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|---|------------------------------|---|
| <b>Module title</b>   |                              | <b>Abbreviation</b>                         |
| Practice  |                              | 06-MK-PRAX-102-m01                          |
| <b>Module coordinator</b>   |                              | <b>Module offered by</b>                    |
| all four core Professorships of the degree programme Medienkommunikation (Media Communication)  |                              | Institute of Human Computer Media           |
| <b>ECTS</b>   | <b>Method of grading</b>     | <b>Only after succ. compl. of module(s)</b> |
| 10  | (not) successfully completed | --  |
| <b>Duration</b>   | <b>Module level</b>          | <b>Other prerequisites</b>                  |
| 1 semester  | undergraduate                | --  |
| <b>Contents</b>   |                              |   |
| <p>The practice module aims to provide fundamental knowledge and practical skills in the fields of internet and audiovisuality. Students should put their acquired skills into practice, that is, they should apply their knowledge and skills to a media project and thus deepen their knowledge and skills. In accordance with the Institute's capacity, these and other topics are offered: media design, PR and advertising, media project: "instructional design", design and evaluation of multimedia e-learning, film production, web 2.0 &amp; social media, gaming, communication between and within organisations, market and media research, online journals and virtual institutes, radio and music.</p>  |                              |   |
| <b>Intended learning outcomes</b>   |                              |   |
| <p>The practical course aims to provide students with basic knowledge as well as application skills which are useful in vocationally relevant situations. The module includes the following areas: media design, PR and advertising, media project "instructional design", conception, design and evaluation of multimedia e-learning, animations that are conducive to learning, pedagogical agents, virtual learning worlds, film design, cut, film and image editing, conception, design and evaluation of web-based communication and virtual worlds, conception, performance and presentation of market and media analyses and their strategic realisation, design and evaluation of media-based communication processes between and within organisations, online journals and virtual institutes.</p> |                              |   |
| <b>Courses</b> (type, number of weekly contact hours, language – if other than German)  |                              |   |
| S (no information on SWS (weekly contact hours) and course language available)  |                              |   |
| <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)  |                              |   |
| project report (5 to 8 pages) including media product created (200 hours)<br>Language of assessment: German, English  |                              |   |
| <b>Allocation of places</b>   |                              |   |
| --  |                              |   |
| <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>  |                              |   |
| Bachelor' degree (1 major) Media Communication (2012)<br>Bachelor' degree (1 major) Media Communication (2010)  |                              |   |