



BA

InterMedia Bachelor's Degree

Businesses and organizations of all types constantly need to communicate with diverse target groups.

Students enrolled in the bachelor's degree programme in InterMedia learn how to best answer communication questions through the choice of the right message, channel and form. They work on varied projects, where they learn to think analytically, to approach problems creatively, to design and to reliably manage projects. Their aim is to fill all types of media - print, web, video - with life as they experiment and work at the interface of creativity, technology and business.

Degree Content

The degree in InterMedia comprises the following areas:

- ◆ Concept, design and creation of modern media
- ◆ Analog and digital media technology
- ◆ Media informatics
- ◆ Media theory, science in media and design
- ◆ Marketing, project management and business studies
- ◆ Psychology of perception and communication
- ◆ English and/or another foreign language

Special Infrastructure for InterMedia

The most recent media technology, such as:

- ◆ Professional Audio, Photo and Video Studios
- ◆ Photo and video cameras with professional equipment for student projects

InterMedia

1. Semester	ECTS	SWS
Design: Form, Colour	6	4
Design: Space	2	1
Design: Typography, Colour	6	4
Design: Drawing, Scribbling, Visualizing	2	2
Theory and History of Design	2	2
Cognitive Psychology	3	2
Media Technology - Digital Systems	3	2
Media Informatics - Basics	3	2
Academic Research and Writing	1	1
English 1: Presentations	2	2
	30	22

2. Semester	ECTS	SWS
Fundamentals of Typography and Layout	4	3
Fundamentals of Photography	5	3
Fundamentals of Audio Design	3	2
Writing and Editing Skills	3	2
Media Psychology	3	2
Marketing - Basics	3	2
Media Technology - Digital Content	3	2
Media Informatics - Interactive Systems	3	2
English 2: Applications	3	2
	30	20

3. Semester	ECTS	SWS
Design of Interactive Systems	6	4
Fundamentals of Video Production	6	6
Conception for Applied Media Productions	3	2
Marketing - Communication	4	3
Media Technology - Computer animation, 3D	3	2
Media Informatics - Content-based Systems	3	2
Management of Media Projects	2	1
English 3: Introduction to Film Studies	3	2
	30	22

4. Semester	ECTS	SWS
Interdisciplinary Media Production 1 (1 out of 3: Webdesign/Animation/Print)	11	8
Elective - Media Specialisation	6	3
Models of Best Practice in Design	2	1
Media Ethics	2	1
Media Technology - Media Distribution	3	2
Media Informatics - Business Systems	3	2
English 4: Creative Writing	3	2
	30	19

5. Semester	ECTS	SWS
Interdisciplinary Media Production 2 (1 out of 3: Interactive Media/Video/Print)	11	8
Media Coverage	3	2
Methods of Scientific Research	2	2
English 5: Meetings and Discussions	2	2
Professional Practical Training	12	
	30	14

6. Semester	ECTS	SWS
Cross Media Production (1 out of 3: Corporate Design/ Campaign / Experiment)	8	6
Bachelor thesis	15	
Seminar for Bachelor thesis	1	1
Applied Media Law	3	2
Media Calculation	3	2
	30	11

Subjects with integrated English language or instruction by native speakers

ECTS: European Credit Transfer System (full workload of a fulltime student per semester = 30 ECTS)

SWS: Teaching units per week



During the summer (spring) semester the whole 4th semester (30 ECTS) in the InterMedia degree programme is taught in English.

The course "Interdisciplinary Media Production" in the 4th semester offers the possibility for specialising in the fields of:

- ♦ Webdesign
- ♦ Motion Picture (with a focus on computer animation)
- ♦ Print (with photography)

FH VORARLBERG

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www.fhv.at/english

Fundamental knowledge in the selected fields of typography, layout and photography for print, video design and production and computer animation for motion picture, interaction design and web technologies for web-design in combination with at least one course in one of those fields of knowledge is a prerequisite for the admission into this exchange semester for international students.



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