

<b>Module title</b>		<b>Abbreviation</b>
Media Production / Media Analysis 2		o6-MK-MedProd2-152-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>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + 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. 60 minutes) or b) oral examination (approx. 20 minutes) or c) term paper (approx. 20 pages) or d) 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>		
180 h		
<b>Teaching cycle</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>		
Bachelor' degree (1 major) Media Communication (2015)		