



AALBORG UNIVERSITET

# **2015:THE ERASMUS MASTER OF EXCELLENCE IN MEDIA ARTS CULTURES**

MASTER OF ARTS  
AALBORG

[Link to this studyline](#)

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## § 1: PREFACE

In pursuance of Act No. 261 of 18 March 2015 on Universities (the University Act) with subsequent amendments the following regulations and curriculum are stipulated for the Master's Programme in Media Arts Cultures at Aalborg University.

The Programme is an Erasmus + Joint Master Degree in cooperation with University for Continuing Education Krems, Danube University Krems (DUK), Aalborg University (AAU), University of LODZ (UoL) and City University of Hong Kong (CityU), and in accordance with the Consortium Agreement signed by the partner universities the overall daily coordination, implementation of quality assurance as required by the partner universities and development of the programme is delegated to the Consortium Board constituted by coordinators from the partner universities.

In Denmark the Programme has been accredited by the Danish Accreditation Institution 16th May 2016 In Austria the Programme has been accredited under the "2014/ Nr. 82 vom 27. Oktober 2014

Der Senat hat am 14. Oktober 2014 folgende Verordnungen erlassen, das Rektorat hat die Studien eingerichtet." As verified by the DUK-Gesetz "Bundesrecht konsolidiert: Gesamte Rechtsvorschrift für Universität für Weiterbildung Krems – DUK-Gesetz 2004, Fassung vom 29.04.2017"

In Poland the Programme has been accredited in resolution no 482 by the Senate of the University Lodz, Poland on the 13th April 2015.

The Programme is an Erasmus + Joint Master Degree in cooperation with **University for Continuing Education Krems, Danube University Krems (DUK)**, Aalborg University (AAU), **University of LODZ (UoL) and City University of Hong Kong (CityU)**, and in accordance with the Consortium Agreement signed by the partner universities the overall daily handling of the programme is delegated to the Consortium Board constituted by coordinators from the partner universities.

## § 2: BASIS IN MINISTERIAL ORDERS

The Master's programme is organised in accordance with the Ministry of Higher Education and Science's Order no. 1328 of November 15, 2016 on Bachelor's and Master's Programmes at Universities (the Ministerial Order of the Study Programmes) and Ministerial Order no. 1062 of June 30, 2016 on University Examinations (the Examination Order). Further reference is made to Ministerial Order no. 111 of January 30, 2017 (the Admission Order) and Ministerial Order no. 114 of February 3, 2015 (the Grading Scale Order) with subsequent changes.

## § 3: CAMPUS

In the first semester, Media Arts Cultures 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 (AAU) 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 between the second and third semesters. The third semester, will continue with development of the production of knowledge and creative output within the evolving field of Media Arts Cultures. The Master's Thesis semester (semester four) can be completed at any of the three EU Country universities.

## § 4: FACULTY AFFILIATION

The Master's programme falls under Faculty of Social Sciences and Humanities, Aalborg University.

## § 5: STUDY BOARD AFFILIATION

The Master's programme falls under Study Board of Art, Health and Technology

## § 6: AFFILIATION TO CORPS OF EXTERNAL EXAMINERS

The Master's programme is associated with the external examiners corps on Information Studies and Interactive Media Studies

## § 7: ADMISSION REQUIREMENTS

Admission to the Master's Programme in Media Arts Cultures is reserved for and limited to students who have completed the admission process as announced on <http://www.mediaartscultures.eu>, and who have been selected by the Admissions Board according to criteria stipulated by EACEA / EU Erasmus Programme of Excellence and the MediaAC Consortium.

In order to be admitted to the program, the requirements are: a Bachelor degree issued by a university (quantified as three years of studies corresponding to 180 ECTS). Or (if ECTS is not used in countries where first degree was acquired): proof of a period of study at higher education level considered comparable with a Bachelor's degree. Appropriate areas from where applicants will have their previous degree(s) include: art history, cultural studies, media/communication studies, fine arts practice (media related), cultural management, museology, art restoration, computer science, and any other field directly related to digital media, the arts or culture.

## **§ 8: THE PROGRAMME TITLE IN DANISH AND ENGLISH**

The Master's programme entitles the graduate to the Danish designation Cand.mag. i Media Arts Cultures. The English designation is: Master of Arts in Media Arts Cultures.

## **§ 9: PROGRAMME SPECIFICATIONS IN ECTS CREDITS**

The Master's programme is a 2 year, research-based, full-time study programme. The programme is set to 120 ECTS credits.

## **§ 10: RULES CONCERNING CREDIT TRANSFER (MERIT), INCLUDING THE POSSIBILITY FOR CHOICE OF MODULES THAT ARE PART OF ANOTHER PROGRAMME AT A UNIVERSITY IN DENMARK OR ABROAD**

The Study Board can approve successfully completed (passed) programme elements from other Master's programmes in lieu of programme elements in this programme (credit transfer). The Study Board can also approve successfully completed (passed) programme elements from another Danish programme or a programme outside of Denmark at the same level in lieu of programme elements within this curriculum. Decisions on credit transfer are made by the Study Board based on an academic assessment. See the Joint Programme Regulations for the rules on credit transfer.

## **§ 11: EXEMPTIONS**

In exceptional circumstances, the Study Board study can grant exemption from those parts of the curriculum that are not stipulated by law or ministerial order. Exemption regarding an examination applies to the immediate examination.

## **§ 12: RULES FOR EXAMINATIONS**

The rules for examinations are stated in the Examination Policies and Procedures published by the faculty on their website.

## **§ 13: RULES CONCERNING WRITTEN WORK, INCLUDING THE MASTER'S THESIS**

In the assessment of all written work, regardless of the language it is written in, weight is also given to the student's formulation and spelling ability, in addition to the academic content. Orthographic and grammatical correctness as well as stylistic proficiency are taken as a basis for the evaluation of language performance. Language performance must always be included as an independent dimension of the total evaluation. However, no examination can be assessed as 'Pass' on the basis of good language performance alone; similarly, an examination normally cannot be assessed as 'Fail' on the basis of poor language performance alone.

The Study Board can grant exemption from this in special cases (e.g., dyslexia or a native language other than Danish).

The Master's Thesis must include an English summary (or another foreign language: French, Spanish or German upon approval by the Study Board). If the project is written in English, the summary must be in Danish (The Study Board can grant exemption from this). The summary must be at least 1 page and not more than 2 pages (this is not included in any fixed minimum and maximum number of pages per student). The summary is included in the evaluation of the project as a whole.

## **§ 14: REQUIREMENTS REGARDING THE READING OF TEXTS IN A FOREIGN LANGUAGE**

The programme will be conducted in English. The curriculum of the education will be in English, just as the courses of the education is provided in English, for which reason fluency in English is a precondition of completion of the education.

Applicants must have sufficient knowledge of English for academic purposes corresponding to level B2 within the CEFR/Common European Framework of Reference for Languages. This is to be proved by either a certificate of TOEFL (Test of English as a Foreign Language) or IELTS,(International English Language Testing System). Scores have to be

IELTS 6.5 with no individual score below 5.5 or TOEFL 575 (written paper test) or 232 (if computer based) or 90 (if internet based).

## § 15: COMPETENCE PROFILE ON THE DIPLOMA

The following competence profile will appear on the diploma:

A Candidatus graduate has the following competency profile:

A Candidatus graduate has competencies that have been acquired via a course of study that has taken place in a research environment.

A Candidatus graduate is qualified for employment on the labour market based on his or her academic discipline as well as for further research (PhD programmes). A Candidatus graduate has, compared to a Bachelor, developed his or her academic knowledge and independence so as to be able to apply scientific theory and method on an independent basis within both an academic and a professional context.

## § 16: COMPETENCE PROFILE OF THE PROGRAMME

Through the Master's Programme in Media Arts Cultures, students will acquire:

Knowledge

- the historical, institutional and societal contexts of media art and media culture, and of research practices in this field.
- the technology- and experience-based design contexts of media art and media cultures.
- key economical, organisational and management issues.

Skills

- And advanced ability to operationalize research methods and in-depth reflection and the ability to use both in research as well as in professional dissemination practices in the field of media culture and media art.
- And ability to develop innovative strategies and put them into practical application for research and other cultural practice activities.

Competencies

- Knowledge necessary to develop strategies for dissemination and promotion within the cultural and creative sector and the arts & sciences academic community.
- Theoretical and methodological research competencies focus in the heritage, experience and knowledge infrastructures of media arts.
- Advanced competencies related to development and implementation of media art projects.
- Competence in finding solutions to globally important issues in the field of media art and media culture.

## § 17: STRUCTURE AND CONTENTS OF THE PROGRAMME

The Master's Programme in Media Arts Cultures is a research based experimental full-time programme that provides students with a basis for the execution of professional work functions and qualifies for admission to PhD studies.

The overall objective of the Master's Programme in Media Arts Cultures (MediaAC) is to answer the needs of the evolving fields related to the future and heritage of Media Arts Cultures.

The students will receive internationally advanced historical and theoretical knowledge in Media Arts in an innovative combination of pedagogical foci, transdisciplinary approaches, analytical and critical thinking connected to the needs of academic and non-academic stakeholders.

In the first semester, Media Arts Cultures 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 (AAU) 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 between the second and third semesters. The third semester, will continue with development of the production of knowledge and creative output within the evolving field of Media Arts Cultures. The Master's Thesis semester (semester four) can be completed at any of the three EU Country universities.

<b>Danube University Modules (30 ECTS):</b>		
Media Arts Histories and Media Cultural Heritage	1st semester	10 ECTS
Digital Archiving and Preservation	1st semester	10 ECTS
Art and Science Methodologies	1st semester	5 ECTS
Transferable Skills 1: Intercultural problem solving	1st semester	5 ECTS
<b>Aalborg University Modules (30 ECTS):</b>		
Experience Design in Media Art Cultures: From Concept to Production	2nd semester	20 ECTS
Technologies of Experience Design in Media Arts Cultures	2nd semester	5 ECTS
Elective / Media Arts Case Studies	2nd semester	5 ECTS
<b>Danube University Module (5 ECTS):</b>		
Internship (5 ECTS)	3rd semester	5 ECTS
<b>Mobility Selection – University of Lodz Modules (25 ECTS)</b>		
New Media Aesthetics	3rd semester	10 ECTS
Elective: Media Arts & Management and Curating or Game Culture and Gamification	3rd semester	5 ECTS
Elective: Research Skills and Methods II or Approaching Interactive Media	3rd semester	5 ECTS
<b>Mobility Selection - City University Modules (25 ECTS):</b>		
Media Cultures Stream	3rd semester	5 ECTS
Curating Art & Media Stream	3rd semester	5 ECTS
Playable Media & Game Studies Stream	3rd semester	5 ECTS
Independent Study Elective	3rd semester	5 ECTS
Research Skills and Methods 1	3rd semester	5 ECTS
<b>Mobility Selection: Danube University Krems, Aalborg University, University of Lodz Modules</b>		
Master's Thesis	4th semester	30 ECTS

**§ 18: OVERVIEW OF THE PROGRAMME**

The Master's Programme in Media Arts Cultures is compiled of semesters on four different universities, as specified on [www.mediaartscultures.eu](http://www.mediaartscultures.eu). Any potential changes in the Programme Structure will be addressed far in advance to the Consortium Board.

Offered as: 1-professional					
Module name	Course type	ECTS	Applied grading scale	Evaluation method	Assessment method
<b>1 SEMESTER</b>					
<a href="#">Media Arts Histories and Media Cultural Heritage</a>	Course	10	7-point grading scale	Internal examination	Written and oral exam
<a href="#">Digital Archiving and Preservation</a>	Course	10	7-point grading scale	Internal examination	Written and oral exam
<a href="#">Art and Science Methodologies</a>	Course	5	7-point grading scale	Internal examination	Written exam
<a href="#">Transferable Skills 1: Intercultural problem solving</a>	Course	5	7-point grading scale	Internal examination	Written and oral exam
<b>2 SEMESTER</b>					
<a href="#">Experience Design in Media Arts Cultures: From Concept To Production</a>	Project	20	7-point grading scale	External examination	Oral exam based on a project
<a href="#">Technologies of Experience Design in Media Arts Cultures</a>	Project	5	7-point grading scale	Internal examination	Written exam
<a href="#">The module "Media Art Case Studies" (elective)</a>	Course	5	Passed/Not Passed	Internal examination	Written exam
<b>3 SEMESTER</b>					
<a href="#">Internship</a>	Course	5	7-point grading scale	Internal examination	Written exam
<b>3 SEMESTER</b>					
<a href="#">New Media Aesthetics</a>	Course	10	7-point grading scale	Internal examination	Active participation and/or written assignment
<a href="#">Modules of choice</a> Modules of choice. The student has to choose between Media Arts & Management and Curating or Game Culture and Gamification. The student has to choose between Research Skills and Methods II or Approaching Interactive Media					
<b>3 SEMESTER</b>					
<a href="#">Media Cultures Stream</a>	Course	5	Passed/Not Passed	Internal examination	Written and oral exam

<a href="#">Curating Art &amp; Media Stream</a>	Course	5	Passed/Not Passed	Internal examination	Written and oral exam
<a href="#">Playable Media &amp; Game Studies Stream</a>	Course	5	Passed/Not Passed	Internal examination	Written and oral exam
<a href="#">Independent Study Elective</a>	Project	5	Passed/Not Passed	Internal examination	Written exam
<a href="#">Research Skills and Methods I</a>	Course	5	Passed/Not Passed	Internal examination	Oral exam
<b>4 SEMESTER</b>					
<a href="#">Master Thesis</a>	Project	30	7-point grading scale	External examination	Oral exam based on a project

The student has to choose two of the following course during 3rd semester. The student has to choose between Media Arts & Management and Curating or Game Culture and Gamification. The student has to choose between Research Skills and Methods II or Approaching Interactive Media aswell.

Modules of choice					
Modules of choice. The student has to choose between Media Arts & Management and Curating or Game Culture and Gamification. The student has to choose between Research Skills and Methods II or Approaching Interactive Media					
Module name	Course type	ECTS	Applied grading scale	Evaluation Method	Assessment method
<a href="#">Game Culture and Gamification</a>	Course	10	7-point grading scale	Internal examination	Written and oral exam
<a href="#">Media Arts Management and Curating</a>	Course	10	7-point grading scale	Internal examination	Written and oral exam
<a href="#">Approaching Interactive Media Art</a>	Course	5	7-point grading scale	Internal examination	Written and oral exam
<a href="#">Research Skills and Methods II</a>	Project	5	7-point grading scale	Internal examination	Oral exam based on a project

## § 19: ADDITIONAL INFORMATION

The Media Arts Consortium and each Partner University displays and maintains more detailed information on the programme, including examination, on its website.

## § 20: COMMENCEMENT AND TRANSITIONAL RULES

These regulations were recommended by the Study Board of Communication and Digital Media and approved by the Dean. The regulations will take effect from 1 September 2015 and apply to all students who commence Master's studies on or after this date

## § 21: AMENDMENTS TO THE CURRICULUM AND REGULATIONS