

<b>Module title</b>		<b>Abbreviation</b>
Media Production / Media Analysis 2		o6-MK-MedProd2-102-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Media Informatics		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
6	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The module provides advanced knowledge in the field of production and analysis of media. Advanced principles from the field of production of analogue or digital media are illustrated with examples. In addition, advanced methods and concepts for the analysis of media content are taught.</p>		
<b>Intended learning outcomes</b>		
<p>Students have acquired a more in-depth theoretical knowledge of various methods from the field of media production and media analysis as well as more in-depth practice-oriented skills for the production or analysis of media content.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> <li>o6-MK-MedProd2-1-102: S (no information on SWS (weekly contact hours) and course language available)</li> <li>o6-MK-MedProd2-2-102: V (no information on SWS (weekly contact hours) and course language available)</li> </ul>		
<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)		
<p>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p> <p><b>Assessment in module component o6-MK-MedProd2-1-102: Media Production 2</b></p> <ul style="list-style-type: none"> <li>2 ECTS, Method of grading: (not) successfully completed</li> <li>a) term paper (approx. 5 pages) or b) portfolio (approx. 20 pages) or c) regular completion of exercises (75%, 30 hours)</li> <li>Language of assessment: German, English</li> </ul> <p><b>Assessment in module component o6-MK-MedProd2-2-102: Media Analysis 2</b></p> <ul style="list-style-type: none"> <li>4 ECTS, Method of grading: numerical grade</li> <li>a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) or g) regular completion of exercises (75%, 60 hours)</li> <li>Language of assessment: German, English</li> </ul>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor' degree (1 major) Media Communication (2012)          Bachelor' degree (1 major) Media Communication (2010)</p>		

