

# STUDY INFORMATION

**DIPLOMA DEGREE  
PROGRAMME  
MEDIA ARTS**

**DIGITAL ARTS  
MAJOR**

DIGITALEKUNST  
**DIGITALEKUNST.CLICK**  
*di:'ʌngewʌndtə*  
**DIEANGEWANDTE.AT**

# GENERAL INFORMATION

Media Arts are taught in two departments, each with a separate focus:

- **DIGITAL ARTS**  
UBERMORGEN  
Liz Haas, Luzius Bernhard
- **Transmedia Arts**  
Jakob Lena Knebl

### Duration and academic degree

The diploma degree programme of Media Arts covers eight semesters and offers two areas of study (majors): **DIGITAL ARTS** and **Transmedia Arts**.

After successfully presenting the diploma project to an examination board, the academic degree of Magister/Magistra of Arts, abbreviated to 'Mag.art.', is awarded.

### Admission

Admission as a regular student:

- 1 completion of the 17th year of age
- 2 entrance exam

### Entrance exam

The entrance exam takes place once a year between January and the beginning of March. The course of studies begins at the following winter semester.

Besides a proof of identity (copy of ID document and photo) applicants are to a digital portfolio documenting their interests and qualification. Based on the portfolio, a preselection of applicants is carried out (stage one of the selection process). At stage two the applicants selected at stage one participate in a practical part, at the end of which the examination board will come to the final decision.

### Portfolio

For detailed information about the portfolio please consult page 3 of this brochure.

### Administrative information

The department of student and academic affairs provides administrative information about enrollment after passing the entrance exam, information concerning immigration formalities and residence permits for foreign students, as well as information regarding study fees.

Student and Academic Affairs  
University of Applied Arts Vienna  
Oskar-Kokoschka-Platz 2, 1010 Vienna  
Tel. +43 1 771 33 2068  
dieangewandte.at

# ADMISSION 2024

**Procedure**

The admission process in January and February 2024 will take place online / on site.

**Registration and portfolio upload (online)**

**Wed 10 to Fri 26 January 2024 12:00 noon (local time)**

– Detailed information on the procedure for online submission is available on the website of the University of Applied Arts Vienna (<https://www.dieangewandte.at/application>).

**Until Fri 31 January 2024**

– The names of all applicants entitled to participate in stage two of the entrance exam are announced

**Entrance Exam, practical part**

**Mon 26 February to Fri 01 March 2024**

– Practical part of the entrance exam / interviews

**Until Fri 08 March 2024**

– The names of all applicants who passed the entrance exam are announced.

Details on [digitalekunst.click](https://digitalekunst.click)

Enrollment and start of studies:  
the following winter semester, October 2024

Contact for technical support and general enquiries:  
[digitalekunst@uni-ak.ac.at](mailto:digitalekunst@uni-ak.ac.at)  
+43 171133-2640 (Office DIGITAL ARTS)

# ARTISTIC APPROACH

### Department of DIGITAL ARTS

Headed by:

Univ.-Prof. Mag. rer. soc. oec Liz Haas

Univ.-Prof. Mag. art. Luzius Bernhard

Our department is an open platform and a safe-enough space for experimenting with digital media in an artistic context. We offer customizable spaces, state-of-the-art technical equipment, passionate people and inclusive access to new worlds and realities. We do art, basic research, aesthetic and technology development, social and political experiments and action. Present and future facets of art, entertainment and science are imagined, discussed and applied. We value collaboration, communication, divergence, risk-taking and openness. We are hyper contemporary in all aspects.

### Keywords

Internet, sound art, social spaces, spatial/360° sound, social media, crypto/web3, sound design, caring, speed shows, bio & synthetic organisms, AI and machine learning, immersion, web, multispecies storytelling, empowerment, one-on-one artistic instruction, media hacking, speculative evolution, performance, embodiment, social mobility, networked aesthetics, inclusion, sculptural & installation scripts, AR, optical sound, VR, teams and collectives, electronics, critical thinking, coding, robotics, techno-political experiments, intervention, technology history, collective work, 3D, labs, strategies of unlearning, field trips, ad hoc networked structures, ecological mobility, hybrid decentralized realities, more-than-human agency, international projects, decentralized informational structures, training camps, discursivity.

### Application

Your digital portfolio gives us a glimpse into your artistic practice and your world. Send us concepts, sketches and works in progress, documentations and your public social media accounts. Write us in brief about your experiences, experiments, your personal approaches, struggles and obsessions, your idols, scenes and media, and why you want to study at the Digital Arts department. Applications from groups & collectives are welcome. Media, formats as well as forms of documentation are optional, the only condition is that your portfolio is submitted digitally and includes a short CV and a photo of you.

### Contact and information:

DIGITAL ARTS

Expository Ehem. Postsparkasse (PSK)

Georg-Coch-Platz 2 / 1st floor, 1010 Vienna

Tel. +43 1 711 33 2640

[digitalekunst@uni-ak.ac.at](mailto:digitalekunst@uni-ak.ac.at)

[digitalekunst.click](http://digitalekunst.click)

# CURRICULUM

## I - STUDY SEGMENT

### Curriculum of Media Arts (extract)

#### General direction

The University of Applied Arts understands Media Arts as an integrative field covering artistic-researching, organisational and social aspects of art and media theory. The programme aims for students to develop independent artistic and experimental design skills, and to develop through research the technical knowledge and abilities, which can be used to uncover new qualities and possibilities of media design – in correlation with critical, scientific and theoretical discourses on the social impact of technological transformation processes of perception and knowledge production. (For more information on the curriculum please see: [dieangewandte.at](http://dieangewandte.at))

#### The following pages list the compulsory and elective subjects.

(This is the English translation of the original German version.

Only the latter is legally binding.)

First Study Segment	ECTS
<b>1 Central Artistic Subject</b>	<b>38</b>
<b>select: Transmedia Arts, Digital Arts</b>	
Central Artistic Subject I	19
Central Artistic Subject II	19
<b>2 Artistic Methodology and Technology</b>	<b>14</b>
<i>Seminars, exercises, project exercises, workshops in accordance with the course schedule:</i>	
Basics of Technological Design I	3
Basics of Technological Design II	3
Art as System and Process I	2
Art as System and Process II	2
Strategies of Visualisation I	2
Strategies of Visualisation II	2
<b>3 Scientific Theoretical and Historical Basics</b>	<b>8</b>
<i>Lectures, introductory seminar courses, seminars, exercises, project exercises, workshops, excursions in accordance with the course schedule:</i>	
Communication Theory	
Media Theory, Media History	2
Art History	
Cultural Studies	
Art and Knowledge Transfer	
<b>Total</b>	<b>60</b>

# CURRICULUM

## 2. STUDY SEGMENT

<b>Second Study Segment – Major of Digital Arts</b>		<b>ECTS</b>
<b>1</b>	<b>Central Artistic Subject – individual artistic tutoring</b>	<b>70</b>
	Digital Arts III	12
	Digital Arts IV	12
	Digital Arts V	12
	Digital Arts VI	12
	Digital Arts VII	12
	Digital Arts VIII	10
<b>2</b>	<b>Artistic Methodology and Technology of Digital Art</b>	<b>52</b>
	<i>Seminars, project exercises, exercises, workshops and excursions in accordance with the course schedule:</i>	
	Grammar and Architecture of New Media I–IV	4
	Video-related Media I–V	4
	Digital Sound & Voice I–V	4
	Code & Representation I–V	4
	Interactive Media I–IV	4
	Media Convergence and Hybridization I–IV	2
	Mutations of Time-based Systems in Space I–IV	2
	Interface Design I–II	
	Algorithmic Designing I–II	2
	Methods of Artistic Research	2
	Collaborative and Dislocated Working	2
	Project Organization and Management	
	New Media and Social Sustainability	
	Presentation Technique	2
	Production Techniques for Installations – Project Work (Wood, Metal, Printing Techniques, Photography)	
	Excursions	

# CURRICULUM

## 2. STUDY SEGMENT

### 3 Science, Theory and History 24

*Lectures, introductory seminar courses, seminars, exercises, project exercises, workshops, excursions in accordance with the course schedule:*

Communication Theory	
Media Theory, Media History	4
Theories of Time-based Systems	1
Art and Knowledge Transfer	2
Copyright, Contract Law, Media Law	2
Theory of Architecture, History of Architecture	
Gender Studies	2
Philosophy	
Art History	
Cultural Studies	
Art Theory	
Computational Geometry	
Science Theory	
Basics of Natural Sciences	
Human Interface Design	2

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**Total** **146**

### Summary of ECTS Credits ECTS

First Study Segment	60
Second Study Segment	146
Free Electives	14
Diploma Thesis	20

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**Total** **240**

#### Imprint

#### Publisher and responsible for the content

University of Applied Arts Vienna

Department of DIGITAL ARTS

Heads: Univ.-Prof. Mag. rer. soc. oec Liz Haas

Univ.-Prof. Mag. art. Luzius Bernhard

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