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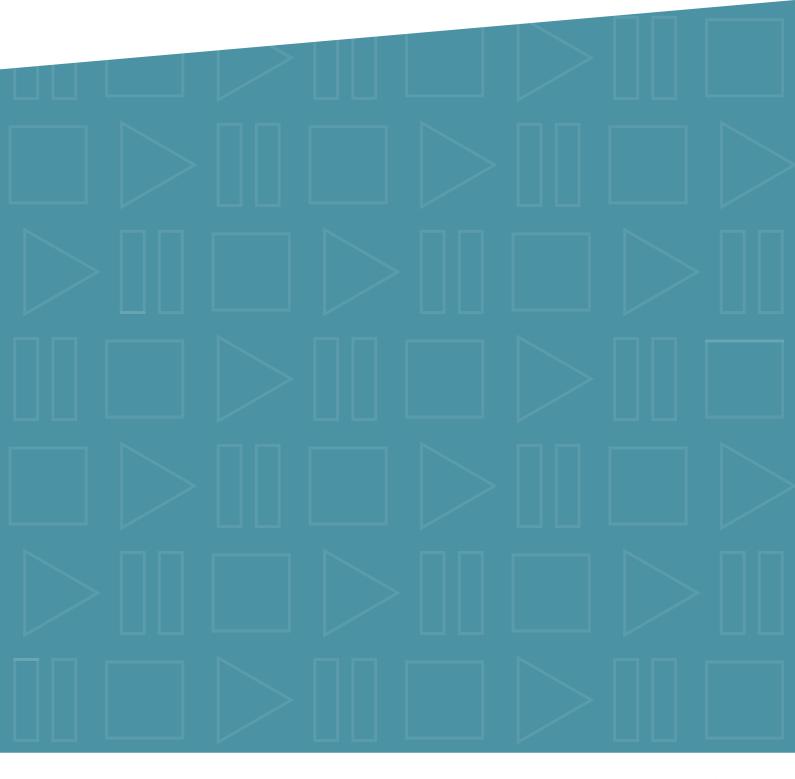
Creative Media and Digital Innovation
Exchange Programme, Fall Semester 2021

Module Catalogue

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Creative Media and Digital Innovation

Guidelines on Course Selection

General Information

Exchange Programme for Media and Digital Business Management / Business IT students.

The Creative Media and Digital Innovation is an exchange programme for incoming students offered by the Multimedia (MMP) and Digital Business Management (DBM) study programmes. Courses are taught in English and are part of the regular degree programmes, therefore exchange students are studying together with regular Swiss students from both disciplines.

Common Modules

The following modules are compulsory:
- Multidisciplinary project (8 ECTS)
- Digital Storytelling (4 ECTS)
- German or English Language Courses (2 ECTS)

Choose modules from either Track A or B

Media students choose up to 3 modules from Track A:
- Designing a Video Game (4 ECTS)
- Information Graphics (4 ECTS)
- International and Intercultural Communication (4 ECTS)

Digital Business Management / Business IT students choose up to 3 modules from Track B:
- Digital Transformation and Disruption (4 ECTS)
- Introduction to Programming (4 ECTS)
- Product Management (4 ECTS)

In addition, students select 1 module from the other track.

Multidisciplinary Project

Main theme

The multidisciplinary project is a mentored project work in the form of a scientific paper or a media technology / media design artefact in the field of Creative Media / Digital Innovation. Students develop a research question and independently work on it in either a theoretical approach or a hands-on practical, creative manner. The topic of this project can be chosen independently. It may consist of the following disciplines and will be supervised by a faculty specialised in these fields: Visualization, Interactive Media, Video and Audio Production, Animation, Live Communication, Corporate Communication, Radio Production, Media Science, User Experience, xR, Data Science, Digital Business Innovation, Digital Strategy.

ECTS

8

Learning Outcomes

Depending on the type of project, technical and strategic skills are practiced and consolidated, and/or the skills in scientific work are strengthened.

Language of Instruction

English

Level/Entry Requirements

All levels. No pre-requirements

Digital Storytelling

Main theme

In this module, the ancient technique of storytelling is combined with new media. The aim is to tell stories with digital means in such a way that not only the audience understands the message but will also be inspired and animated by it.

To reach that goal Digital Storytelling explores various ways of using digital means. A substantial part of the module will also be techniques such as drawing and writing.

ECTS

4

Learning Outcomes

Students will be able to produce digital content in form of text, images and sound in order to reach a defined audience. They understand how to choose the right platform and to tell a story to follow a communicative goal. To be able to do so they practice various techniques such as writing and drawing

Language of instruction

English

Level/Entry Requirements

Students should ideally be in their 4th Semester of studies. 3rd semester students are also accepted.

Language Courses; German (A1)

Main theme

Students can understand familiar everyday expressions and very simple sentences, which are aimed at satisfying concrete needs. Can and introduce others and ask other people questions about themselves - e.g. where to find them what kind of people they know or what kind of things they have and can answer questions about to give that kind of answer. Can communicate in a simple way when the person you are talking to speak slowly and clearly.

ECTS

2

Learning Outcomes

- Has a very limited repertoire of words and phrases that refer to information about the person and individual concrete situations.
- Shows only a limited mastery of a few simple grammatical structures and sentence patterns in a memorably learned repertoire.
- Can use very short, isolated expressions.
- Needs pauses to search for expressions, less familiar words, etc.
- Articulates or resolves communication problems.
- Can ask questions about a person and answer them.
- Can communicate in a simple way, but communication is entirely dependent on repeating, re-formulating or correcting at a slower pace.
- Can link words or phrases using simple connectors such as "and" or "then".

Language of Instruction

German

Level / Requirements

All levels / No pre-requirements

Language Courses, Business English (B2 or C1)

Main theme

Students will understand and use the English language as an important medium of international communication in the business world. They communicate successfully in English in everyday situations and in professional and personal contexts. They deal with economic, professional, social and cultural topics and react appropriately to the situation. They are also sensitized to culturally based differences in communication behaviour

ECTS

2

Learning Outcomes

After successful participation in the module, students will be able to communicate at level B2 of the CEFR or C1 respectively:

- comprehend, analyse and respond appropriately to texts from the business world
- use different types of reading (reading for gist and detail, skimming and scanning)
- deal with text types such as newspaper articles, business texts, case studies, tables and graphs, deal with memoranda and reports in a situationally appropriate way
- understand English from a variety of sources such as discussion groups, radio and television broadcasts, understand and respond effectively to video recordings
- communicate information appropriately and to the appropriate audience in a variety of contexts
- express their intentions situationally in (business) letters, memoranda, minutes and essays
- express themselves unambiguously
- recognize and use standard linguistic expressions in conversation and negotiation
- be familiar with the customs and traditions of English-speaking cultures and to adapt their own business environment accordingly

Language of Instruction

English

Level / Requirements

Level B1 English is required for the B2 class / Level B2 is required for the C1 class

Designing a Video Game

Main theme

In this minor we will teach skills around the design of video games. We will learn how to create worlds and fill them with life. We will also explore storytelling and narration techniques. To make the experience interactive, we will learn how to develop game mechanics that are interesting and balanced. The goal is for the students to create a game design document at the end of this minor and test their ideas with prototypes.

ECTS

4

Learning Outcomes

This minor is aimed at students who want to bring more structure into their creative process. The techniques learned will make it easier to invent consistent worlds. Interesting interactions can be derived and verified by rules. Although the content is presented using video games as an example, a large pro-portion can also be used in other areas, such as in the world of film.

Language of Instruction

English

Level / Requirements

Incoming students should be in their 4th semester (also earlier is possible).
Basic skills in 3D visualization and programming are required

Information Graphics

Main theme

Information Graphics are the translation an arrangement of raw data into a visual and narrative form. With creative means, complex issues and their hidden correlations can be conveyed in a visual narrative. The Visual translation can support an easier understanding of abstract and often inaccessible information. Ideally it provokes new insights. Participants of the course will be introduced to various approaches of data visualization and develop first hands-on design drafts in this specific field of graphic design.

ECTS

4

Learning Outcomes

First experiences into working with information graphics and data visualization by the means of smaller exercises under the umbrella of a contemporary topic.

Language of Instruction

English

Level/Requirements

Incoming students are recommended to be in their 4th semester (earlier is also possible)

International and Intercultural Communication

Main theme

The world is moving closer together. Thanks to new technologies and international interconnectedness, we are working and living more and more globally. Does this make us communicate and understand each other better? This new reality calls for new skills. Successful intercultural communication begins with the perception of one's own culture and mental systems. Once we are aware of this, we can develop the ability to distinguish and understand different cultural influences in a more subtle way and thereby improve our intercultural communication.

ECTS

4

Learning Outcomes

- Extensive cultural understanding and knowledge; cultural self-reflection; culture-specific information; sociolinguistic awareness
- Competence to interact effectively and appropriately in intercultural situations
- Ability to shift our frame of reference, adaptability, flexibility and empathy
- Recognition and expansion of the ethno-centric viewpoint

Language of Instruction

English

Level / Requirements

Incoming students are recommended to be in their 4th semester (earlier is also possible)

Digital Disruption and Transformation

Main theme

Getting to know the concept of "digital disruption". Understanding the changes to fundamental business processes in the industrial sector against the background of digitalisation. Identification of the strategic optimisation potential against the background of digitalisation in the sector under review.

ECTS

4

Learning Outcomes

After successful participation in the module, the students are able to:
- get an overview of the state of digitalization in the industrial sector
- identify possible starting points for digital processes in the industrial sector
- formulate appropriate digitalisation strategies

Language of Instruction

English

Level/Requirements

Students should be at least in their 3rd semester and ideally have a basic understanding of business processes and business model analysis.

Introduction to Programming

Main theme

This module should put students in the position of being able to be able to implement programs or program adaptations themselves and to be able to talk to system developers at eye-level.

ECTS

4

Learning Outcomes

After successful participation in the module, the students will be able to:
- Use various programming paradigms, associated programming languages and their main areas of application
- Differentiate between different data types and their areas of application
- Use basic programming concepts (functions, control structures such as sequences, branches, repetitions, selection) and to develop new algorithms,
- Methods and techniques for the design of algorithms (e.g. Structure diagram or program flowchart)
- Simple information methodical problems (primarily character string based) in algorithms and to display these in the Python programming language.

Language of instruction

English

Level / Requirements

Incoming students should be at least in their 3rd semester

Product Management

Main theme

The students acquire these capabilities in the course:

- Knowledge: Acquiring sound knowledge to manage products for digital business models in the areas of productization, promotion & roll-out as well as feedback & education
- Skills: Analysis of digital products on how to gain market insights, analyse business cases, drive product & portfolio strategy, deliver on product development and support sales
- Competencies: Application of knowledge and skills in independently conceived digital business products and concepts, their planning as well as concrete implementation and lessons learnt from the developed materials. Independent further development of the own competence by means of suitable training methods.

ECTS

4

Language of Instruction

English

Level /Requirements

Incoming students are recommended to be in their 4th semester (earlier is also possible)