



DIGITAL MEDIA

International programme with City University of Hong Kong



» www.leuphana.de/college-cityu



AIMS AND OBJECTIVES

One of the great opportunities that comes with studying Digital Media at Leuphana University of Lüneburg is the chance to get two single degrees, one from Leuphana College and one from the City University of Hong Kong. CityU is a university situated in the middle of Hong Kong, in West Kowloon, with more than 20,000 students. CityU's School of Creative Media is famous for its creative approach to digital media, which you will experience when studying there for two years. Having both a national and international Bachelor degree will help you to apply to diverse Masters programmes as well as in your future job perspectives, especially on an international level.

COURSE STRUCTURE

After your first semester (Leuphana Semester), your Bachelor programme is divided into your major Digital Media, your minor and Complementary Studies, which allow you to get an insight into different disciplines. You will spend your **first three semesters at Leuphana College**, followed by **four semesters at the School of Creative Media at CityU** and the **final semester at Leuphana**. At City University, you will take classes for either the major Creative Media or New Media and for your minor. In addition, you will complete courses from the General Education section and free electives.

AT A GLANCE

Degrees awarded: Leuphana – **Bachelor of Arts (B.A.) in Digital Media** & CityU – **Bachelor of Arts (B.A.) in Creative Media** OR **Bachelor of Arts and Science (B.A.S.) in New Media**

Duration: **8 semesters (4 years)**

Start of course: **winter semester (October)**

Number of student places: **10**

Language: **English (no German required)**

Admission restrictions: **yes**

» www.leuphana.de/college-course-offerings

POSSIBLE COMBINATIONS OF MINORS IN THE INTERNATIONAL PROGRAMME

- Betriebswirtschaftslehre
- Digital Business (GER)
- Nachhaltigkeitswissenschaften / Sustainability Science (GER / ENG)*
- Philosophie / Philosophy (GER / ENG)*
- Raumwissenschaften / Spatial Sciences (GER / ENG)*
- Rechtswissenschaften (Unternehmens- und Wirtschaftsrecht)
- Soziale Medien und Informationssysteme
- Volkswirtschaftslehre / Economics (GER / ENG)*
- Wirtschaftspsychologie

*German-language minor can also be taken in English.

Sem.	Leuphana		CityU		Leuphana	
8	BACHELOR DISSERTATION		Research Colloquium II		Complementary Studies	Complementary Studies
7	Elective	Elective	Elective	Elective	Minor	Complementary Studies
6	Creative Media Studio		Elective	Interface Design	Elective	Minor
5	Creative Coding	Critical Theory & Socially Engaged Practices	School Requirement: Contemporary & New Media	Minor	Minor	General Education
4	Physical Computing and Tangible Media	Narrative Strategies & Aesthetics of Time-based Media	School Requirement: Interdisciplinary Practices in Art, Science & Humanities	General Education	General Education	General Education
3	Technological Basics II	Practical Experience in Digital Media II	Media Cultures	History and Epistemology of Digital Media	Minor	Complementary Studies
2	Technological Basics I	Practical Experience in Digital Media I			Minor	Complementary Studies
1	Methods I (interdisciplinary)	Methods II Disciplinary Methods: Digital Media	Introduction to the discipline: Digital Media	Humanities (interdisciplinary)	Responsibility and Sustainability incl. Conference Week (interdisciplinary)	

■ Major ■ Minor ■ Leuphana Semester and Complementary Studies

COURSE CONTENT

At Leuphana College, the Bachelor programme in Digital Media allows you to explore different dimensions of digital media and cultures. You will learn more about **theoretical and critical approaches** as well as explore **technical basics and creative potentials of digital media** in a wide range of projects.

You will apply the theoretical knowledge acquired at Leuphana during the **two years of intense practical studies at the School of Creative Media**. A 3D multimedia theater, a production studio and other sophisticated technological facilities allow you to develop and to acquire skills in West Kowloon, Hong Kong's cultural hub.

CAREER PERSPECTIVES

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.

APPLICATION AND ORGANISATIONAL MATTERS

To apply at Leuphana College, you have to go through the normal admission process for all Bachelor programmes. Once you are accepted, you will be studying at Leuphana and Hamburg Media School before your study abroad period begins. Courses for your major will be taught at Hamburg Media School, all other courses at Leuphana University of Lüneburg.

If you want to study at CityU in Hong Kong, you can apply for the international programme at the end of your first semester. Key criteria for admission are academic performance and your personal motivation. You will need to complete your coursework for the first three semesters at Leuphana College by the time you leave for Hong Kong.

While studying at CityU, you will not have to pay tuition fees and could apply for a DAAD scholarship or "Auslands-BAföG" for one year. For the entire duration of your stay, you will be given the opportunity to live in shared rooms in the student halls on campus for approximately 100 Euros per month.

Programme Director at Leuphana

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Programme Director at CityU

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MORE INFORMATION

The Bachelor programme is divided into modules. Detailed information on the content can be found in the Subject-Specific Schedule (Fachspezifische Anlage, FSA) for the Digital Media major.

» www.leuphana.de/mycollege-major

POSSIBLE OCCUPATIONAL FIELDS

- Interface Design
- Computer Animation
- Programming
- Media design, consulting, and production
- Journalism
- Marketing, Advertising
- Press- and Public Relations
- Online Editing
- Research and Teaching

APPLICATION AT COLLEGE

Admission requirements: **university entrance qualification and English skills (no German required)**

Deadline: **July 15**

International applicants: **apply through uni-assist**

» www.leuphana.de/college-application

APPLICATION AT THE INTERNATIONAL OFFICE

You have to apply during the second round of exchange places of the International Office. The International Office staff provides information on a study-related period abroad and supports you in preparing for and organising semesters abroad.

» www.leuphana.de/international-office