



MEDIADESIGN UNIVERSITY MD.H



EDUCATING. DIGITAL. LEADERSHIP.

The **MEDIADESIGN University** is the **FIRST and ONE OF THE LEADING PRIVATE, STATEAPPROVED UNIVERSITIES for Design & Media in Germany.**

The study programs end with a state-approved and accredited Bachelor's or Master's degree. Our main objective is the success of our graduates.

We guarantee the individual and professional success of our graduates through:

- excellent teaching concepts,
- numerous projects in cooperation with research, institutions and industry,
- our innovation and research center MD.I Hub,
- personal career coaching and
- a personalized study.

We are...

... closer to the pulse of the media, design and computer science

No industry is changing faster than the media, design and IT industries. That is why the MD.H constantly adapts its curricula and study programs to the new requirements of the market.

... closer to the practice

The professors and lecturers of the MD.H worked and work successfully in practice. This ensures that students acquire up-to-date and relevant knowledge with which they have professional success.

... closer to the professors

At the MD.H there are no mass lectures. The small seminar groups and the excellent accessibility of the lecturers ensure a direct connection between students and lecturers.

... closer to the companies

Munich, Dusseldorf and Berlin are among the media and design capitals of Germany. The students get to know the practice in joint projects with leading publishers, agencies, production companies and other companies.

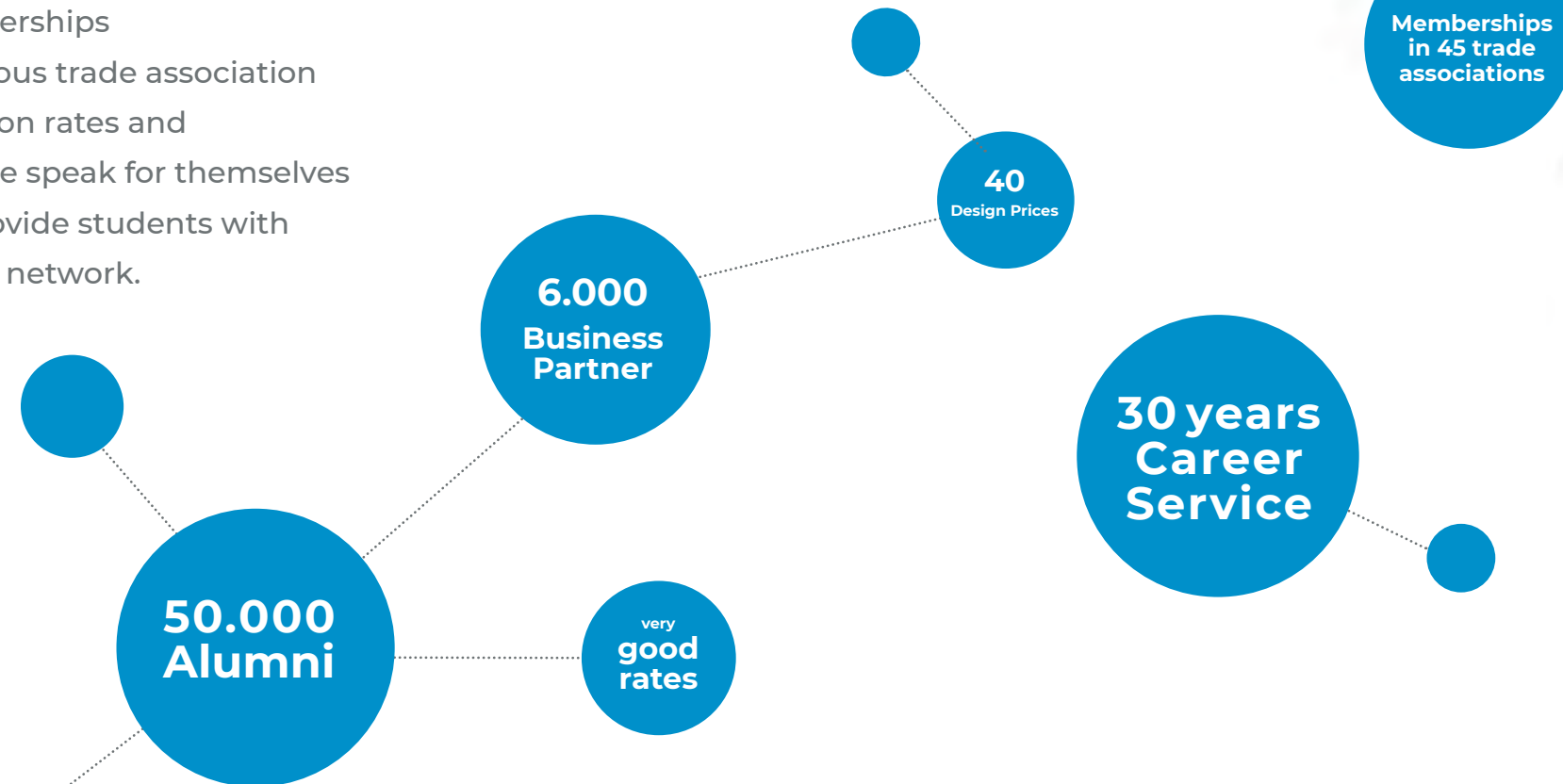
... closer to the jobs

Proximity to business also means proximity to potential employers. The MD.H supports the students individually with the career service.

We provide a large network

The business trusts us

- 50,000 alumni
- 6,000 business partnerships
- memberships in various trade association
- good recommendation rates and 30 years of experience speak for themselves
- Personal coaches provide students with exact contacts in our network.



3 Locations

**Mediadesign Hochschule
für Design und Informatik
Private University &
Stateapproved**

- 1** Franklinstr. 28 – 29
10587 **Berlin**
Tel.: 030 . 399 266 - 0 | Fax: - 15
info-ber@mediadesign.de
- 2** Werdener Straße 4
40227 **Düsseldorf**
Tel.: 0211 . 179 393 - 0 | Fax: - 17
info-dus@mediadesign.de
- 3** Claudius-Keller-Straße 7
81669 **München**
Tel.: 089 . 450 605 - 0 | Fax: - 17
info-muc@mediadesign.de

We are a good team

We are proud of our team spirit and the personal and open interaction with each other. The three locations Berlin, Dusseldorf and Munich work closely together. The faculties of all locations see themselves as one unit.



Overview

State approved and accredited

Since April 1, 2004, the private Mediadesign University of Design and Computer Science has been officially recognized in accordance with Section 123 (1) of the Berlin Higher Education Act in conjunction with Section 70 (1) of the Higher Education Framework Act and institutionally accredited by the Wissenschaftsrat since 10.05.2010.

In order to facilitate the international comparability of the degrees, regular re-accreditation of the MD.H degree programs is carried out by the Central Evaluation and Accreditation Agency (ZEvA). All courses of study at MD.H have been successfully accredited.



Bachelor of Arts

Start date 1. October

7 Semester

Full-time

Master of Arts

Start date 1. October

3 Semester

Full-time

Semesterzeiten

Summersemester

April 1st to September 30th

Wintersemester

October 1st to March 31st

Semester Break

Semester break in the

March and September

December 24th to January 6th

Accreditation

ZEvA accredited

State approved

Bachelor

Media Design B.A.

Game Design B.Sc.

Digital Film Design B.A.

Media and Communication -

Management B.A.

Fashion Management B.A.

Starting 2024

Information Technology & AI B.Sc.

Master

Digital Leadership M.A.

Design Management M.A.

Starting 2024

Design & Technology M.A.

Design Arts & Culture M.A.

All Studycourses will be taught in English language in Berlin.

A photograph of two men in a dimly lit room, likely a game development studio. One man with a beard and glasses is seated, looking at a computer monitor. The other man, also with glasses, is standing and pointing at the screen. The monitor displays a 3D game environment with a blue sky, a green landscape, and a small structure. The background is dark with some blurred lights.

7

Semester
Bachelor of Arts

GAME DESIGN B.SC.

The Game Design course teaches you the conceptual, artistic and technical basics of computer game development and covers the implementation of games for different platforms such as PCs, smartphones and Virtual Reality.

Conceptually, in game design you deal with the design and planning of game projects and game content. In the artistic field, you

will study the basics of visual design and how to use appropriate graphics software to develop figures or game environments as concept artists, or bring them to life as a 2D or 3D artist. The technical area includes the basics of programming and computer science, as well as dealing with common game engines, with which you can implement game ideas or other real-time applications.



7

Semester
Bachelor of Arts

MEDIA (AND COMMUNICATION) MANAGEMENT B.A.

The study program Media & Communication Management provides the students the knowledge they need for a successful start in the media industry: Practically applicable knowledge about media and strategic communication (media history, public relations, journalism, corporate identity and business ethics) as well as a sound business administration basis (general business administration, mathematics and statistics and micro & macro economy) to solve current strategic tasks for the modern media markets. Graduates use their knowledge in management functions in advertising, marketing, PR and sponsorship.



7

Semester
Bachelor of Arts

DIGITAL FILM DESIGN B.A.

From cartoons to 3D animation and digital compositing to the development of movie characters: the world of digital film designers is always moving. With their storyboards and characters, lovingly and effectively staged, they in turn move viewers. Fields of activity

for welltrained animators and VFX specialists can be found, for example, in video and film studios, (post) production companies, VFX service companies, multimedia agencies and game producers.

A person is working at a wooden desk. In the background, a computer monitor displays a video of a person swimming. On the desk, there is a stack of books, a pen holder with several pens, and a small framed picture. In the foreground, a person's hands are visible; one hand is holding a pen over a tablet or drawing board, and the other is on a mouse. To the right, there is a large black camera lens and a black cup. A potted plant is visible on the left side of the desk.

7

Semester
Bachelor of Arts

MEDIA DESIGN B.A.

Our communication society is becoming increasingly mediatised. Good if there are mediators and coordinators at the intersection of different media and visual requirement profiles: the media designers.

Their big plus: They can analyze, plan, organize and implement tasks from the various media areas according to design specific and stra-

tegic considerations. Whether in multimedia and advertising agencies, in film or television production companies as well as advertising departments in industry or public institutes – they are in demand everywhere.



7

Semester
Bachelor of Arts

FASHION MANAGEMENT B.A.

As fashion manager, the graduates will occupy decision-making positions in national and international companies in one of the world's largest consumer goods industries. With their business and technological expertise, as well as in-depth knowledge and skills in the areas of marketing, communication and event management, they work in a flexible and creative environment. They can act in different positions in or market-oriented designs.

Additionally media transformation processes are examined. The fashion industry is a balancing act between an artistic exploration of the changes in the world around us and the fundamental understanding that we develop products, which work according to market rules. textile companies, in the sales area of independent commercial agencies or as a buyer of large retailers. Also conceivable: a position in the PR area or in event management.

A background image showing a group of people in a professional setting, likely a design studio or office. They are gathered around a wooden table, looking at and working with various design materials. One person is holding a color palette, another is pointing at a document, and there are several smartphones and papers on the table. The lighting is warm and focused on the work area.

3

Semester
Bachelor of Arts

DESIGN MANAGEMENT M.A.

Within the framework of the interdisciplinary master's program, students deepen and expand their management-oriented, media-related and communication-related knowledge. They acquire the safe handling of scientific methods as well as methods of modern market research, marketing, media and communication research.

The Master's degree qualifies the graduates for executive positions in the fields of strategic management, press and public relations, marketing and brand management as well as communication and media consulting in the profit and non-profit sectors.



3

Semester
Bachelor of Arts

DIGITAL LEADERSHIP M.A.

As design manager M. A. graduates hold decision-making positions or lead a creative team in national and international companies. They help to develop innovative design strategies and use them strategically. Their competitive advantage is the close integration of design and management skills, with which they not only define future scenarios for their own company, but also implement them. Their job prospects are in the creative industries (design studios, new media agencies, advertising agencies, trade fair and event agencies, film and media productions), as well as in companies that consider design as a key strategic instrument.



Prof. Dr. Dr. habil. Peter Schulte

President of the University Council of MD.H

Vice President of the University Council of the State Mongolian University of Technology and Mineral Resources

Doctor of Political Science

FH Gelsenkirchen

At the beginning of 1992, the 61-year-old Schulte was asked by the then Minister of Science, Anke Brunn, to plan and start up the newly founded university. He was then appointed by the Minister of the founding rector, then elected by the university to the rector and re-elected.

Member of the Science Council of the Federal Republic of Germany

1989-1994, Schulte was member of the Science Council of the Federal Republic of Germany, working in structural commissions for university development in the federal states of Baden-Württemberg, Bavaria, Saxony-Anhalt and Brandenburg.

Deputy Chairman of the University Statistics Committee

Since autumn 2000, he is Deputy Chairman of the Higher Education Statistics Committee at the Federal Statistical Office, thus helping to control what is and is not statistically collected at German universities for which planning purposes.



Prof. Dr. rer. nat. habil. Oliver Hahn

Vice President of the University Council of MD.H

Dean of Cultural Studies at the State University of Hamburg

Federal Institute for Materials Research and Testing (BAM)

Oliver Hahn manages the Department of Art and Cultural Heritage Analysis at the Federal State Institute for Materials Research and Testing (BAM).

Network for the interdisciplinary cultural preservation

He also works in the network for interdisciplinary cultural heritage in Germany (N.i.Ke.).

The new and further development of nondestructive analysis methods makes the scientific investigation a valuable instrument for a comprehensive characterization of the material composition of artistic and cultural assets. Materials science analysis methods provide important information for answering questions of cultural history which can not be solved by humanistic methods alone.

In addition, environmental damage characterization is often required to develop appropriate restoration or conservation concepts. The scientific accompaniment of restoration and conservation measures completes the main areas of work of the Department of Art and Cultural Heritage Analysis.

Disciplineleader



**Prof.
Raymond Meier**
Media Design



**Prof. Dr. habil.
Mike Scherfner**
Game Design



**Prof. Dr.
Sebastian Löwe**
Design Management



**Jennifer
Keusgen**
Modedesign & Modemanagement



**Prof.
Jenő Szönyi**
Modedesign



**Petra
Passoth**
Medien- & communications-
management



**Christof
Mika**
Media Design



**Prof. Dr.
Bert Neumeister**
Medien- & communications-
management



**Prof.
Thomas Vogel**
Game Design



**Dr. Anna-Maria
von Reitzenstein**
Medien- & communications-
management



**Prof.
Martina Weiß**
Modemanagement



**Prof.
Michael Klein**
Digital Film Design-
Animation/VFX



**Prof.
Silke Hofmann**
Modedesign &
Modemanagement



**Prof. Dr. phil.
Michael Bhatt**
Gamedesign



**Prof.
Iris Eisenkolb**
Modedesign



**Rainer
Forster**
Modemanagement



**Prof.
Henning Janssen**
Game Design



**Prof.
Nina Hein**
Mode Management



**Prof.
Uke Bosse**
Game Design



**Prof. Dr.
Christoph Minnameier**
Game Design



**Prof. Dr.
Thomas Gronert**
Digital Film Design – Animation/VFX



**Prof.
Nicole Süß**
Modedesign



**Prof.
Frank Rief**
Media Design



**Prof.
Julia Schnitzer**
Media Design

MD.H & STUDENTS PRICES

... aaaand MD.H won ...

- reddot design award »best of the best«
- »Red Bull Doodle Art« | first price
- »Deutscher Computerspielpreis« | first price
- »München Modepreis« | first price
- »Deutscher Multi Media Preis« | first price
- »Deutscher Entwicklerpreis 2014« | second price
- UFASERIAL DRAMA | first price
- Landesanstalt für Medien NRW | second price
- »Young Creative Chevrolet 2013« | second price
- AV Gründerzentrum NRW | first price
- SBI Foundation | second price
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) scholarship
- FilmFernsehFonds Bayern | first Price
- Living Games Festival | first Price
- Werbekongress Testfeld zukunft | first Price



reddot award 2016
winner



Students Development Business Network



Mercedes-Benz



Audi



NVIDIA®




LOEWE



BVLGARI





MD.H & GAMES ACADEMY

Gamesacademy & MD.H

AN EXCELLENT COMBINATION OF APPRENTICESHIP + ACADEMIC DEGREE

With the fusion of the MD.H and the Gamesacademy, two pioneers in the field of games education are coming together to train future specialists in the games industry. The apprenticeship and the academic degree now combine the practical work experience and the theoretical knowledge, which is taught by renowned and experienced professors and lecturers. From conceptional basics to the artistic and technical skills of game development, tomorrow's gamers will be trained in all areas. The fusion of both schools prepares the students comprehensively for the current and future requirements of the labor market and conveys leadership skills as well as in-depth expertise in the fields of producing, game design, information technology and research.

Certified and Accredited by:





**MD.H &
MDI
INNOVATION HUB**

MD.Hs - Incubator & Agency

WHEN PASSION BECOMES TRUE BUSINESS

The Mediadesign Innovation Hub was founded in April 2018 as a subsidiary of Mediadesign University. In its role as the lighthouse of the university, the MD.I sees itself as an interface between this and the industry. It favors the mutual transfer of knowledge and enables the development of new study programs as well as the adaptation of existing study programs to changing industrial requirement profiles.

The main object of the company is the prototypical implementation of media and technology projects with research or innovation character and high technological complexity, which are commissioned and financed by industrial partners.

The special closeness of the MD.I to the university is intended to strengthen the reputation of the university, favors the entry of graduates into partner companies and facilitates the publication

of scientific knowledge gained in the context of the projects. The selection of projects and partners is therefore based, in addition to monetary aspects, expressly on the degree of innovation of the content and the publication of scientific findings.

A first focus of the MD.I Hub is already emerging: especially in the areas of augmented and virtual reality, the demand from business and industry is very high.

MD.I HUB
INNOVATION HUB



**WHAT MAKES
MDH'S USP?**

USP SELECTION

1. Strong Internationalization
2. Strong Relation of Study to German Industry and Politics
3. 95% in Job after 3 Month
4. High Class Designer from high class business teach a guest professor
5. Exzellence Network of cooperating international universities
6. International english speaking studycourses that are highly interdisciplinary
7. Doubledegree programm with elite universities worldwide
8. MDI Innovation HUB (Incubator)



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