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Bachelor curriculum

Timebased and Interactive Media Arts

at the University of Art and Design Linz

Academic degree: Bachelor of Arts, abbr. BA

decision of the Curricula Committee of 15 March 2006

In accordance with the University Organisation Act (UG 2002, BGBl. Nr. 120/2002), the Senate of the University of Art and Design Linz adopts the curriculum for the bachelor programme *Time-based and Interactive Media* in its present form.

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Contents

- § 1 Curriculum
- § 2 Educational and qualification profile
 - 2.1 Teaching and learning objectives
 - 2.2 Qualification profile, field of work
- § 3 Programme structure and schedule
 - 3.1 Structure
 - 3.2 Suggested schedule and modules
 - 3.3 Module contents and compulsory electives
 - 3.4 Teaching and learning methods
- § 4 Examination regulations
- § 5 Graduation
- § 6 Admission requirements

§ 1 Curriculum

The artistic full-time bachelor programme Timebased and Interactive Media Arts offers a comprehensive and professional approach to theory, technology and design of digital media and combines the two complementary focal points “Time-based Media” and “Interactive Media”.

Time-based media comprehend the intertwined fields of moving images and audio and performance in their various combinations and forms of expression. In these media, the factor of time forms a central creative dimension; in the course of the programme, it is complemented and expanded by the areas of “Interface” and “Interaction”. Influence on temporal sequence and the subsequent interaction with works (“Interaction”) as well as the design of human-machine interfaces (“Interface”) determine conception and artistic realisation.

The connection of focal points and the critical analysis of established media conventions (including analogue media) in the conception and realisation of artistic works as well as theoretical reflection account for an essential pillar of the university’s profile: intermediality. Special emphasis is put on the integration and combination of various disciplines in order to develop new points of view, formats and artworks – hybrids which shape the core of the programme.

All knowledge of the possibilities of digital media is irrelevant without the contents we aim to communicate through them. In-depth content analysis plays a vital role in conceptualising and realising concrete projects which form the core of the programme. The definition, specification and presentation of individual ideas and students’ personal development and expressiveness are essential programme objectives.

Digital media are examined and worked on with regard to their specific creative potentials and their theoretical, political and sociocultural aspects. Students are encouraged to approach social, societal, political and artistic problems with critical openness and to examine artistic positions with respect to their ideological-political implications.

Apart from navigating within the complex field of digital media, students learn to develop their own positions and individual profiles.

Since digital media projects are mostly collaborative efforts, great importance is placed on team work, communication skills and active co-creation of collaborative processes.

§ 2 Educational and qualification profile

2.1 Teaching and learning objectives

Through a broad and comprehensive technical, artistic and theoretical base education in the field of time-based and interactive digital media, the programme trains students to

- * navigate the complex field of digital media
- * develop an individual position
- * specify and present (artistic) project ideas
- * specialise in a discipline after graduation
- * realise projects independently or in teams
- * communicate with professionals, media engineers, computer scientists, (cultural) institutions and sponsors
- * establish themselves in the creative industry
- * expand on their acquired knowledge within the frame of a master programme

The programme seeks to provide a sensible balance between individual creative action, technical education and theoretical reflection in all areas and modules.

The programme's central goal is a well-founded artistic education supported by solid technical training and theoretical knowledge.

2.2 Qualification profile, field of work

The programme aims at promoting the development of an individual artistic position which enables graduates to establish themselves in the field of media art and the creative sector. Essential tasks include conception, design and production of, for instance, videos and interactive applications for exhibitions, festivals, events, corporate communications, advertising etc.

The broad spectrum of the programmes facilitates the development of new and individually conceived professional fields.

For a more specific professionalisation in the above-mentioned professional fields, graduates are recommended to expand on their knowledge in the course of a master programme.

§ 3 Programme structure and schedule

3.1 Structure

The bachelor programme *Timebased and Interactive Media Arts* at the University of Art and Design Linz comprises six semesters with a total of 180 ECTS.

The programme is divided into modules. Individual module contents are covered by one or several courses which may be offered over the course of several semesters.

Within individual modules, contents regarding design, technology and theory or reflection are linked and put into a greater context. Moreover, contents and themes may span several modules.

The first semester provides students with a programme overview and an introduction to all relevant fields. The introductory module (30 ECTS) forms the introductory phase.

The introductory phase is followed by the basic module (36 ECTS; second, third and fourth semester). It imparts basic competencies in the areas of video, audio, interactive media, interfaces, web and digital publishing.

The next module aims at the expansion of previous knowledge and specialisation in the fields of time-based media and interactive media (24 ECTS). A wide range of courses allows for specialisation in one of these two focus areas.

Starting with the third semester, the project module (30 ECTS) comprises the projects students must realise until the beginning of the sixth semester. Projects are the programme's central component and lead to a (common) work and/or project and/or event. They facilitate team-based theoretical and practical work on a larger scale. The bachelor project which is worked on during the sixth semester forms an individual module (18 ECTS).

Additionally, students complete the two modules "Media and Art Theory, Art History, Cultural Studies and Gender Studies" (18 ECTS) and "Professionalisation" (6 ECTS).

Free electives (18 ECTS, 10% of the programme's total of 180 ECTS) can be chosen from the courses offered by any recognised domestic or foreign university. These options allow students to further develop an individual profile.

3.2 Suggested schedule and modules

1. Studienjahr	Modul Einführung 30 ECTS = Studieneingangsphase				
	Modul Grundlagen 36 ECTS				
2. Studienjahr	Modul Projekte 30 ECTS	Modul Medien- und Kunsttheorien, Kunstgeschichte, Kulturwissenschaften und Gender Studies 18 ECTS	Modul Professionalisierung 6 ECTS	Modul Vertiefung und Erweiterung aus zeitbasierte und interaktive Medien 24 ECTS	Freie Wahlfächer 18 ECTS
3. Studienjahr	Modul Bachelorprojekt 18 ECTS				

Students who are interested in an exchange semester are recommended to reserve the fifth semester for their semester abroad.

3.3 Module contents

Module “Introduction” (30 ECTS)

The introductory module gives students an overview of all relevant areas of the programme, such as

- time-based and interactive media
- media art
- image in theory and practice
- narration

Module “Basics” (36 ECTS)

The basic module comprises the areas of video, audio, interactive media, interfaces, web and digital publishing.

Module “Projects” (30 ECTS)

Comprises several projects in the fields of time-based and/or interactive media which are developed individually or in small teams (possibly with a given subject) and presented at the end of the semester.

Module “Bachelor Project” (18 ECTS)

A project in the field of time-based and/or interactive media is developed individually or in a team. The project includes a theoretical part and the development of a personal web-based portfolio.

Module “Specialisation (Time-based and Interactive Media)” (24 ECTS)

This module comprises advanced courses referring to the programme’s core areas as well as courses expanding on the contents and methods of the basic module.

Module “Media and Art Theory, Art History, Cultural Studies and Gender Studies” (18ECTS)

This module allows students to individually choose courses from the fields of media and art theory, art history, cultural studies and gender studies. Furthermore, this module includes the compulsory course “Introduction to Academic Methods”.

Module “Professionalisation” (6 ECTS)

The courses of this module promote the students’ social skills and offer practical orientation for work in the creative sector.

Some module courses may be held in blocks, offered only every other year, or vary according to current developments.

3.4 Teaching and learning methods

Depending on contents, the modules combine various teaching, learning and working methods

- Lecture (VO)
- Exercise (UE)
- Lecture and exercise (VU)
- Artistic project (KP)
- Seminar (SE)
- Workshop (WS)
- Reading class (LK)
- Excursion (EX)

Lectures:

Lectures aim at a systematic and/or specialised transfer of knowledge. They provide insight into the current state of research and the subjects and methods of each field. The active role is usually reserved to lecturers.

Exercise:

Exercises allow students to test, review and improve acquired knowledge. Exercises refer to theoretical teaching contents or to specific projects and require active student participation.

Lecture and exercise:

This type of course combines the methods of lectures and the methods of exercises.

Artistic projects:

Artistic projects are comprehensive independent artistic works which are realised and presented individually or in teams. Students receive conceptual, creative and technical tuition before presenting their projects to the public.

Seminars:

Seminars are at the interface of knowledge transfer and independent knowledge acquisition. Artistic or scientific dialogue improves students' articulation skills and helps them develop an independent position.

Workshops:

Workshops impart specific theoretical knowledge and/or specific technical skills regarding artistic realisation. Depending on technical requirements and specific previous knowledge, the number of participants is limited.

Workshops are block courses with a focus on specific aspects of the current project topic.

Workshops are held as block courses with continuous assessment

Reading classes:

Reading classes promote the understanding and sensible use of texts. They focus on questions of structure and argumentation of different types of texts and practices of textualisation, allowing students to take a critical stance on academic and artistic theses and theorems.

Excursions:

Depending on subjects and requirements, all module types may include an excursion. These field trips allow students to experience productions and works on-site, to learn about specific problems and to examine different cultural, infrastructural and technical conditions.

§ 4 Examination regulations

Courses are completed with an assessment corresponding to the course type (oral, written and/or practical exam).

The examiner must inform students on examination modalities and contents in an appropriate fashion, allowing them to prepare according to the examination requirements.

§5 Graduation

The programme is completed if all modules have been completed successfully. A module is passed when all courses have been completed successfully (and all required ECTS have been gained).

The bachelor project (18 ECTS, sixth semester) has special significance. Students realise an artistic-practical project and develop a written paper as well as a web-based personal portfolio. The written part of the project includes documentation of the project work with an in-depth depiction of a specific aspect or the academic discussion of contents. Team projects require each member to produce their own, independently written part.

Students present and discuss their project and portfolio in the course of a public final examination.

Overall assessment of the final examination: In addition to the assessment of individual modules, students receive an overall grade of “passed”, if every subject has been completed successfully, or “failed” if this is not the case. If no module was assessed with a grade worse than “gut” (good) and at least half of all modules were graded “sehr gut” (very good), the overall assessment is “mit Auszeichnung bestanden” (passed with distinction).

A module grade is calculated from the mean of the module’s individual course grades.

§ 6 Admission requirements

Admission to the programme requires successful completion of the admission examination (UG § 76 / 4).

The admission examination consist of the following parts:

- presentation of work samples
- exam
- board interview

The programme requires knowledge of (semi-)professional image processing, vector graphics and video editing software. Applicants whose skills are not sufficient at the start of the programme must acquire the relevant knowledge independently before the start of the second semester.