

Module title		Abbreviation
Practice		06-MK-PRAX-152-m01
Module coordinator		Module offered by
holder of the Chair of Media Psychology, holder of the Chair of Instructional Psychology and New Media, holder of the Professorship of Media and Business Communication, holder of the Professorship of Media Informatics		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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 & social media, gaming, communication between and within organisations, market and media research, online journals and virtual institutes, radio and music.</p>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language – if other than German)		
Ü (2) + S (2)		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
portfolio (approx. 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
300 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Media Communication (2015)		