

<b>Module title</b>		<b>Abbreviation</b>
Analysis, design & creation of media		o6-MK-MedProd-212-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
The module teaches fundamental aspects in the field of production and analysis of media. The fundamental principles of the production of analogue or digital media are illustrated with examples. In addition, basic concepts and methods for the analysis of media content are taught.		
<b>Intended learning outcomes</b>		
Students have acquired a basic knowledge of different methods from the field of media production and media analysis as well as basic practical skills for the production or analysis of media content.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 20 minutes) or b) oral group examination (approx. 40 minutes) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor' degree (1 major) Media Communication (2021)		