graduation ceremony and many of our job talks into the virtual space.

The University Travel Club organises affordable trips to exciting International locations - especially for students and alumni.

In our complex working world, young people need orientation and support on their way to becoming independent members of our society. This is where our mentoring program comes in. We bring young talents together with professionals who have experience working in the industry.

STUDENT COUNSELLING

It is our aim to support young talents individually and according to their needs. Our student advisory service provides intensive advice to all applicants before they start their careers. Our experts offer consultation sessions in personal meetings to all students who are interested. They also give interview coaching and discuss how an application portfolio be prepared. In feedback rounds, they go through application portfolios with the candidates before they are officially submitted.

Furthermore, all interested parties can participate in our online information sessions from the comfort of their own homes and find out everything they need to know about the school, the courses offered and the structure of the program.

CAREER SERVICE

mdh provides a dedicated career service to all students. Our career coaches help to arrange internships, for example, or assist with job applications at the end of the degree program, including interview training for students about to enter the job market.

INTERNATIONAL ONBOARDING

Especially our international students benefit from a comprehensive onboarding program, individual assistance where needed and numerous get-together events before - and during - their studies.

ADMISSION REQUIREMENTS

Bachelor programs:

General higher education entrance qualification, entrance qualification for studies at universities of applied sciences or a qualification recognised as equivalent.

For applicants without a German "Abitur" or equivalent higher education entrance qualification, it is possible to enrol with a subject-related qualification pursuant to § 11 of the BerlHG

Master programs:

A bachelor's or degree or diploma in design, media, art, architecture or similar creative fields. Or a university degree in business studies.