

MediaAC
Media Arts Cultures

Duration

2 years

Course description

Media Arts Cultures (MediaAC) is a joint master's programme developed by a consortium of four universities. This two-year master's course with 120 ECTS workload (four semesters) awards a joint degree (Master of Arts in Media Arts Cultures). The consortium universities are Danube University Krems, Aalborg University, University of Lodz and City University of Hong Kong, and the course language is English. The curriculum of MediaAC answers the needs of the evolving fields related to the future and heritage of Media Arts Cultures. Our global digital world is filled with new media culture that encompasses the big questions of today such as the processes of globalisation, utopias of neuroscience, political repression, big data, and the growing world-wide surveillance. Thus, the analysis of media arts cultures is socially and culturally enlightening. The examination of historical media art forms offers technological insights which, though left behind in the standardisation process, may be vital to the next generation of software and hardware engineers, as well as to cultural practitioners. Thus, Media Arts have great potential for critical reflection and future innovation. But, they are especially vulnerable to decay, because media evolution (including storage and playback methods) accelerates. In MediaAC, the students will achieve for the first time internationally advanced historical and theoretical knowledge in Media Arts in an innovative combination with creative, artistic, curatorial, and technological practices. They will get language competences and intercultural training for European and world-wide cooperation (especially Asia). In the first semester, MediaAC starts in Austria with "Histories and Archiving" focusing on the humanities-oriented study of the Histories of Media Arts Science and Technology and the relation and importance of innovative archiving for future research in Media Arts Heritage. In the second semester, the programme continues in Denmark with the applied processes of initiating and realizing experience design projects and their relationships to academic methodologies and the non-academic private and public-sector activities. Students will complete an internship collecting experiences on-site with associated partners. The third semester, based in either in the innovative European media environment of Poland or the vibrant Asian media culture of Hong Kong, will concentrate on the development of the production of knowledge and creative output within the evolving Media Arts Cultures and help define international directions for future needs within the field to be addressed in research during the final Master's Thesis semester. The Master's Thesis semester (semester four) can be completed at any of the three Programme Country HEIs as well as at the Partner County HEI in Asia. Special emphasis is given to transferable skills (i.e., research methods, presentation skills, language and leadership) and to real-world connections.

Web site

www.mediaartscultures.eu

Partners

UNIVERSITÄT FÜR WEITERBILDUNG KREMS, Austria (coordinating institution)
AALBORG UNIVERSITET, Danmark
UNIwersytet Łódzki, Poland
CITY UNIVERSITY OF HONG KONG, China

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