



macromedia university
of applied sciences



MACROMEDIA UNIVERSITY

Study in Germany

Bachelor's programmes



eMMA
European Media Management Association

CHE
Centrum für Hochschulentwicklung

MEDIEN CAMPUS BAYERN

CILECT

Der Mittelstand. BVMW

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WISSENSCHAFTSRAT

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QUESTIONS?

Do you have any questions about studying at Macromedia University? Our Student Advisory team will be happy to help.

Telephone and WhatsApp:
+49 89 544 151 954

Email:
international@macromedia.de

Request callback:
macromedia-university.com/callback



DEGREE PROGRAMMES WITH A PRACTICAL ORIENTATION

Studying at Macromedia University

Your future starts now!

A wide range of future-oriented Bachelor's degree programmes awaits you here at our private Macromedia University. Whatever your personality or interests, we have the degree programme to match – from media to management to fashion to music. Bachelor's degree programmes at Macromedia University last for either six or seven semesters and will transform you into a professional in your field. You'll be taught in a small group by experienced professionals who are deeply committed to their students. Naturally, all curricula reflect the latest academic findings and research and are aligned to the demands of the employment market.

Alongside academic theory, the degree programmes also focus on practical experience. You'll be given various opportunities to apply your newly acquired knowledge – not only in your Internship Semester, but also in multiple course projects along the way. Here you'll develop important, relevant hard skills alongside training soft skills such as communication and teamwork. You'll benefit from our extensive network and forge valuable business contacts

to our partner companies in your chosen industry. During your degree programme, you can opt to study abroad for one semester at one of our renowned partner universities – and return with a treasure trove of unforgettable memories that you can draw from for the rest of your life. At the end of your degree programme, you'll graduate with a state-recognised Bachelor of Arts or Bachelor of Science before embarking on a promising future!

COURSE FEES

Course fees vary depending on your chosen degree programme and place of study. To find out more about course fees, please contact our Student Advisory team. For information on financing your degree programme, please read our brochure on financing or visit macromedia.de/fees-financing

5 reasons to studying at Macromedia University

Benefit from our reputation

High-quality teaching that's firmly founded on international academic writing, highly motivated teaching staff with practical experience in their specialist fields – word gets around, and it's our students who reap the benefits! By the time you graduate from Macromedia University, the theory you've learned and the practical experience you've gained will kickstart your career and allow you to shine in a wide range of professions.

Empowering you for a sustainable future

Our world is constantly changing – and education is the best way to harness the change and live a sustainable, happy life. One consequence of change is that it spawns new and exciting new career opportunities requiring qualified experts with special skill sets. No matter which industry you aspire to work in, we'll help you lay the groundwork!

Every student is special

As an educational establishment, we bear a great responsibility to all our students. Our top priority is ensuring that each and every student succeeds. We'll teach you to think and act like an entrepreneur so you can start up your own business or work for an established company, just as you choose. Our creative, cosmopolitan mindset paves the way for your success.

Benefit from the success and experience of our partners

Our strong, eclectic network of partner companies, prominent personages and lecturers look forward to sharing their extensive experience and expertise with you. To complement your studies, you can also attend extracurricular keynotes, workshops and other optional events and get even greater returns on your study fees.

Here to help

Even before your degree programme begins, our Student Advisory team is here to help and answer all your questions. Once your studies begin, we have different teams to cover everything – from our Welcome Desk team to our Career Service team to our Examination Office team, we'll do all we can to help.

And our interest does not end when you graduate; in fact, we're delighted when our alumni choose to stay in contact and extend our valuable network.

Last but not least ... an unforgettable time

Being a student is an exciting time that you'll remember fondly for the rest of your life. Quite apart from lectures and studying, it's a time for personal growth and for other experiences that are part and parcel of student life, like making new friends, celebrating parties on campus, and engaging in a wide range of exciting recreational activities.

8 campuses across Germany

Choose your campus

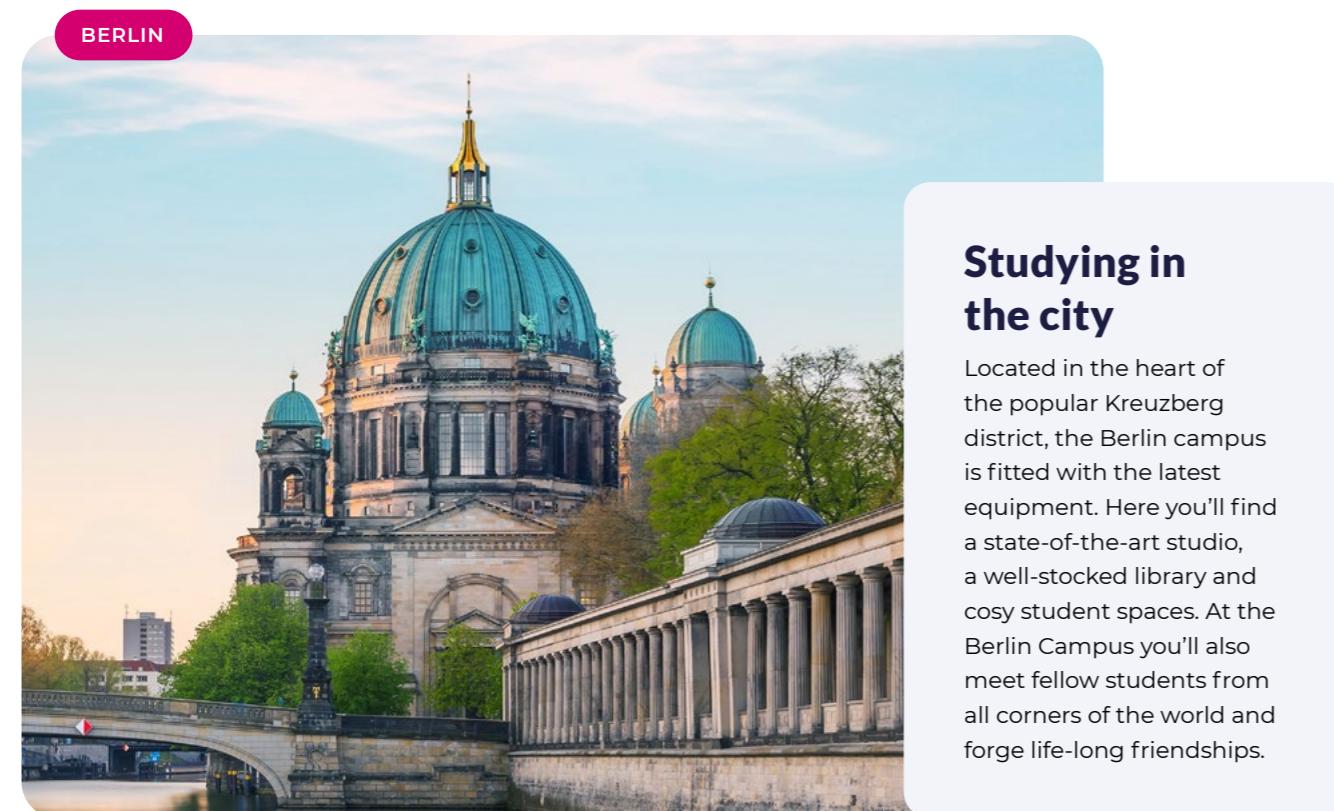
Macromedia University of Applied Sciences is one of the largest private universities in Germany with eight campuses that cater for bachelor's and master's degree programmes that are taught in English or German.

Each campus offers an energetic spirit, diverse opportunities and a friendly atmosphere which makes studying at Macromedia a personally enriching experience. Each location is home to a wide range of global companies that partner with the university, and successful graduates benefit from exciting job opportunities countrywide.

All campuses offer bachelor's and master's programmes in German.

Berlin and **Munich** are international campuses that offer English-taught programmes. Berlin offers both bachelor's and master's programmes. Munich specialises in master's programmes.

Learn more about German-taught programmes in the German brochures.





Despite the high learning load, the feel-good factor is not neglected when studying at Macromedia University. Our locations offer you a relaxed learning environment with bright, airy rooms and state-of-the-art multimedia equipment during and outside of lectures. Each campus has its own highlights that make studying fun and

promotes your creativity. Cosy lounge areas invite you to meet up for group work, technical equipment is available in the VR labs and studios, you can deepen your specialist knowledge in peace in the libraries and get to know new fellow students in the cafeteria. Many lifelong friendships have begun here.





SERVICES

Competent teams for all your needs



STUDENT ADVISORY TEAM

Your first point of contact with the university

Our Student Advisory team will help you choose the right degree programme and guide you through the application process. The team offers free advice on all matters pertaining to your degree programme and will be happy to discuss specific requests or expectations. We arrange a personal interview at the campus of your choice where you'll have the opportunity to explore the university and ask all your questions.



TEACHING STAFF

Boring lectures? Not here!

In your day-to-day student life, the most important team you'll interact with is your teaching staff team. Our professors and lecturers strive to establish a personal rapport with their students – because that's how students benefit most from their degree programme. Lectures are anything but dry – because our teaching staff have practical experience from working in the field.

EXAMINATION OFFICE

Exams are a part of life

Naturally, exams form an inherent part of every degree programme. But don't panic; our Examination Office team is on your side and ready to answer any questions you may have. With a little preparation and the support of the Examination Office, you'll find you can master the exams and project work without difficulty – right through to your Bachelor's dissertation.



INTERNATIONAL OFFICE

Overseas support

If you opt to complete a semester abroad, our International Office will support you with all the advice and help you need. They'll begin by helping you choose the best partner university for your situation, and then help you with the documents you need for your time abroad. During the semester itself, the team remains in close contact with the partner university. Meaning you can relax and enjoy your time abroad!

STUDENT SERVICES

Here to help throughout your entire degree programme

The staff in our various student services teams are always ready to listen to your concerns. Questions often arise during the course of your studies – and most of the time, we're able to answer them quickly and non-bureaucratically. For this purpose, we have various specialised teams such as our Welcome Desk team and our IT team who are close at hand on campus and always ready to help.



CAREER SERVICE

Benefit from our network

If you're having difficulty finding a work placement or a student job, contact Macromedia University's Career Service team. You can also make use of their expertise after you graduate. We organise regular Career Days on campus where you can meet lots of exciting companies. Use our valuable network to find your dream job!



TEACHING STAFF

Our professors



Here at Macromedia University, you're more than just a number. Our teaching staff communicate closely with their students – as a matter of principle.

Thanks to small groups, our teaching staff can get to know all their students personally. This enables them to give you consistent, individual support.

We communicate as equals

Here at Macromedia University, we're proud of the special rapport between our students and our teaching staff. If you study here, we guarantee you won't get lost in the crowd. Our professors are here to help you and answer your questions. They also look forward to lively discussions with you on topical matters! Naturally, all members of our teaching staff engage in ongoing academic writing in their field of study.

Good to know: Having worked for many years in their respective fields, your experienced professors are part of a vibrant network within their industries and sectors. Many continue to pursue their careers alongside their teaching activities. Some act in an advisory capacity, and some are CEOs of their own companies. As a result, our teaching staff have intimate knowledge of the demands of the employment market. As you engage on study projects, you'll not only get to know our partner companies, but also see our professors in action – and discover a whole new side to them! This engenders an atmosphere of solidarity and community that will help you develop both professionally and personally. Benefit from the expertise and contacts your professors and lecturers can offer you and look forward to engaging with them in lively debate as equals during your degree programme.

WE'RE PROUD OF OUR PROFESSORS



Professors and lecturers with practical experience

Our teaching staff speak from personal experience, having worked for many years in their respective industries (and some remain active to this day!).



Academic research Our professors have not only gained professional experience in their chosen fields; they also actively engage in scientific and academic writing.



Public interest television interviews, articles in specialist publications and more: thanks to their expertise, our teaching staff are sought-after interview partners.



Empowering students for the future!

That's our mission and vision – because the world around us has changed, and continues to change. We live in a high-speed digital society. Our world is volatile, complex and ambiguous. But focusing solely on digital change falls short of the mark. New corporate cultures and new work concepts call for a new approach to teaching; agile, cooperative, networked workplaces require agile, cooperative, networked degree programmes.

And that's precisely what Macromedia University stands for. Our students are making new lifestyle choices, and we adapt accordingly. Potentially, they can all strike out in so many different directions, which is why degree programmes need to align to their personal needs. That's exactly what we do. With structured, practical degree programmes and excellent teaching staff to lead the way.

Prof. Dr. Joschka Mütterlein
Vice President for teaching staff and professorial development



Your personal success

Macromedia University's 'mPower' offers a unique way of studying. It embraces a wide range of different teaching and learning situations, uniting various formats such as lectures, study exercises, seminars and workshops. Far beyond their role of simply imparting knowledge, your professors guide you through the programme as mentors,

anchors and coaches. Throughout your Bachelor's degree, you'll also find yourself using digital learning platforms and benefiting from a hybrid educational approach. This innovative programme was developed by didactic experts in Macromedia University.

WHAT OUR STUDENTS HAVE TO SAY

Our combination of virtual classrooms and in-person lectures on campus has numerous advantages. Firstly, it enables all campuses across Germany to use the best experts. And secondly, it means the format can adapt to the course content in question, allowing students to extract as much as possible from every learning opportunity. Last but not least, it ensures the degree programmes are never boring!

Rebecca Achenbach

Student on the Management BA programme | Marketingmanagement



Our degree programmes are as special as our students

CAREERS AND NETWORK

Our Career Service team can help you find a work placement and apply for jobs or placements. You'll benefit from our mentoring programme, while 'Macromedia Visits' offers you glimpses into the daily workings of various different companies.

LANGUAGES AND STUDYING ABROAD

You'd like to study abroad for one semester? Meet our partner universities from around the world at our International Day! You can also look forward to a wide range of language courses – from English to Chinese.

DISCUSSION AND INTERACTION

We regularly invite prominent guest speakers from the worlds of science, business and culture to our campus. You can take part in excursions to events such as the OMR Festival (Online Marketing Rockstars).

WORKSHOPS AND TECHNOLOGY

If you're not yet familiar with Excel, Photoshop and SEO, our workshops will bring you up to speed. State-of-the-art media labs await you here at Macromedia University – complemented by personality coaches, job search support and much more.

SPORTS AND LEISURE

Fresher days, faculty events and graduation ceremonies – there's always something to celebrate at Macromedia University! We also offer a range of university sports and e-sports to keep your life balanced.



The colourful world of studying at Macromedia University:

- 1 Teaching/study formats on campus ...
- 2 ... or in virtual classrooms ...
- 3 ... supported by independent study activities.
- 4 Study where and when it suits you.
- 5 Seminars, workshops and study exercises in small groups
- 6 Individual coaching sessions and mentoring
- 7 Practical projects with exciting partners
- 8 An international focus
- 9 State-of-the-art technology and equipment
- 10 A corporate network
- 11 A central location
- 12 A campus experience



YOUR SEMESTER ABROAD

Studying abroad

Get international experience

One of the big highlights of the Bachelor's degree programmes here at Macromedia University comes in your third semester: your (optional) semester abroad. This offers a unique opportunity to explore the world and gain international experience. We have partner universities in Europe, America, China and Australia – and our network hasn't stopped growing yet!

You'll spend an entire semester studying abroad and immersing yourself in a foreign culture. And by the way, your language skills will improve too! You'll meet students from around the world and forge friendships that will last a lifetime. Look forward to unforgettable memories, legendary parties – and big bonus points on your CV! In an era of globalisation, companies and businesses will always favour candidates with international experience. As such, your semester abroad is the ultimate career boost – regardless of which industry you plan to work in.

By the way: We coordinate our curricula with our partner universities to make sure you stay right on track with your degree programme. All teaching content at your partner university is part of your curriculum here in Germany, and any ECTS you gain abroad count in full towards your degree. So: pack your bags; it's time to live your dream of studying abroad!

WHAT OUR STUDENTS HAVE TO SAY

Having the opportunity to study abroad was one of my main reasons for choosing Macromedia University – and it met all my expectations! The time I spent in Paris enriched my life in a wide variety of ways. I left my comfort zone and was able to explore this amazing city in depth. I also made new friends who I've stayed close to ever since.

Konchawan Kolb

Student on the Media Management BA programme | Media and Communication Management



FROM A FOR ARGENTINA TO Z FOR NEW ZEALAND

Argentina | Buenos Aires

- » Universidad Austral

Australien | Brisbane

- » Queensland University of Technology (QUT)

Australia | Melbourne

- » Monash University

Australia | Perth

- » Curtin University

Australia | Sydney

- » International College of Management

Bulgaria | Sofia

- » National Academy for Theatre and Film Arts (NATFA)

China | Beijing

- » Beijing Foreign Studies University

England | London

- » Istituto Marangoni
- » Regent's University
- » University of Greenwich
- » University of Westminster

Estonia | Tallinn

- » Tallinn University

France | Paris

- » Paris School of Business
- » Istituto Marangoni

Ireland | Dublin

- » Griffith College

Italy | Florence | Milan

- » Istituto Marangoni

Italy | Rome | Milan

- » NABA – Nuova Accademia di Belle Arti

Kanada | Nanaimo

- » Vancouver Island University

Lithuania | Vilnius

- » Vilnius College of Design

Malaysia | Kuala Lumpur

- » Asia Pacific University of Technology and Innovation

Mauritius | Moka

- » Curtin University

Mexico | Monterrey

- » Instituto Tecnológico y de Estudios Superiores de Monterrey

New Zealand | Invercargill

- » Southern Institute of Technology

Poland | Warsaw

- » University of Social Sciences and Humanities (SWPS)

Portugal | Lisbon

- » Iscte – Instituto Universitário de Lisboa

Spain | Madrid

- » Universidad Francisco de Vitoria

Spain | Seville

- » EUSA Centro Universitario

South Korea | Seoul

- » Kwangwoon University
- » Seoul School of Integrated Sciences and Technologies (aSSIST)

Thailand | Bangkok

- » Chulalongkorn University

Czech Republic | Prague

- » University of New York in Prague

Turkey | Istanbul

- » BAU – Bahçeşehir University

USA | Camarillo

- » California State University Channel Islands

USA | Honolulu

- » Hawai'i Pacific University

Cyprus | Nikosia

- » European University Cyprus



PRACTICAL EXPERIENCE AND NETWORKING

Hands-on experience from day one

Our degree programmes include various practical projects in which you can apply the theory you've learned. Working together with our renowned partner companies, you'll be assigned real-life tasks in your chosen industry and gain valuable insights into the modern working world. From A for Adidas to Z for ZEIT:

Macromedia University's network comprises hundreds of renowned partner companies from a wide range of industries. It can help you during your studies to forge valuable contacts and meet decision-makers in your chosen industry. Even after you graduate, you can still access the network via our digital job portal.

A potpourri of practical experience

REAL PROJECTS

Together with your course mates, you'll collaborate with business partners and work on real projects with practical relevance. Working with actual customers will prepare you for the future.

INCLUDING AN INTERNSHIP SEMESTER

The ultimate practical experience: your work placement semester is a fixed part of your degree programme. Completed in a company of your choice, it can help you decide what's right for you in the future.

TEACHING STAFF WITH PRACTICAL EXPERIENCE

Bringing theory and practice together: benefit from the valuable experience of our professors and lecturers and the networks they've established in the industry.

MACROMEDIA VISITS

A glimpse behind the scenes: this programme offers you opportunities to visit exciting companies. Who knows – you could even meet your future employer!

CAREER DAY

Many companies have vacancies for qualified professionals. Our Career Day offers them a platform on campus where they can showcase their companies. It's a win-win event!

UP-TO-DATE TEACHING CONTENT

In our lectures and seminars, we show how theory ties together and relates to current events and topics. We use real-life examples to explain and better understand the theory.

A SELECTION

Partner companies



WHAT OUR STUDENTS HAVE TO SAY

The opportunity to cooperate with renowned partners in the industry is a really valuable part of the degree programme. Together with your team and the company, you work on real-life projects – not ones that just get filed away and forgotten. You get the opportunity to try out new things and meet interesting employers and compelling job profiles. As an added bonus, it allows the partner companies to see first-hand the quality of teaching at Macromedia University. And it means that when you graduate and apply for a job, you know the people you're contacting – so you already have one foot in the door! By the way: if you're interested in working for a particular company that's not in our network, you can propose it as a potential partner.

Neele Mevius

Student on the Media Management BA programme | Music Management



ALL COURSES AT A GLANCE

Degree programmes

Find a course that suits you

Macromedia University offers an exciting choice of practice-oriented bachelor's degree programmes. Several degrees include multiple fields of study to choose from, which means that you can optimise the content of your degree to meet personal preferences and individual priorities. For example, in the management programme, you can choose to specialise in business management or fashion management. The curriculum then contains

both general content from the subject areas of management as well as specialised modules from your chosen field of study. In this way, you can be sure that the content of the bachelor's degree is optimally suited to you and your interests.

Look forward to a tailor-made course with an innovative curriculum that is made for you.

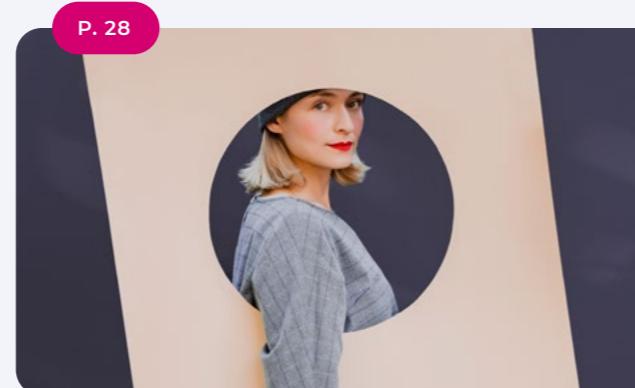
Macromedia's partnership with Regent's University London

Macromedia University has a strategic partnership with Regent's University London. This cooperation brings undergraduate degrees with new and challenging tracks, allowing students to earn a UK degree validated by Regent's University London while studying in Germany.

Students who successfully complete a Regent's Bachelor of Arts (Hons) degree also have the option to gain an additional Bachelor of Arts degree awarded by Macromedia University.



Acting BA



Design BA



Filmmaking BA

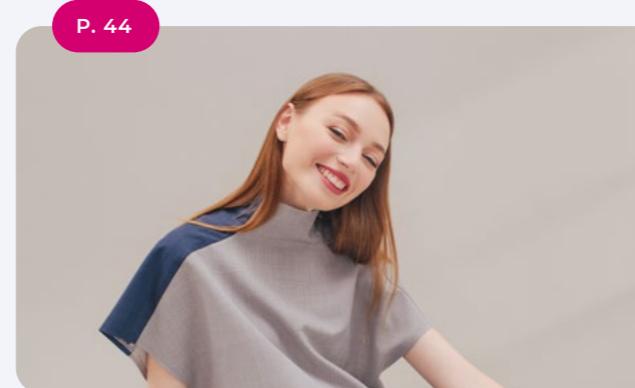


Management BA



Digital Technologies and Coding BSc

Artificial Intelligence	38
Software Engineering	40
UI/UX Design	42



Fashion Design BA

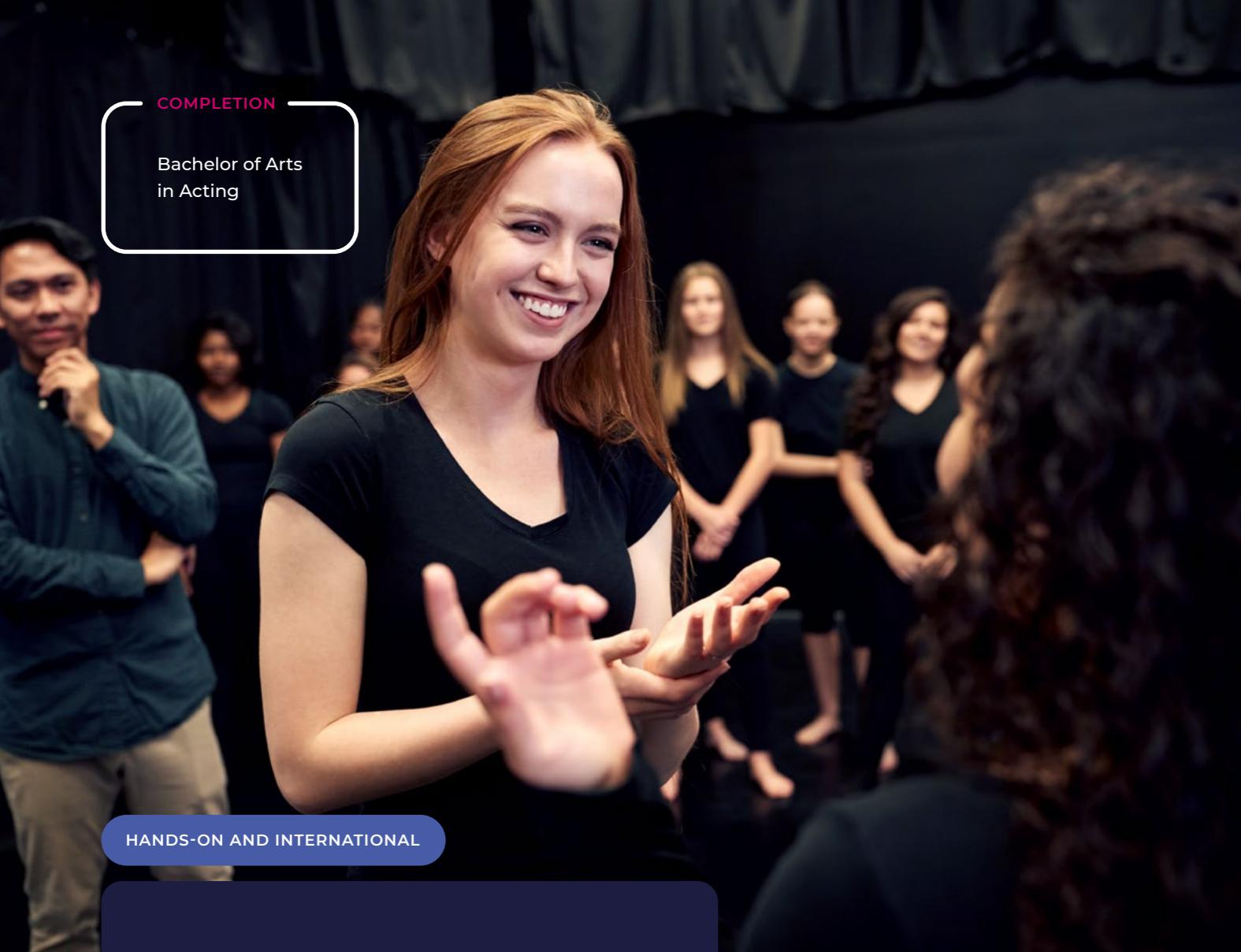


Media Management BA

Brand Management	64
Media and Communication Management	66
Music Management	68

Individual support and small groups

In every course at Macromedia University, you benefit from the individual support of professors and from studying in small groups. In this personal environment, everyone can contribute their skills and learn from one another.



COMPLETION

Bachelor of Arts
in Acting

HANDS-ON AND INTERNATIONAL

Study Acting

It's your time to shine

How do actors prepare professionally for a new role? How do they project their voice and use their body language to develop a powerful presence on the stage? These are just some of the questions you'll be exploring in your acting degree. You'll learn breathing techniques, receive voice training, analyse stage productions, immerse yourself in drama theory and learn about film acting. Throughout, the focus is always on practical relevance. You'll work on joint projects with experienced dramaturgs, film directors and other creative professionals from television, film and theatre to learn all the different aspects of acting, complete with opportunities to put the theory into practice. By combining the artistic approach taken by Cours Florent with the personal support provided by Macromedia University, we create

the perfect environment for you to grow and thrive as an actor/actress and find your own special niche. The degree programme has an international focus and is taught in German and English. Alongside academic studies in theatre, film and media theory, you'll also spend time working on your soft skills. After all, actors and actresses are team players – meaning you need to communicate well, be empathetic and be able to give and receive critique. To this end, the acting degree programme at Cours Florent and Macromedia University places a strong focus on developing good group dynamics, good scenes and good interactions between stage partners. As an undergraduate, you'll also be offered opportunities to participate in projects and workshops in Paris and sharpen your intercultural skills.

Curriculum

The curriculum covers 6 semesters – you can earn 30 ECTS (credit points) each semester.

1

Language Proficiency and Cultural Sensitivity | Breathing Techniques and Voice Development | Theatre Bodywork I | Theatre and Film History | Basics Scenic Work I

30 ECTS

2

Scientific Writing | Actor Speech | Performance and Drama Analysis | Location Workshop | Basics Scenic Work II

30 ECTS

3

Intercultural Communication | Project Management | Voice Development and Singing | Filmacting | Orientation Project

30 ECTS

4

Media Economics and Politics | Casting and Career | Theatre Bodywork II | Acting Methods | Focus Project

30 ECTS

5

Communication Skills | Student Initiative | Internship Semester

30 ECTS

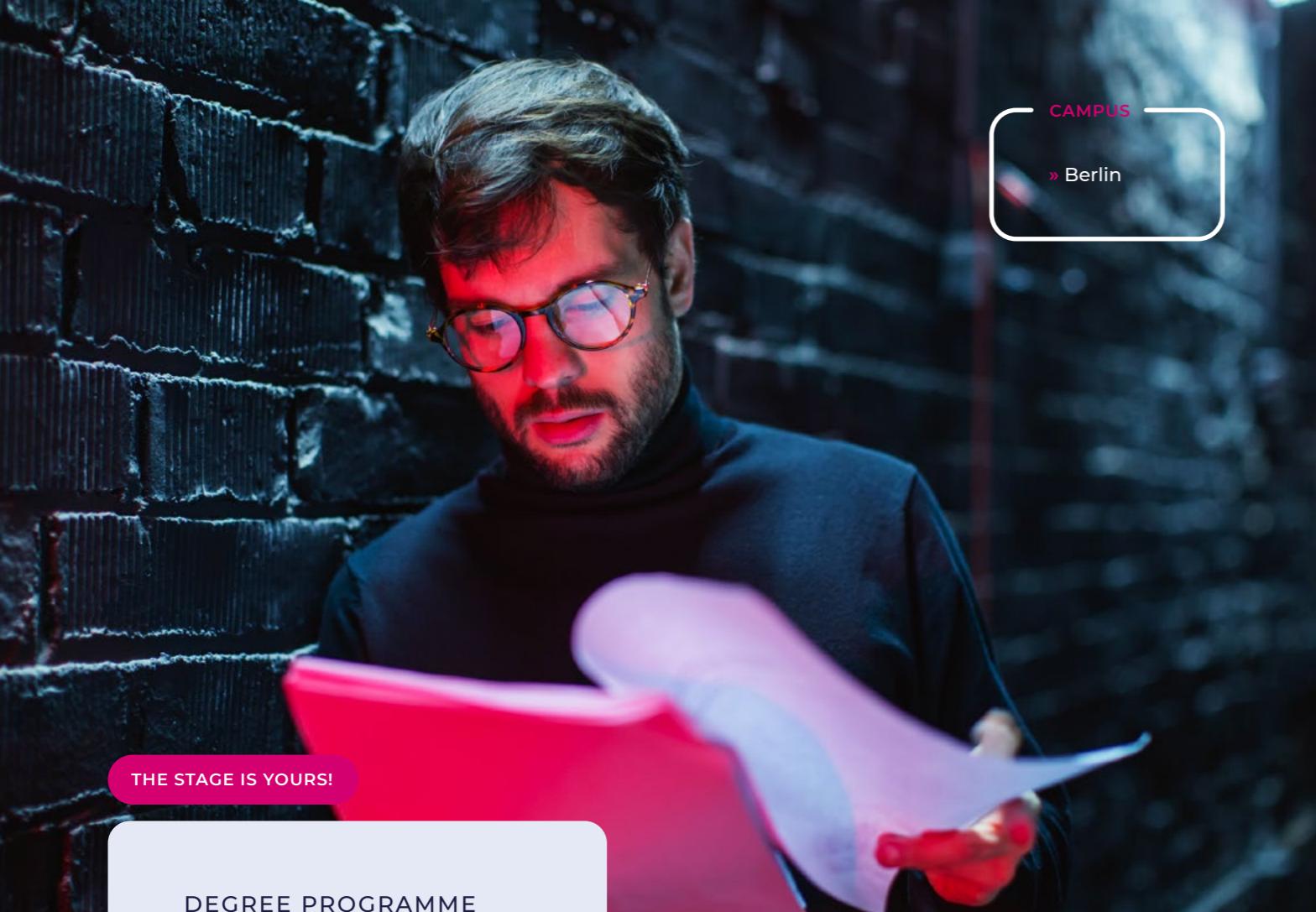
6

Entrepreneurship | Sustainable Filmmaking | Current Issues | Final Project | Bachelor Thesis

30 ECTS

ON COMPLETION OF THE 6TH SEMESTER: 180 ECTS

Your actual module plan will be published on the student portal when you begin your studies.



THE STAGE IS YOURS!

DEGREE PROGRAMME

Acting (BA)

The best of two worlds

Here at Macromedia University, you can combine acting classes with academic studies. On successful completion of the programme, you'll be awarded an internationally recognised Bachelor of Arts degree that qualifies you for a promising career in theatre, film or television. All the professors who teach as part of this programme have hands-on experience on the stage and in front of a camera. You can benefit from their experience as well as from excellent contacts to theatres, filmmakers, TV editors and production companies.

Your sixth semester consists of a work placement module. Here you might choose to work on a set for a TV series, for example, or in a theatre, where you'll learn first-hand about the day-to-day routines involved in the job. Last but not least, your acting degree will include coaching to help you prepare for auditions or handle casting calls. By the time you graduate, you'll have all the theory and skills you need to nail auditions professionally!

OVERVIEW



Degree awarded

- » Bachelor of Arts in Acting



Start and deadlines

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.



Duration and credits

- » 180 ECTS: 6 semesters including an Internship Semester



Course languages

- » English or German



YOUR CAREER START

Cast member
in a theatre

Presenter
on television

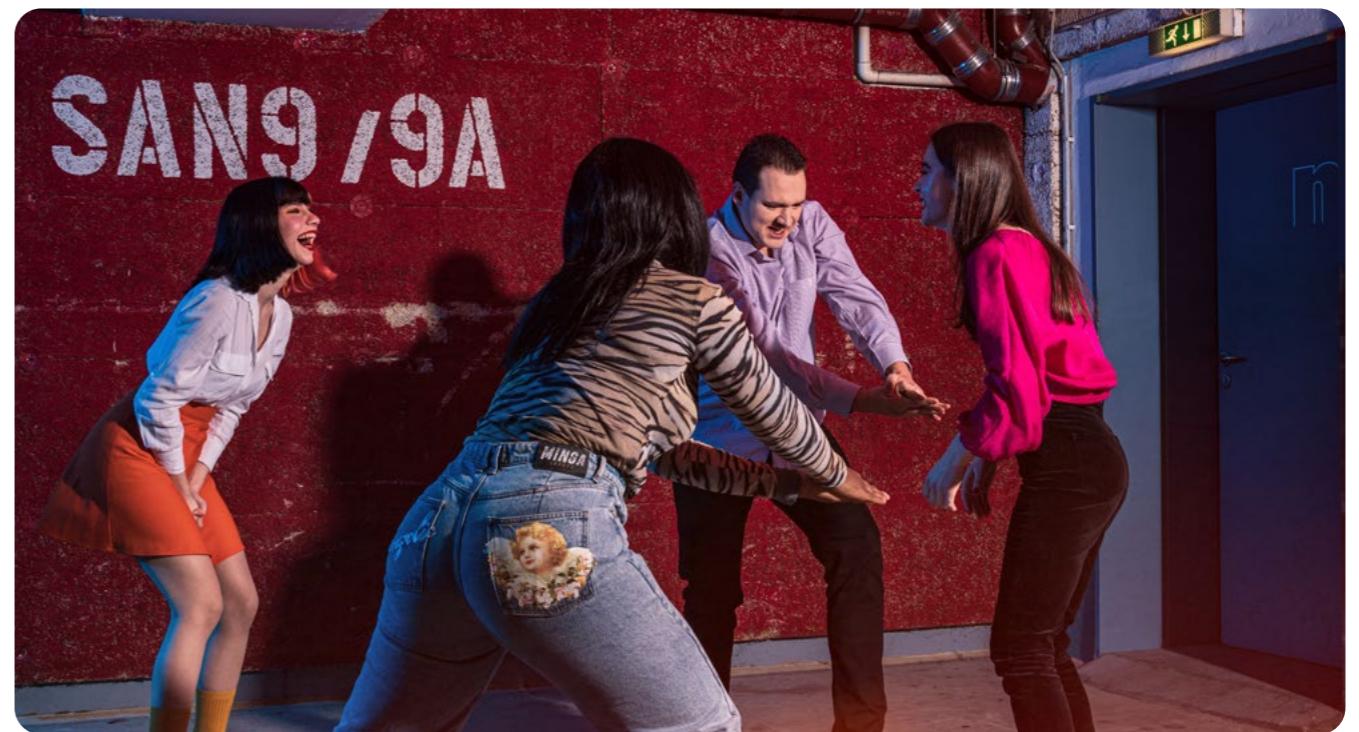
Dubbing on a
freelance basis

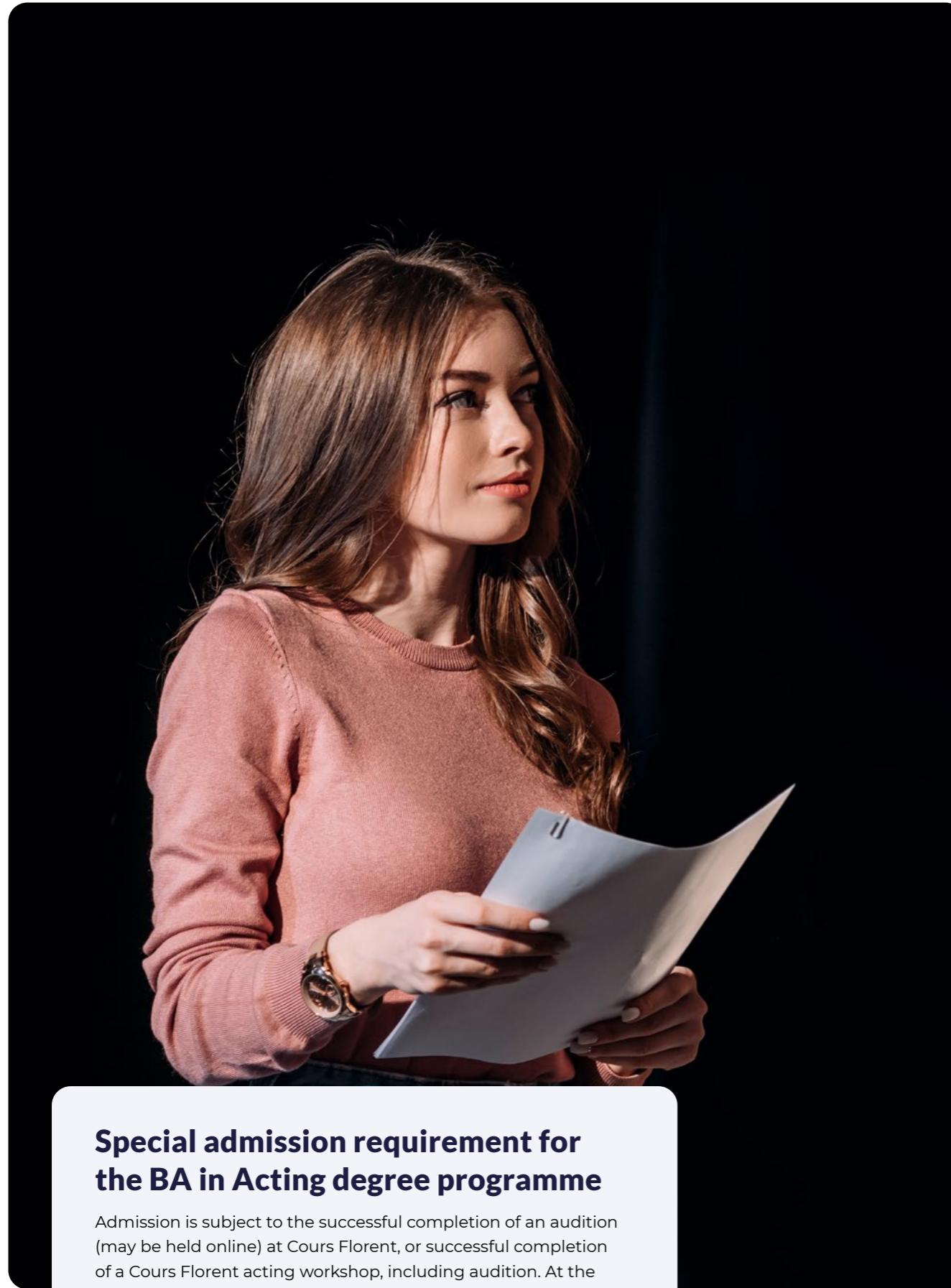
Actor/actress in
TV/film productions

Model in advertising
campaigns

Your career

A degree in acting prepares you for a career in theatre, film and television. However, films, TV shows and theatre productions are not the only places that require the services of professional actors. You can also find work as a presenter or as a model for advertising campaigns, or in dubbing and audiobook assignments. Last but not least, there's demand for talented actors on social media platforms such as YouTube, Instagram and TikTok. The hands-on experience you gain at Cours Florent and the academic theory you learn during your BA degree programme at Macromedia University will open the door to your dream career.

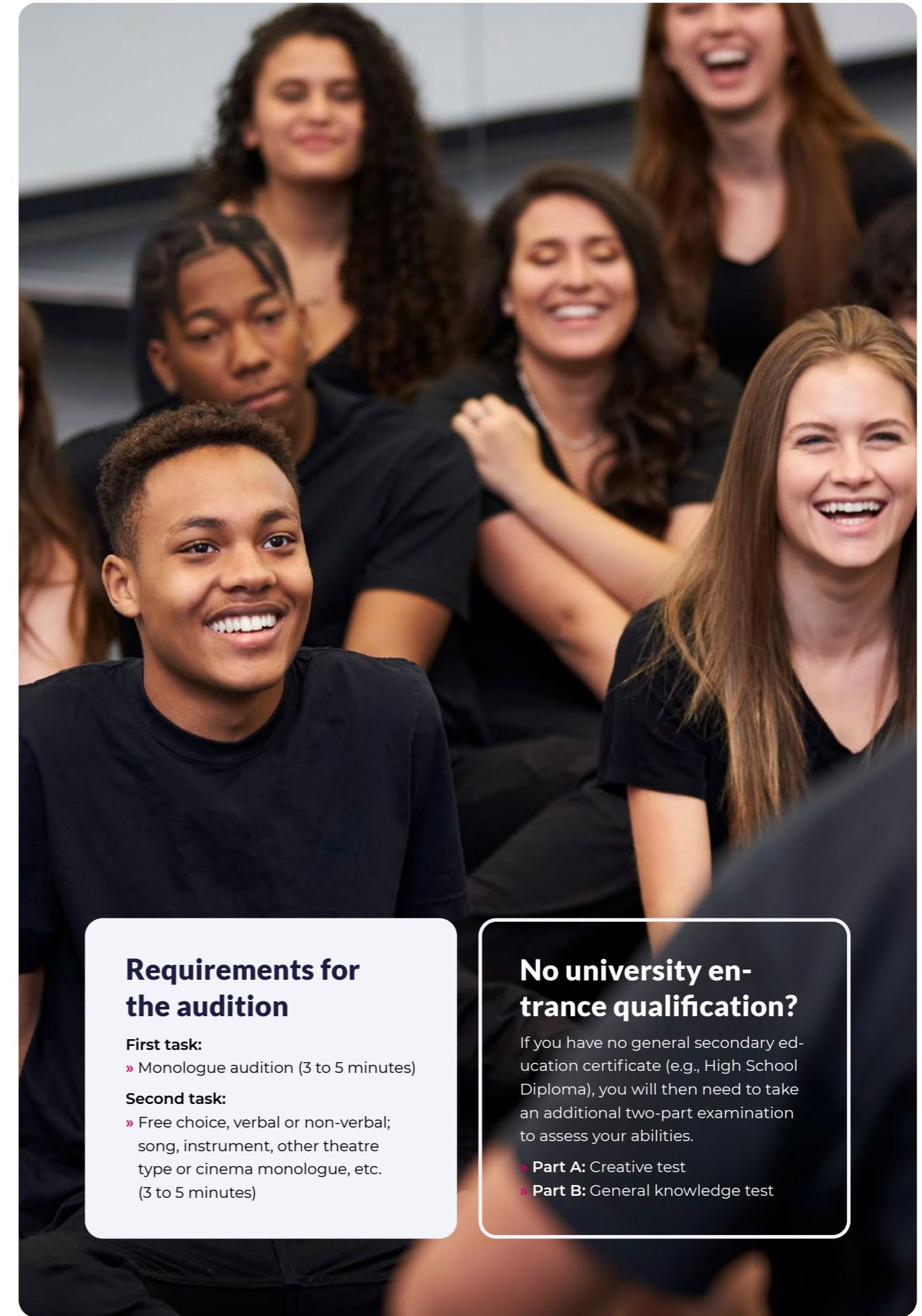




Special admission requirement for the BA in Acting degree programme

Admission is subject to the successful completion of an audition (may be held online) at Cours Florent, or successful completion of a Cours Florent acting workshop, including audition. At the audition, our professors will assess your acting ability. We call this assessment an entrance examination, and it's mandatory for all students who wish to study acting here.

General entrance requirements: P. 74



COMPLETION

Bachelor of Arts in Design

COURSES OF STUDY

- » Interior Design
- » Media and Communication Design

FOR CREATIVE THINKERS

Study Design

Unleash your creative potential

"Science is the mind of the world, art its soul," said the famous Russian author Maxim Gorki. Studying Design at Macromedia University gives you both – academic foundations and creative, artistic skills. If you're inquisitive, open and keen to give expression to your creativity, then Macromedia University is the place for you! In our Design degree programme, you'll begin by acquainting yourself with the history and basics of design and technique before embarking on your own projects. Your professors will give you constructive feedback to help you develop your design skills and grow with every new task you complete.

Our degree programme is thoughtfully compiled to include plenty of scope for artistic development. There are

lots of practical projects and workshops to look forward to, as well as creative exchange with your lecturers and co-students. The practical module in the second to last semester will give you glimpses into the everyday reality for designers in the working world. Working in an agency or media company, you'll meet decision-makers from the arts and compile valuable contributions for your own portfolio. This will create a solid base for your future – regardless of whether you plan to focus on classic media or new media, as an employee in an established company or CEO of your own start-up. Macromedia University will teach you everything you need to know for your dream career!

Curriculum

The curriculum is spread over 6 semesters and applies for all academic majors. Depending on which academic major you choose, you'll complete specific modules each semester; these are detailed on the respective pages for the major in question. You can earn 30 ECTS (credit points) each semester.

1

Language Proficiency and Cultural Sensitivity | Innovation by Design | Illustration and Typography | History of Art and Design | Photography | 3D Modeling

30 ECTS

2

Academic Writing and Research | Fundamentals of Media and Communication Design | Creative Tools analogue/digital | Aesthetics | Current Topics in Media and Communication Design | **Academic major module 1**

30 ECTS

3

Intercultural Communication | Project Management | Visual and Motion Design | Interaction and Interface Design | Interdisciplinary Project

30 ECTS

4

Orientation Project | Portfolio and Production | **Academic major modules 2 to 4**

30 ECTS

5

Entrepreneurship | Design and Media Theory | Focus Project | **Academic major modules 5 and 6**

30 ECTS

6

Design Gallery | Design Research | Bachelor Seminar | **Bachelor Thesis**

30 ECTS

If you start your degree programme in a summer semester, the order of the semesters and some of the modules will change. If you have any questions, please contact our Student Advisory team.

Semester abroad option: You can opt for a 7-semester programme that includes an additional semester at a partner university abroad, and awards an extra 30 ECTS.

ON COMPLETION: 6 SEMESTERS – 180 ECTS | 7 SEMESTERS – 210 ECTS

Your actual module plan will be published on the student portal when you begin your course.



MAKING INTERIOR DESIGN DREAMS COME TRUE

DEGREE PROGRAMME

Interior Design (BA)

Become an expert in interior design

How do you design a room so that it helps people communicate? Or relax? Which materials and lighting can companies choose to reach their respective target group? These are just some of the questions you'll be exploring in your interior design degree. You'll learn to transform your ideas into detailed sketches and 3D models, then transpose them step by step into reality. Various digital tools in the fields of AI and VR as well as analogue tools (e.g. 3D printers) will help you with your work.

Sustainability and digitisation play key roles in your degree programme here at Macromedia University. Our aim is to prepare you thoroughly for the complex challenges that face interior design experts in our modern age. During your course of study, you'll complete a number of projects to help you put your newly learned theory into practice. At the same time, these projects will bring you into contact with architects, designers and other professionals in the field and help you establish your own network.

OVERVIEW



Degree awarded

- » Bachelor of Arts in Design



Start and deadlines

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.



Duration and credits

- » 180 ECTS: 6 semesters including an Internship Semester
- » 210 ECTS: 7 semesters including an Internship Semester and semester abroad



Course languages

- » English or German



YOUR CAREER START

Interior design expert
in a design studio

Exhibition designer
for a trade fair organiser

Set designer
for film productions

Store designer
in the retail industry
or in an agency

Would you like to continue your academic studies and embark on a Master's degree? If so, a **Design Management MA** would be ideal!

Your career

By the time you graduate, you'll be ready for lots of exciting job opportunities. For example, you might choose to work in an architect's office or design studio and advise customers on all matters concerning interior design. Alternatively, you could freelance or set up your own business in the field of interior design. Please note that the job title "interior designer" is legally protected in Germany and reserved only for persons who have completed an appropriate masters' degree and registered with the Chamber of Architects in their federal state.



Course-specific modules in the academic major

- » Spatial visualisation
- » Materials, Connections, Sustainability
- » Spatial Design
- » 3D Scenography and Installations
- » New Technologies in Interior Design
- » Applied Interior Design

Complete curriculum: P. 29

CAMPUS
» Berlin

INTERDISCIPLINARY DEGREE PROGRAMME

COURSE OF STUDY

Media and Communication (BA)

A colourful degree programme for creative all-rounders

Media and communication designers are talented all-rounders. Amongst other things, you'll learn to design layouts for magazines and websites, arrange the typography and imagery for print products and create video content for YouTube. You'll be shown how to use the necessary tools and how to think strategically and methodically, as well as how to plan and structure projects. This academic major takes a closer look at how customers and users behave, then channels this understanding into the development of innovative products and projects. Your timetable will include courses on editorial design, user experience design, layout and typography.

Your professors and lecturers all have practical experience from working in the industry. They use vivid examples from everyday life to illustrate how you can empower your designs and reach your target audience. The programme includes various study projects and an Internship Semester where you can unleash your own creativity. You'll spend the second to last semester working in an agency or media company. Here you'll be able to draft your own communication designs – which you can then add to your portfolio. In addition, this opportunity allows you to forge valuable contacts in the industry.

OVERVIEW



Degree awarded

- » Bachelor of Arts in Design



Start and deadlines

- » Winter semester: 1 Oct.
Application deadline: 15 Sep.



Duration and credits

- » 180 ECTS: 6 semesters including an Internship Semester
- » 210 ECTS: 7 semesters including an Internship Semester and semester abroad



Course languages

- » English or German



YOUR CAREER START

(Junior) Communication Designer in a multi-media agency

(Junior) Media Designer in a graphic design studio

Graphic Designer on a freelance basis

Social Media Designer in an advertising agency

Would you like to continue your academic studies and embark on a Master's degree? If so, a Design Management MA would be ideal!

Your career

Talented media and communication designers are in high demand not only in design studios and advertising agencies, but also in the PR departments of companies in a wide range of industries. If you're employed as a designer, you'll be responsible for tasks such as developing advertising campaigns and social media posts, and designing visual strategies for media, brands and services. Alternatively, you could be your own boss with your own client base. In our 'Founding your own business' module, you'll learn how to create a business plan, acquire clients and work successfully as a freelancer.

Course-specific modules in the academic major

- » An Introduction to Media and Communication Design
- » Visual Systems in Media and Communication Design
- » Advanced Illustration and Typography
- » User Experience Design
- » Visual and Motion Design
- » Editorial Design

Complete curriculum: P. 29





Special admission requirement for the BA in Media and Communication degree programme

You'll need to send us a digital portfolio of your work. This should include between 10 and 25 samples of work you've created within the last two years. Our professors will then assess your work to get an idea of your artistic abilities. We call this assessment an entrance examination, and it's mandatory for all students who wish to study design here.

Good to Know: You don't need to possess perfect skills. Skills, after all, are what you will be learning and consolidating with us. We want to see your work to see what kind of creative talent lies within you.

General entrance requirements: P. 74

Requirements for your digital portfolio

In your digital portfolio, you can demonstrate your artistic talent with a wide variety of works: Animations, computer graphics, photos, short films, paintings, sketchbooks, websites, drawings, but also text-oriented works such as creative concepts or textile designs you have designed and implemented yourself.

Digital portfolio:

- » File name: first name, surname and date
- » Format: collected in one PDF
- » Submission: via e-mail or download link to the student advisors (max. 20 MB)

Video sequences such as animations/short films:

- » File name: first name, surname and date
- » Format: MPEG4 or MP4
- » Resolution: longest side max. 1920 px
- » Transmission: via download link to the student advisors (max. 500 MB)

Design elements and photographs that you did not create yourself must be marked accordingly (reference/source). You must also sign an affidavit to confirm you created the works by yourself, using only the aids you listed.

No university entrance qualification?

If you have no general secondary education certificate (e.g., High School Diploma), you will then need to take an additional two-part examination to assess your abilities.

» **Part A:** Creative test » **Part B:** General knowledge test

COMLETION

Bachelor of Science in
Digital Technologies
and Coding

COURSES OF STUDY

- » Artificial Intelligence
- » Software Engineering
- » UI/UX-Design

YOUR ENTRY INTO IT

Study Coding

Help to shape the digital future

Digitalisation is one of the greatest challenges of our times. It challenges old business models and creates new, unexpected opportunities. No industry can claim immunity from digital change – and no end to these developments is yet in sight. Key digital technologies such as autonomous driving, the Internet of Things, Augmented Reality and Artificial Intelligence are here to stay – and are changing our world permanently. On the plus side, new and exciting job profiles are already beginning to emerge for those who enjoy engaging with technology. Would you like to be someone who helps shape tomorrow's digital world?

Our Digital Technologies and Coding degree programme here at Macromedia University will transform you into an

expert in our increasingly networked society. You'll learn about the many colourful aspects of IT and get to grips with programming languages, algorithms and database systems. Throughout, the focus is always on practical relevance – for example, you'll be actively involved in software projects.

Your Internship Semester in the fifth semester plays a central role in this degree programme. Here you might choose to work for an app developer, a software company, a web agency or another company from the IT industry where you'll see first hand how today's and tomorrow's digital workplaces work.



Curriculum

The curriculum is spread over 6 semesters and applies for all academic majors. Depending on which academic major you choose, you'll complete specific modules each semester; these are detailed on the respective pages for the major in question. You can earn 30 ECTS (credit points) each semester.

1

IT as a Profession | Academic Writing and Research | Basics of Coding | Analysis | Data Structures and Algorithms | **Track-specific Module**

30 ECTS

2

Database Systems | Networks | Advanced Coding Skills | Discrete Mathematics | Agile IT Project Management | **Track-specific Module**

30 ECTS

3

Language Proficiency and Cultural Sensitivity | Operating Systems and Data Systems | Software Project I | Empirical Research and Statistics | **Track-specific Module**

30 ECTS

4

Digital Technologies and Society | Information Security | GUI | Software Project II | **Track-specific Module**

30 ECTS

5

Communication Skills | Student Initiative | **Internship Semester**

30 ECTS

6

Entrepreneurship | Advanced Research Methods in Digital Technologies and Coding | Special Themes in Digital Technologies and Coding | **Bachelor Thesis**

30 ECTS

If you start your degree programme in a summer semester, the order of the semesters and some of the modules will change. If you have any questions, please contact our Student Advisory team.

ON COMPLETION OF THE 6TH SEMESTER: 180 ECTS

Your actual module plan will be published on the student portal when you begin your studies.



TRAIN ROBOTS, LANGUAGE ASSISTANTS AND OTHER AI SYSTEMS

CAMPUS

- » Berlin
- » München

COURSE OF STUDY

Artificial Intelligence (BSc)

Train robots, language assistants and other AI systems

Siri, what is artificial intelligence? AI is a sub-field of IT. It's all about machine learning, about programming computers, robots and other electronic devices to behave intelligently. Here at Macromedia University, you'll get to grips with the technology that's set to shape our future. You'll also learn to develop it further and deploy it gainfully. Your timetable includes courses on subjects such as deep learning and statistics. You'll learn how data is prepared for neural networks and how learning procedures can be accelerated so that AI is easier to train.

Although the study of AI belongs to the overarching field of IT, it also overlaps in part with other sciences such as linguistics, neurology and psychology. Because if you want to understand how robots can be turned into 'thinking' machines, you have to first understand how human thought structures work. You'll also need a basic understanding of mathematics and electrotechnics – not to mention expertise in programming and application development. Look forward to an interdisciplinary degree programme that's devoted to digital transformation and will turn you into an expert on the subject of artificial intelligence!

OVERVIEW

**Degree awarded**

- » Bachelor of Science in Digital Technologies and Coding

**Start and deadlines**

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.

**Duration and credits**

- » 180 ECTS: 6 semesters
- including an Internship Semester

**Course languages**

- » English

Your career

Whether in medicine, media or the automotive industry, there are countless applications for AI systems. And that equates to countless job opportunities for IT professionals who understand how AI systems work, and how they can be optimised. The future, in other words, is rosy for students who graduate with a bachelor degree in IT! As an AI developer, you could be responsible for high-quality databases, for analysing AI-generated data, or for writing new algorithms for AI. Alternatively, you could become a data scientist and collect, analyse and organise huge amounts of data.

Course-specific modules in the academic major

- » Introduction to Artificial Intelligence
- » Basics of Machine Learning
- » Empirical Research and Statistics
- » Advanced Machine Learning
- » AI Systems and Deep Learning
- » Special Topics in Digital Technologies and Coding

Complete curriculum: P. 37



YOUR CAREER START

AI Developer
in a software company

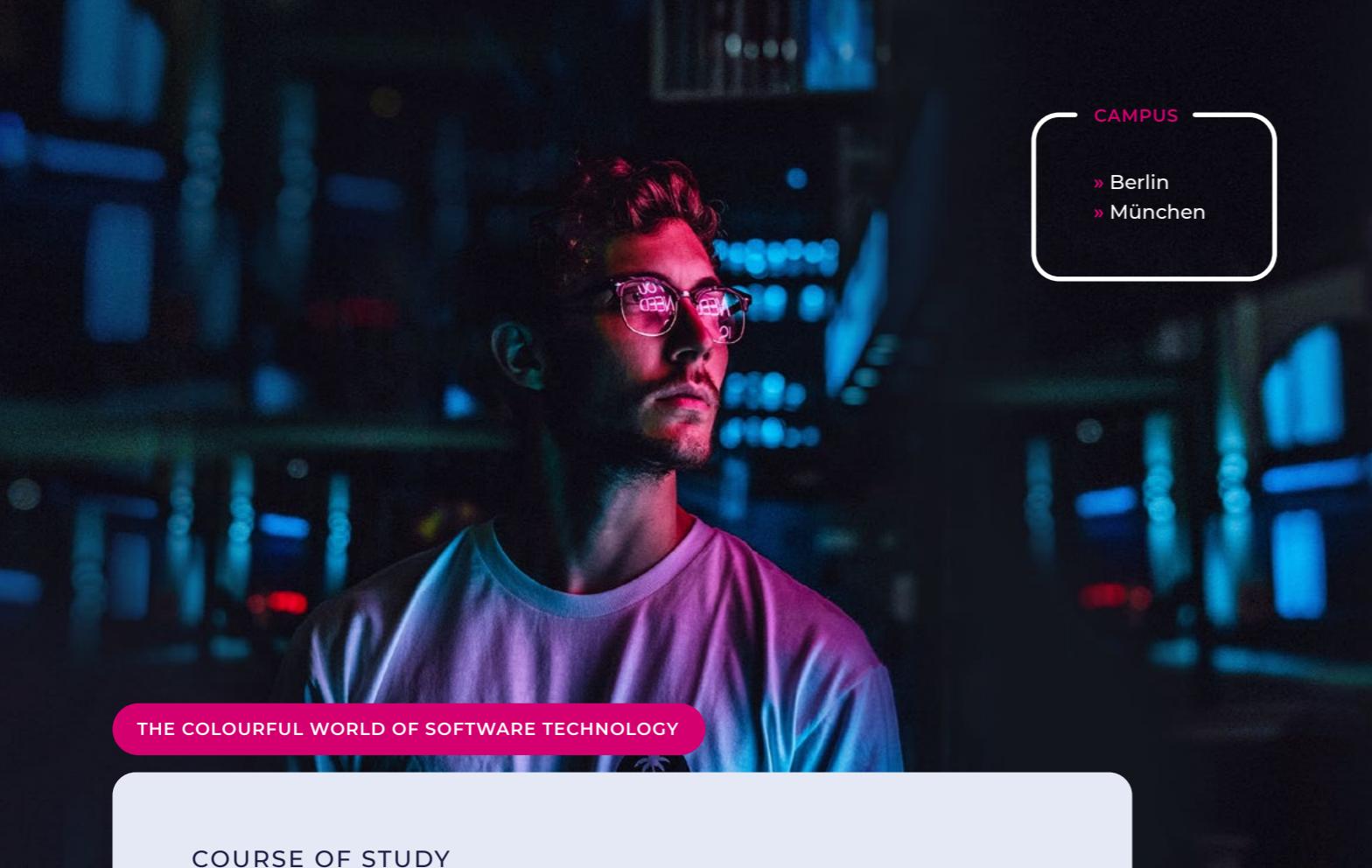
Data Scientist in the logistics industry

Software Developer for a telecommunications company

Machine Learning Engineer for an e-Commerce company

Would you like to continue your academic studies and embark on a Master's degree? If so, **Digital Media Business MA** would be ideal!





THE COLOURFUL WORLD OF SOFTWARE TECHNOLOGY

COURSE OF STUDY

Software Engineering (BSc)

A passion for programming

We're surrounded by software. State-of-the-art computer technology is everywhere – not only in computers and smartphones, but also in cars and even in coffee machines!

Do you have a passion for all things digital? Thanks to its distinctly practical orientation, our Software Engineering Bachelor's degree programme will teach you how to plan, programme and modify various types of software. You'll explore topics ranging from platform development to backend and frontend development or cloud computing. You'll be introduced to software-based architecture and learn how technological implementation works.

Software engineering is a sub-field of IT. Our software engineering BA is ideal for you if you enjoy complex challenges and you're good at logical thinking and maths. The curriculum includes numerous practical projects where you'll learn how the professionals go about developing and programming software solutions. In addition, we'll teach you communication skills so that you're perfectly equipped as an IT expert to work together with colleagues and customers. Do you dream of starting up your own software business? In your final semester, we'll teach you everything you need to know about founding your own business.

OVERVIEW

**Degree awarded**

- » Bachelor of Science in Digital Technologies and Coding

**Start and deadlines**

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.

**Duration and credits**

- » 180 ECTS: 6 semesters including an Internship Semester

**Course languages**

- » English



Your career

The high demand for well-qualified software experts remains unbroken. Any student who can combine technical expertise with consultancy skills is sure to find their dream job and move up the career ladder swiftly once they graduate. As a software engineer, you're a problem-solver and perfecter rolled into one. Primarily, you'll spend your time working on existing software solutions to make them even better. You can specialise in a range of fields such as database systems, screen design or information security and work for a company, organisation or public authority, where your sought-after expertise will be in high demand.

Software Engineer

for an app provider

Full Stack Developer

in an IT department

App Developer for a soft-

ware company

CRM Developer for

an e-commerce

company

Would you like to contin-

ue your academic studies

and embark on a Master's

degree? If so,

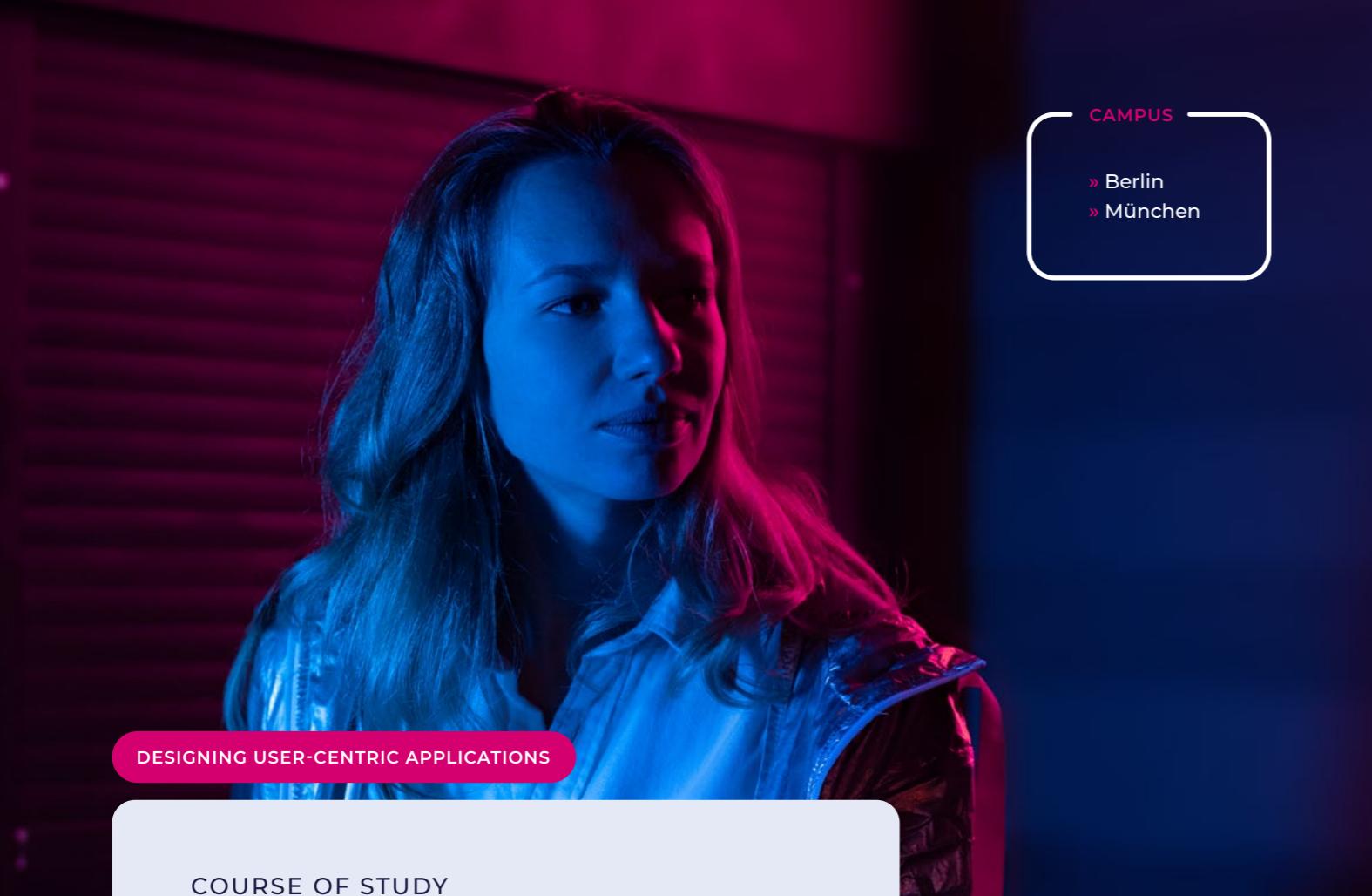
Digital**Media Business MA**

would be ideal!

Course-specific modules in the academic major

- » Basics of Platform Development
- » Backend Development
- » Frontend Development
- » Cloud Computing
- » Special Topics in Digital Technologies and Coding

Complete curriculum: P. 37



DESIGNING USER-CENTRIC APPLICATIONS

COURSE OF STUDY

UI/UX-Design (BSc)

A journey of discovery through the digital world

The first focus of our UI/UX Design Bachelor's degree programme is on what we call the 'User Experience' (UX). The second focus is on User Interfaces, also known as UI. So what exactly will you be learning? Easy! You'll learn how to design graphic interfaces such that users can navigate their way around apps or websites intuitively.

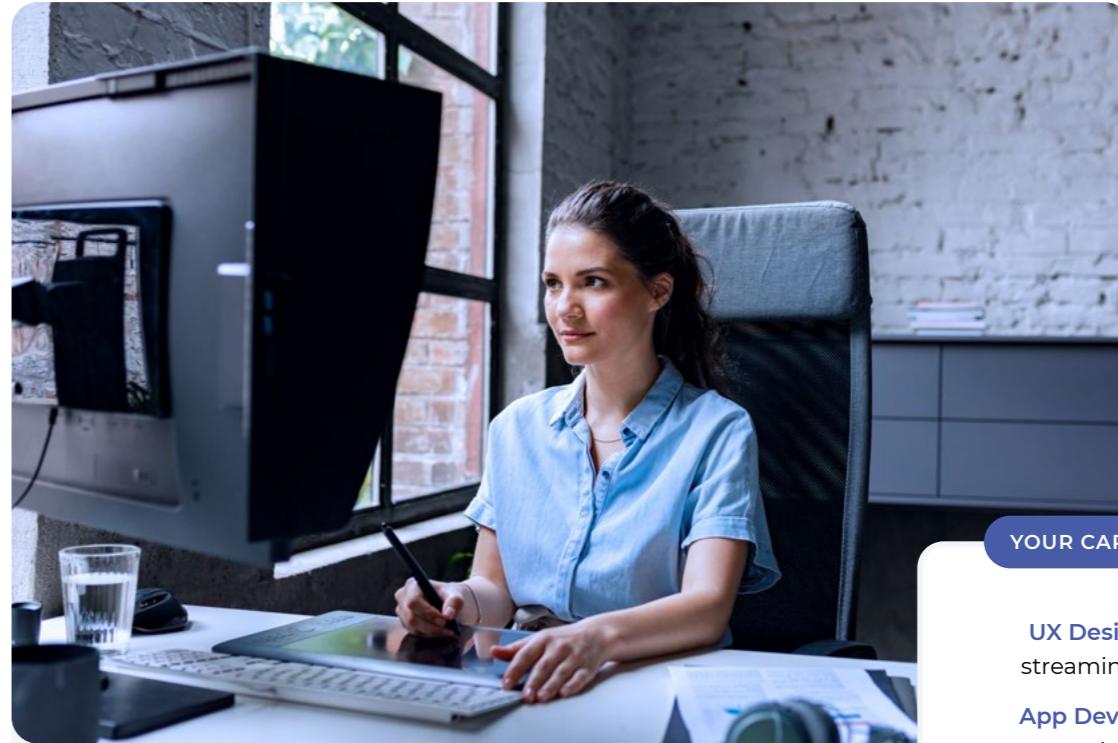
Your timetable includes subjects such as 3D modelling, interaction design and interface design. You'll also get to grips with various analogue and digital technologies such as photography, animation and 3D printing. UI/UX design is the right choice for you if you want your technology degree to contain creative elements.

You'll learn to design user-friendly services, systems and applications, from the very first draft through to the finished product. All your lecturers and professors here at Macromedia University are experienced experts in their field. During your degree programme, you'll be able to forge important contacts to decision-makers in the IT and media industries.

CAMPUS

- » Berlin
- » München

DEGREE PROGRAMME DIGITAL TECHNOLOGIES AND CODING



YOUR CAREER START

UX Designer for a streaming provider

App Developer in a communication agency

IT Consultant in e-commerce

Project Manager in the field of UI/UX design

Would you like to continue your academic studies and embark on a Master's degree? If so, **Digital Media Business MA** would be ideal!

Your career

The business success of a digital media product depends largely on how user-friendly it is, which is why creative UI/UX designers are in such high demand across all industries. Potential employers include software companies as well as media and e-commerce businesses. They're looking for digital experts who can combine technical expertise with design expertise – a combination of skills that's extremely sought-after. As a result, the starting salaries for newly qualified UI/UX designers are much higher than in other creative professions. By the way: After you graduate, you could also opt to work in an agency or set up your own business.

OVERVIEW



Degree awarded

- » Bachelor of Science in Digital Technologies and Coding



Start and deadlines

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.



Duration and credits

- » 180 ECTS: 6 semesters including an Internship Semester



Course languages

- » English

Course-specific modules in the academic major

- » 3D Modeling
- » Creative Tools Analogue/Digital
- » Interaction and Interface Design
- » Interaction Design
- » Special Topics in Digital Technologies and Coding

[Complete curriculum: P. 37](#)



COMPLETION

Bachelor of Arts
in Fashion Design



CREATIVITY MEETS ENTREPRENEURSHIP

Study Fashion Design

Live your dream – create your own fashion label!

Do you have a way with shapes and colours? Are you good with your hands? If so, the fashion design degree programme at Macromedia University will help you create real-life versions of your creative ideas. The degree programme combines academic content with practical elements and leads to an internationally recognised Bachelor of Arts title. To ensure practical relevance, we cooperate with a range of renowned partners. These include such illustrious names as Triumph (underwear manufacturer), Peek & Cloppenburg (German department store chain) and Tom Tailor (German fashion label).

With their help and support, you can continuously improve your design skills and develop your own signature style. Our fashion design degree programme also has a focus on helping you develop soft skills such as team spirit, leadership skills and how to communicate well. Last but not least, Macromedia University will also teach you entrepreneurial skills – for those of you who dream of setting up your own business, a move we're eager to encourage. To this end, we'll teach you everything you need to know about establishing your own fashion label.

Curriculum

The curriculum covers 7 semesters – you can earn 30 ECTS (credit points) each semester.

1 Language Proficiency and Cultural Sensitivity | Life Drawing and Colour Theory | Construction and Finishing Techniques | Innovation by Design | Draping

30 ECTS

2 Academic Writing and Research | Creative Tools analogue/digital | Creative Pattern Cutting and Finishing Techniques | Costume and Fashion History | Basics of Studio Collection | Elective Module Complex | Fashion Design

30 ECTS

3 Design and Representation | Fashion Theory and Cultural Studies | Creative Pattern Cutting and Finishing Techniques | Project Management | Interdisciplinary Project

30 ECTS

4 Cultural Studies and Critical Thinking | Advanced Aspects of Studio Collection | Elective Module Complex | Fashion Design

30 ECTS

5 3D Virtual Collection | Entrepreneurship | Creative Direction | Elective Module Complex | Fashion Design

30 ECTS

6 Bachelor Concept | Bachelor Forms of Presentation | **Bachelor Thesis**

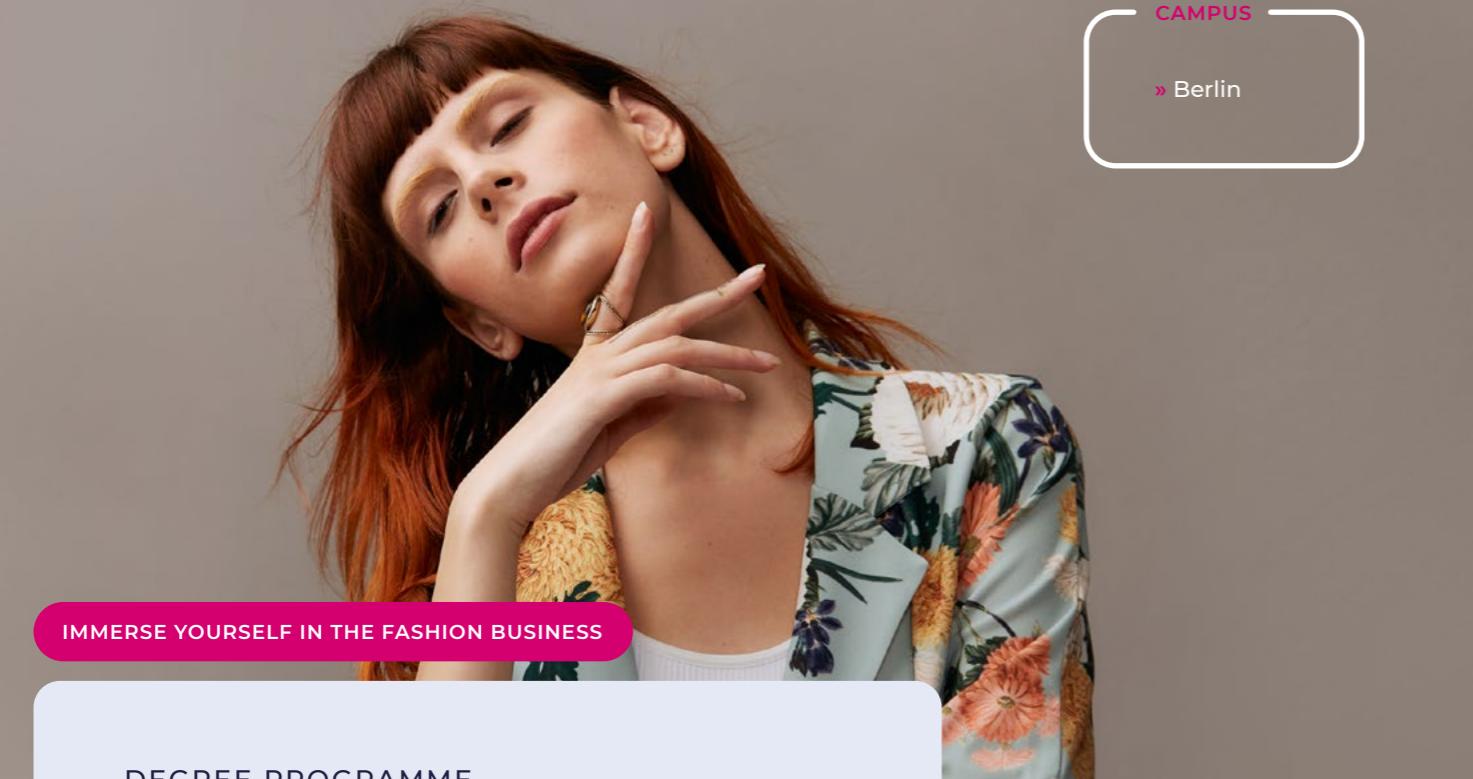
30 ECTS

7 Communication Skills | Student Initiative | **Internship Semester**

30 ECTS

ON COMPLETION OF THE 7TH SEMESTER: 210 ECTS

Your actual module plan will be published on the student portal when you begin your studies.



IMMERSE YOURSELF IN THE FASHION BUSINESS

DEGREE PROGRAMME

Fashion Design (BA)

From the first sketch through to the finished collection

Are your role models Coco Chanel, Yves Saint Laurent and Karl Lagerfeld? Is the Berlin Fashion Week your highlight of the year? Does everyone else want to have what you're wearing? Then why not make a career out of your passion for fashion and trends by studying fashion design at Macromedia University? Together with the French academy of fashion and design, Atelier Chardon Savard, we'll introduce you to the dazzling world of fashion and help you build a solid foundation of theory and practice. Your curriculum includes a wide range of subjects and skills such as fashion theory, cultural studies, costume history and pattern cutting. You'll learn about the aesthetic factors that go into designing collections, and you'll develop your own artistic identity.

During your work placement semester, you'll have the opportunity to put everything you've learned into practice at a real workplace. You'll spend the entire semester working for a clothing company or a fashion label, adding your own creative input and weaving your own valuable network of contacts with designers, art directors and decision-makers. By the end of the degree programme, you'll be able to wield all the important creative tools you need for a successful career as a fashion designer.

CAMPUS

» Berlin



YOUR CAREER START

Fashion designer
self-employed

Trend scout
for a fashion label

Costume designer
for film, television or
theatre productions

Designer in a
dressmaking studio

Your career

Once you graduate with your BA in Fashion Design, you can design your own collections, working either for an established label or setting up your own business. But that's not all. Your qualification will also enable you to take up challenging positions in the fashion industry – in journalism, in the PR department of a textile company or at a design agency, for example. Your innate creativity combined with the practical experience you've gained and business contacts you've forged during the course of your degree will open the door to a promising career in the job of your dreams.



Designer: Céline-Solange Lichtmeß

OVERVIEW



Degree awarded

- » Bachelor of Arts in Fashion Design



Start and deadlines

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.



Duration and credits

- » 210 ECTS: 7 semesters including an Internship Semester



Course languages

- » English or German



Special admission requirement for the BA in Fashion Design degree programme

You'll need to send us a digital portfolio of your work. This should include between 5 and 10 samples of work you've created within the last two years. Our professors will then assess your work to get an idea of your artistic abilities. We call this assessment an entrance examination, and it's mandatory for all students who wish to study fashion design here.

Good to know: You don't need to possess perfect skills. Skills, after all, are what you will be learning and consolidating with us. We want to see your work to see what kind of creative talent lies within you.

General entrance requirements: P. 74

Requirements for your digital portfolio

Send us your digital portfolio with a selection of 5 to 10 samples of your work. These can include sketches, collages, photo series, digital designs or other comparable pieces of work.

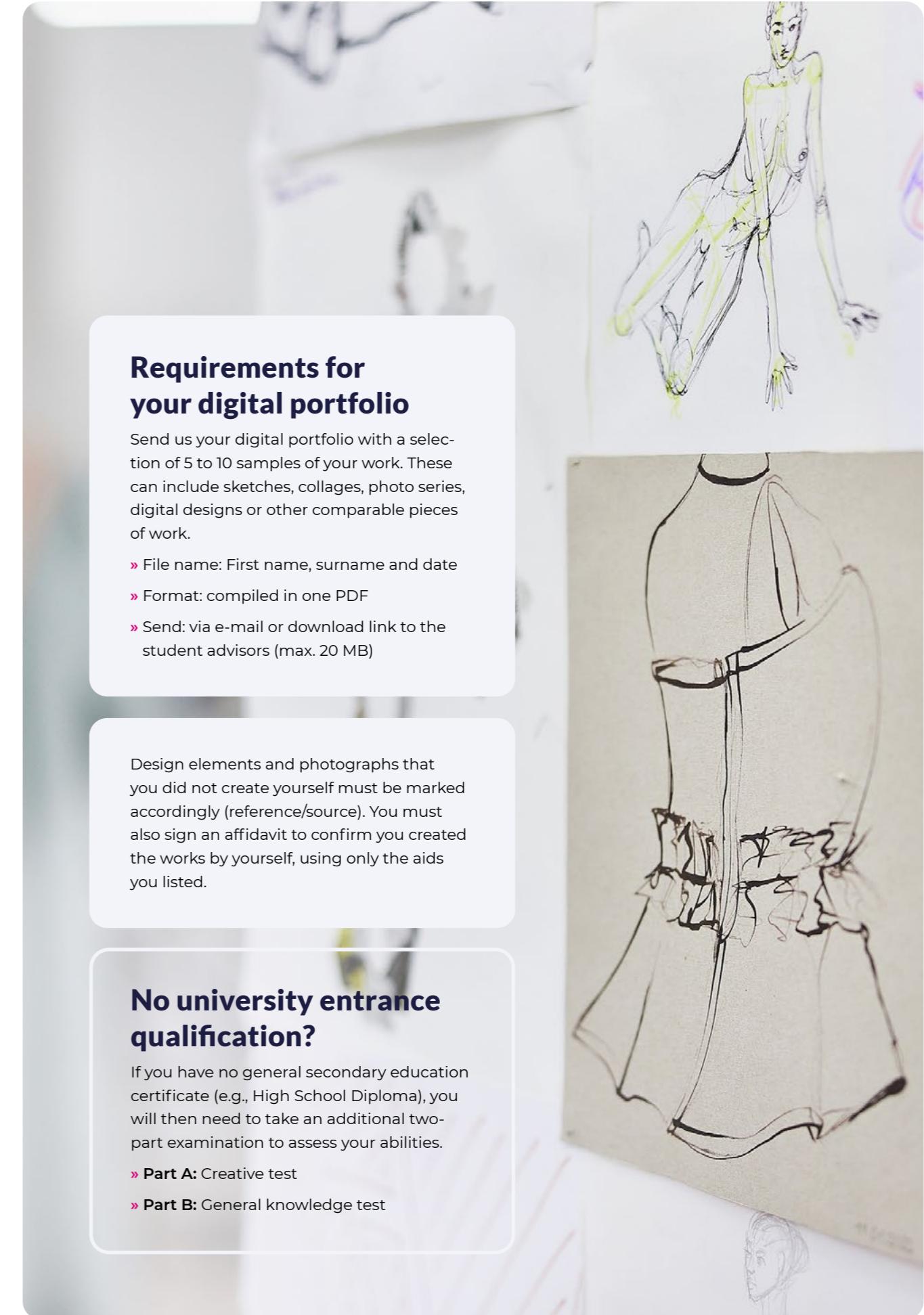
- » File name: First name, surname and date
- » Format: compiled in one PDF
- » Send: via e-mail or download link to the student advisors (max. 20 MB)

Design elements and photographs that you did not create yourself must be marked accordingly (reference/source). You must also sign an affidavit to confirm you created the works by yourself, using only the aids you listed.

No university entrance qualification?

If you have no general secondary education certificate (e.g., High School Diploma), you will then need to take an additional two-part examination to assess your abilities.

- » **Part A:** Creative test
- » **Part B:** General knowledge test



COMPLETION

Bachelor of Arts
in Filmmaking



TEACHING CONTENT WITH OSCARS POTENTIAL

Study Filmmaking

Your door into the film and television industry

And ... action! Macromedia University's Filmmaking BA is a broad and colourful degree programme. It's ideal for anyone who is passionate about films. Whether you dream of conquering Hollywood or making a name for yourself as a successful YouTuber, Instagrammer or TikTok star, a Filmmaking BA from Macromedia University will bring you a significant step closer to your goal. During the course of your studies, you'll learn everything you need to know about visual communication, production and camera work. Our Filmmaking degree programme is perfect for you if you have a creative mindset, are quick to understand technology, and want to delight audiences with your films, videos and clips.

The teaching content is aligned to the current demands of the film and television industry. That means you'll also learn how to reconcile scripts with the demands of sustainability, and how to make the most of digital technologies. During the six semesters of the degree programme, you'll progressively compile your own portfolio of work to showcase your filmmaking talent. After you graduate, you can use this evidence of your creative potential to catch the interest of a social media agency or a TV/film production company, where you'll have all the skills and knowledge you need to work on set, handle communication or launch your own career as a content creator.

Curriculum

The curriculum is spread over 6 semesters and applies for all academic majors. Depending on which academic major you choose, you'll complete specific modules each semester; these are detailed on the respective pages for the major in question. You can earn 30 ECTS (credit points) each semester.

1

Language Proficiency and Cultural Sensitivity | Academic Writing and Research | Basics of Audiovisual Media | Fundamentals Sound, Light and Camera | Screenplay and Dramaturgy | Filmic Experiments

30 ECTS

2

Fundamentals of Film Production and Media Law | Fundamentals of Directing | Fundamentals of Film Photography | Fundamentals of Image and Sound Editing | Documentary Filmmaking | Location Workshop

30 ECTS

3

Intercultural Communication | Project Management | Storytelling 1 | Creative Writing | Staging and Breakdown | Orientation Project

30 ECTS

4

Advanced Aspects of Film Production and Media Law | Digital Technologies | Studio Project | Focus Project (Advertising Film)

30 ECTS

5

Communication Skills | Student Initiative | **Internship Semester**

30 ECTS

6

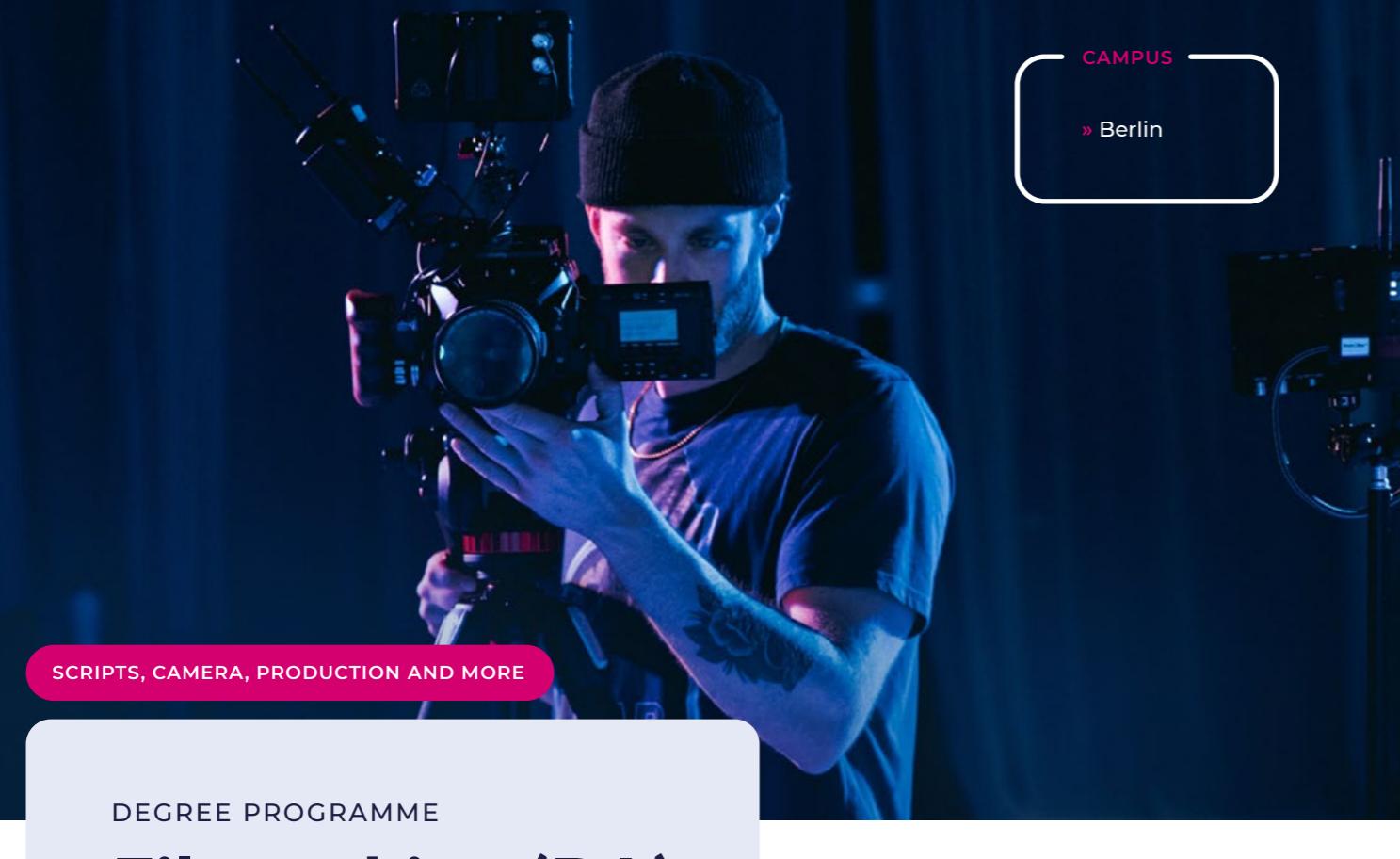
Entrepreneurship | Sustainable Filmmaking | Current Topics | Graduation Project | **Bachelor Thesis**

30 ECTS

If you start your degree programme in a summer semester, the order of the semesters and some of the modules will change. If you have any questions, please contact our Student Advisory team.

ON COMPLETION OF THE 6TH SEMESTER: 180 ECTS

Your actual module plan will be published on the student portal when you begin your course.



SCRIPTS, CAMERA, PRODUCTION AND MORE

DEGREE PROGRAMME

Filmmaking (BA)

Get to grips with the many facets of the film trade

Are you a movie maniac or a serial junkie? Are Steven Spielberg and Shonda Rhimes your big role models? If so, our filmmaking degree programme is perfect for you! This Bachelor's degree programme at Macromedia University will introduce you to all the different professions and fields of work in the film and television industries. You'll learn how to write screenplays and turn them into films, and also look into storytelling, camera work, film editing, and sound, light and video technology. Your timetable will include both creative and technical content. Last but not least, we'll train your soft skills and teach you how to communicate well and work in a team – because filmmakers are team players.

From fiction to fact, from documentaries to drama: During your degree programme, we introduce you to the wide spectrum of tasks and skills that are needed in the cinema and television industries. Throughout, we focus on giving you hands-on, practical experience – with study projects, experienced professors and lecturers, and cooperative ventures with top partners. During your Internship Semester, you can join a production company or TV channel. Use this opportunity to expand your network and lay a solid groundwork for your new career as a filmmaker!

CAMPUS

» Berlin



YOUR CAREER START

Assistant Producer / Camera Assistant for a cinema production

Creative Content Producer for social media content

Assistant Producer for a TV show

VFX Production Assistant in post-production

Your career

After you graduate, you can embark on a promising career in the media industry. Thanks to everything you've learned in the degree programme, you'll be a confident all-rounder – and can also specialise in any one of a number of fields. Streaming services are constantly expanding their content, which means there will always be plenty of work for young, creative filmmakers. Today, filmmakers find work in many different places – not just in film and television productions. Increasingly, companies from a wide range of industries want to present themselves on social media and seek professionals who can help them create image films and clips for this purpose.

OVERVIEW



Degree awarded

- » Bachelor of Arts in Filmmaking



Start and deadlines

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.



Duration and credits

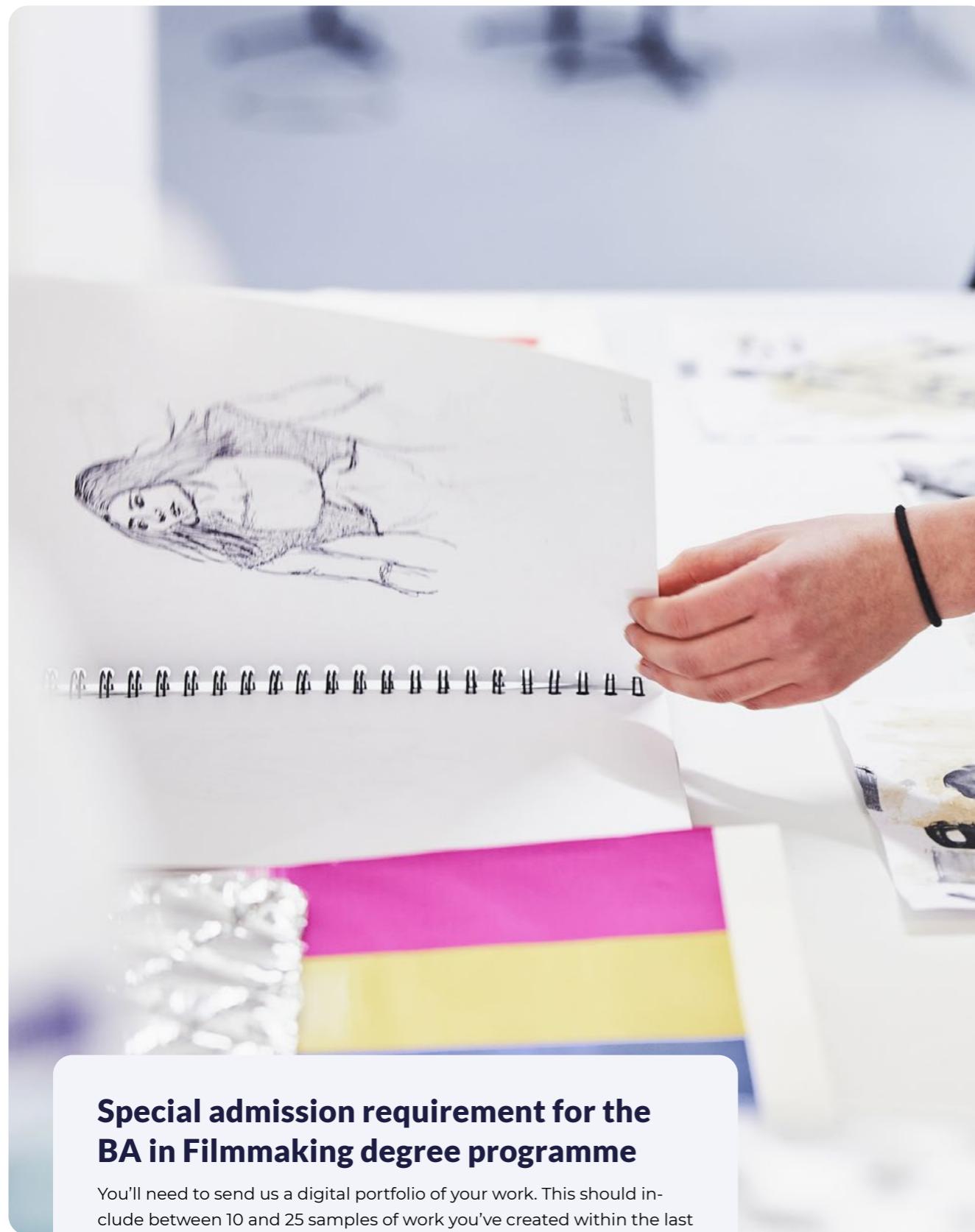
- » 180 ECTS: 6 semesters including an Internship Semester



Course languages

- » English or German



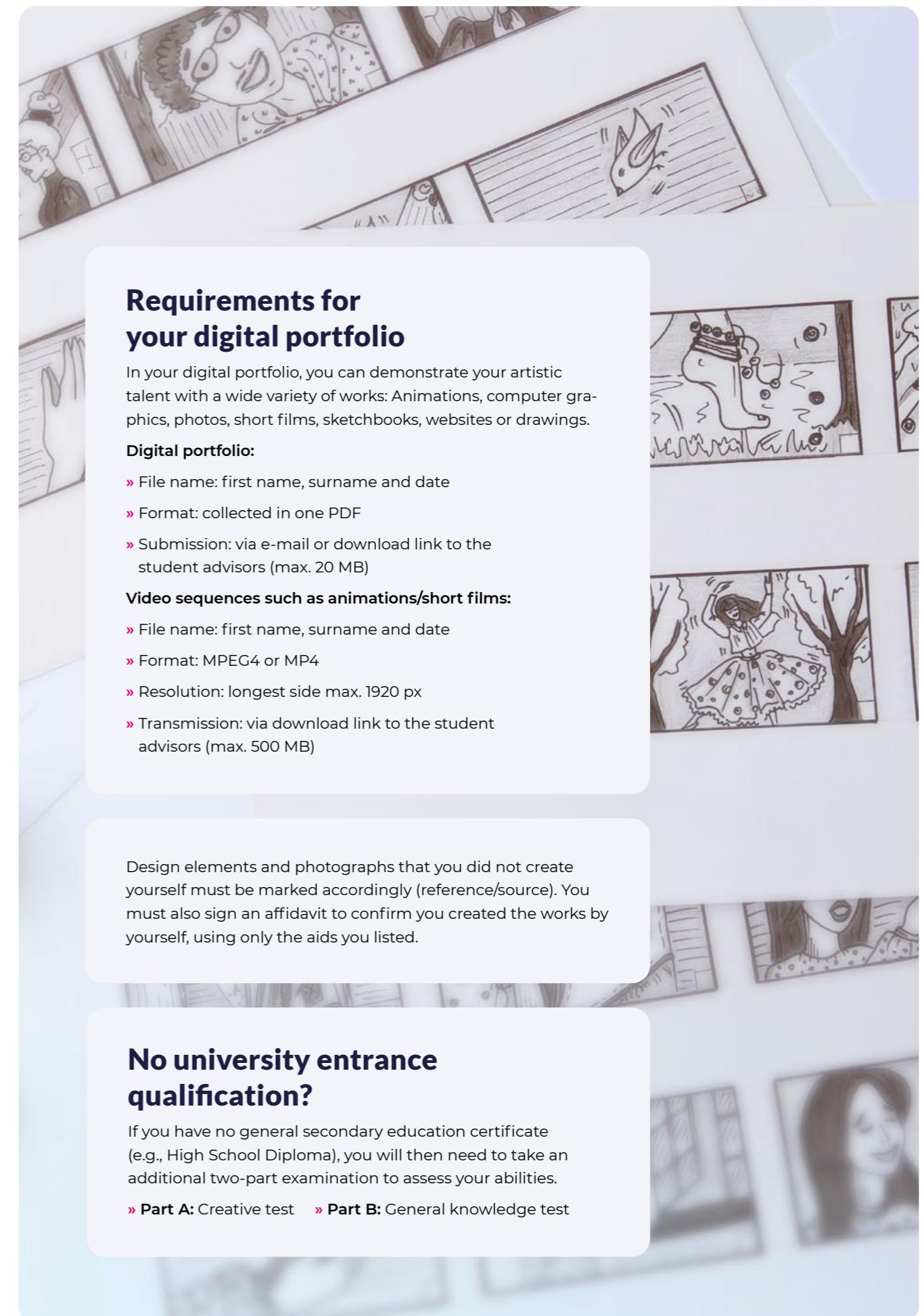


Special admission requirement for the BA in Filmmaking degree programme

You'll need to send us a digital portfolio of your work. This should include between 10 and 25 samples of work you've created within the last two years. Our professors will then assess your work to get an idea of your artistic abilities. We call this assessment an entrance examination, and it's mandatory for all students who wish to study filmmaking here.

Good to know: You don't need to possess perfect skills. Skills, after all are what you will be learning and consolidating with us. We want to see your work to see what kind of creative talent lies within you.

General entrance requirements: P. 74



Requirements for your digital portfolio

In your digital portfolio, you can demonstrate your artistic talent with a wide variety of works: Animations, computer graphics, photos, short films, sketchbooks, websites or drawings.

Digital portfolio:

- » File name: first name, surname and date
 - » Format: collected in one PDF
 - » Submission: via e-mail or download link to the student advisors (max. 20 MB)

Video sequences such as animations/short films:

- » File name: first name, surname and date
 - » Format: MPEG4 or MP4
 - » Resolution: longest side max. 1920 px
 - » Transmission: via download link to the student advisors (max. 500 MB)

Design elements and photographs that you did not create yourself must be marked accordingly (reference/source). You must also sign an affidavit to confirm you created the works by yourself, using only the aids you listed.

No university entrance qualification?

If you have no general secondary education certificate (e.g., High School Diploma), you will then need to take an additional two-part examination to assess your abilities.

» **Part A:** Creative test » **Part B:** General knowledge test

COMPLETION

Bachelor of Arts
in Management



LAUNCH YOUR CAREER

Study Management

Understanding economics in context

Whether working in a start-up or for a global player, SMI or major group, managers in all industries bear responsibility for a wide range of tasks. They organise business operations, plan projects, develop strategies – and make decisions that often have a huge impact. Managers need leadership skills coupled with a strong character because at the end of the day, they have to answer for the consequences of their actions. The Management degree programme at Macromedia University will equip you thoroughly for this complex and challenging task. You'll get to grips with the economic science that lays the foundation – from business administration to political economics and from marketing to accounting. In addition, you'll set your own focus by choosing an academic major that specialises in a certain industry (e.g. the fashion industry or health care).

Look forward to a degree programme with a practical orientation in which you'll not only learn the theory, but also see how it's applied on a daily basis in the working world. In order to study management successfully, you should enjoy exploring economic connections, be good at maths and have social skills such as empathy and a keen sense of responsibility. Your school grades are of less importance, because Macromedia University doesn't stipulate a minimum grade for your Abitur/IBDP or equivalent. Good to know: the curriculum at Macromedia University reflects the demands of the present age. It focuses on global megatrends such as digitalisation. As a result, graduates have excellent chances on the job market – international opportunities included!

Curriculum

The curriculum is spread over 6 semesters and applies for all academic majors. Depending on which academic major you choose, you'll complete specific modules each semester; these are detailed on the respective pages for the major in question. You can earn 30 ECTS (credit points) each semester.

1

Language Proficiency and Cultural Sensitivity | Academic Writing and Research | Basics of Business Administration | Accounting and Basics of Balancing | Innovation by Design | Basics of Marketing

30 ECTS

2

Basics of Law | Empirical Research and Statistics | Management Concepts | Management Accounting and Basics of Controlling | Basics of Human Resource Management | **Academic major module 1**

30 ECTS

3

Intercultural Communication | Project Management | Business Planning | Economics | Interdisciplinary Project

30 ECTS

4

Investment and Financing | Orientation Project | **Academic major modules 2 to 4**

30 ECTS

5

Communication Skills | Student Initiative | **Internship Semester**

30 ECTS

6

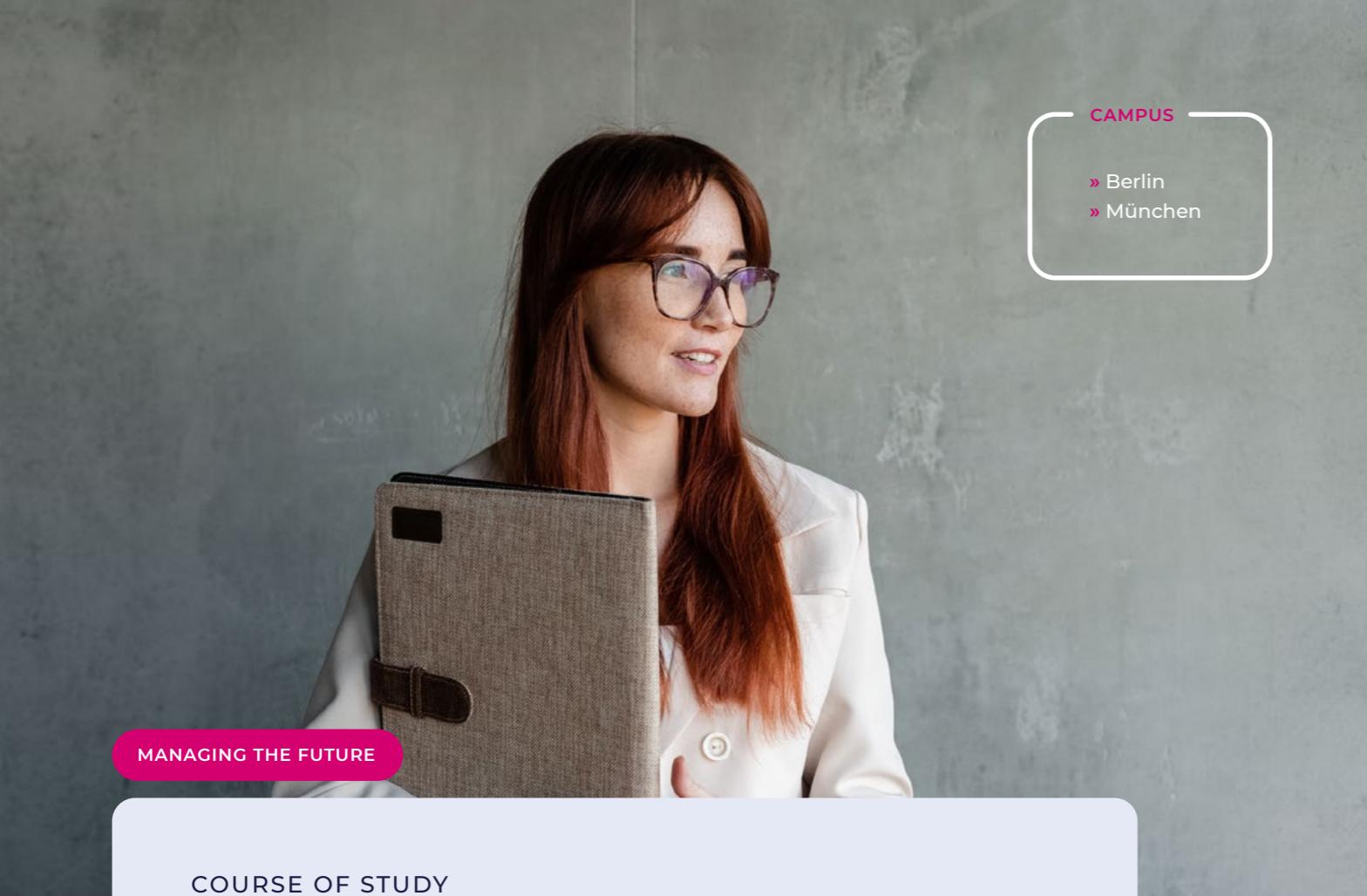
Entrepreneurship | Advanced Research Methods Management | Strategy and Organisation | **Bachelor Thesis**

30 ECTS

If you start your degree programme in a summer semester, the order of the semesters and some of the modules will change. If you have any questions, please contact our Student Advisory team. Semester abroad option: You can opt for a 7-semester programme that includes an additional semester at a partner university abroad, and awards an extra 30 ECTS.

ON COMPLETION: 6 SEMESTERS – 180 ECTS | 7 SEMESTERS – 210 ECTS

Your actual module plan will be published on the student portal when you begin your course.



MANAGING THE FUTURE

CAMPUS

- » Berlin
- » München

COURSE OF STUDY

Business Management (BA)

A multi-faceted degree programme for tomorrow's managers

Are you looking for a Business Economics degree programme that covers as many bases as possible? If so, our Business Management academic major is ideal for you. Your timetable will include a wide range of courses from the fields of marketing, accounting and law. Thanks to Macromedia University's focus on digitalisation and globalisation, you'll also complete modules on digital business and international management.

In addition to exploring economics in various contexts, you'll learn the personal skills a good manager needs in order to succeed in today's world. Practical projects give you opportunities to practice soft skills such as strong communication, teamwork and flexibility. Together with our renowned partners, you'll be able to put the theory you've learned to the reality test and gain first experiences as a manager. Working on site in a company of your choice, you'll discover first hand what it means to make managerial decisions and take responsibility as a manager.

OVERVIEW

**Degree awarded**

- » Bachelor of Arts in Management

**Start and deadlines**

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.

**Duration and credits**

- » 180 ECTS: 6 semesters including an Internship Semester
- » 210 ECTS: 7 semesters including an Internship Semester and semester abroad

**Course languages**

- » English or German



YOUR CAREER START

Marketing Manager
for an environmental organisation

Consultant for a business consultancy firm

Human Resources Officer
in the media industry

Sales Manager
for a digital start-up

Would you like to continue your academic studies and embark on a Master's degree? If so, **Business Management MA** would be ideal!

Your career

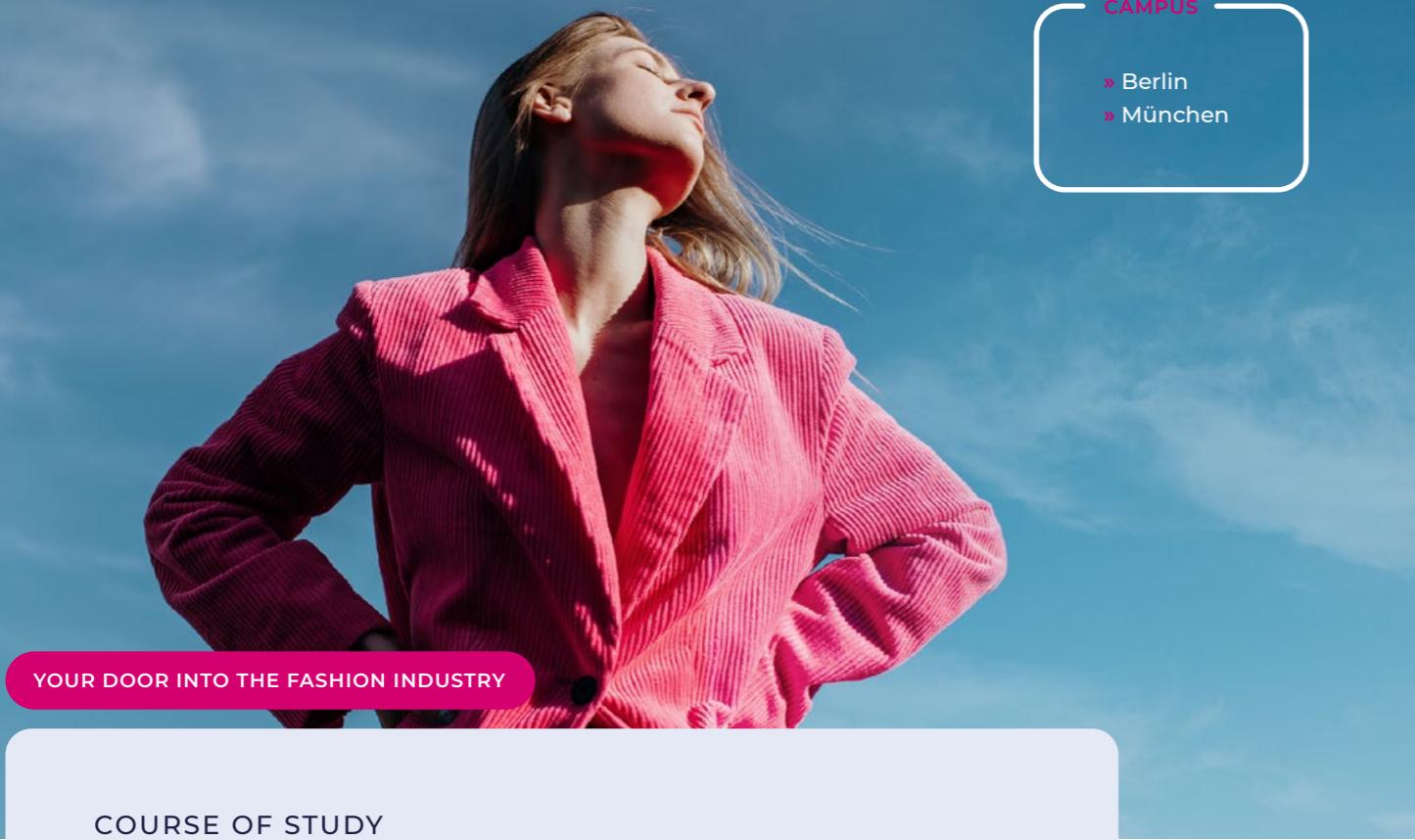
Thanks to the generalised nature of the degree programme, you'll be in a position to take responsibility for a wide range of tasks within the broader field of business management. For example, you could work as a Project Manager in e-commerce, as a Controller in IT or as a Marketing Manager in the tourism industry. Most graduates begin their career in a middle management position and take on more responsibility as time goes by. But that's not all – the entrepreneurial skills you'll learn in the course of this Business Management degree programme will also enable you to start up your own business and equip you with the proverbial entrepreneurial spirit you need to manage it successfully.

Course-specific modules in the academic major

- » Internationalisation
- » Innovation Processes
- » International Accounting and Capital Market Communication
- » Digital Business
- » International Management
- » Special Topics in International Management

Complete curriculum: P. 57





COURSE OF STUDY

Fashion Management (BA)

Help a clothing company or a fashion label to achieve success!

Which advertising strategies will help a fashion label raise more awareness for their brand? How can industry cater to consumer demands for more sustainability? These are the sorts of questions you'll grapple with in your Fashion Management degree programme at Macromedia University. You'll be exploring the business side of the fashion industry and working behind the scenes to promote the economic success of a clothing company. In your lectures and seminars, you'll learn how trends are created and marketed and how supply chains work in the fashion industry. By the time you graduate, you'll not only know how fashion collections are designed and manufactured, but also how they're marketed successfully.

From women's to men's fashion, from haute couture to prêt-à-porter, from luxury labels to discounter brands: in our Fashion Management degree programme, you can look forward to lots of exciting projects with renowned partners in the fashion industry. These projects provide the opportunities you need to put theory into practice – and also help you forge valuable contacts and expand your own network.

OVERVIEW

**Degree awarded**

- » Bachelor of Arts in Management

**Start and deadlines**

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.

**Duration and credits**

- » 180 ECTS: 6 semesters including an Internship Semester
- » 210 ECTS: 7 semesters including an Internship Semester and semester abroad

**Course languages**

- » English or German



YOUR CAREER START

Brand Manager for a fashion label

PR Manager for fashion and beauty

Sales Manager in a fashion company

Product Manager in a clothing company

Your career

The clothing industry offers lots of exciting opportunities to work in fashion management. For example, you could work as a procurer for a clothing company and negotiate contracts with suppliers. If you're more interested in sales, you could work as a Sales Manager. Here you'd be responsible for keeping a close eye on sales figures and taking care of suitable sales and marketing strategies. The media industry also offers interesting job openings. As a Fashion Manager, you'll also be qualified to work for a fashion magazine or as a PR Manager designing communication campaigns.

Course-specific modules in the academic major

- » Fashion in History and Theory
- » Customer Experience Management
- » Fashion Technologies
- » Fashion Trends and Design
- » Fashion Business and Value Chain Management
- » Special Topics in Fashion Management

Complete curriculum: P. 57



COMPLETION

Bachelor of Arts in
Media Management

COURSES OF STUDY

- » Brand Management
- » Media and Communication Management
- » Music Management

DIGITAL CHANGE

Study Media Management



Why the media needs good managers

We see the world through the filter of the mass media. Everything we think we know is strongly influenced by print media, online media, radio and television. As such, the media plays an incredibly important role in society. This is why the press and news media are sometimes referred to in mainland Europe as the 'Fourth Estate' or 'fourth power'.

Besides the journalists themselves, it's media managers in particular who wield considerable influence. They perform administrative tasks, plan media projects and develop communication campaigns. Media managers are employed by publishing houses, software providers, and by the film and advertising industry. However,

job profiles and the corresponding remits are changing constantly. The significance of online media and social media is increasing as digitalisation continues to spread, while traditional revenue models are declining correspondingly.

Macromedia University's Media Management degree programme will equip you for tomorrow's world of media. You'll get to grips with digital technologies, project management and media economics, and get hands-on experience in practical projects. By the time you graduate, you'll have acquired all the skills and theory you need to embark upon a successful management career in this exciting industry.

Curriculum

The curriculum is spread over 6 semesters and applies for all academic majors. Depending on which academic major you choose, you'll complete specific modules each semester; these are detailed on the respective pages for the major in question. You can earn 30 ECTS (credit points) each semester.

1

Language Proficiency and Cultural Sensitivity | Academic Writing and Research | Basics of Business Administration | Accounting and Basics of Balancing | Editorial Design | Audiovisual Media

30 ECTS

2

Basics of Law | Empirical Research and Statistics | Management Concepts | Media Economics and Politics | Online Media | **Academic major module 1**

30 ECTS

3

Intercultural Communication | Project Management | Business Planning | Marketing | Interdisciplinary Project

30 ECTS

4

Media and Communication Theories | Orientation Project | **Academic major modules 2 to 4**

30 ECTS

5

Communication Skills | Student Initiative | **Internship Semester**

30 ECTS

6

Entrepreneurship | Advanced Research Methods Media Management | Strategy and Organisation | **Bachelor Thesis**

30 ECTS

If you start your degree programme in a summer semester, the order of the semesters and some of the modules will change. If you have any questions, please contact our Student Advisory team. Semester abroad option: You can opt for a 7-semester programme that includes an additional semester at a partner university abroad, and awards an extra 30 ECTS.

ON COMPLETION: 6 SEMESTERS – 180 ECTS | 7 SEMESTERS – 210 ECTS

Your actual module plan will be published on the student portal when you begin your course.

CAMPUS

- » Berlin
- » München

WHAT MAKES A BRAND SUCCESSFUL?

COURSE OF STUDY

Brand Management (BA)

Marketing meets media

Our interdisciplinary degree programme has a practical orientation and combines content from business administration with content from media sciences and advertising psychology. That's because brand managers need analytical skills as well as creative talent. You'll learn everything you need to develop a brand successfully. You'll use classic media as well as new media in a highly targeted manner to raise awareness for brands and promote their popularity. Which designs are currently in demand? What's trending, according to market research? These are just some of the questions you'll explore in your Brand Management degree. We'll introduce you to different strategies for advertising, communication and sales, and you'll also attend lectures or seminars on media planning, performance marketing and social media.

If you have a passion for brands, then Macromedia University's Brand Management degree programme is perfect for you. It will equip you to confidently handle the wide range of tasks that fall to a brand manager. Thanks to your Internship Semester and various practical projects throughout the course, you'll get a taste of the day-to-day working life in the media industry. You'll learn the rules that govern the profession and forge valuable business contacts in media and marketing. The degree programme lays a solid foundation for a perfect career start.

OVERVIEW



Degree awarded

- » Bachelor of Arts in Media Management



Start and deadlines

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.



Duration and credits

- » 180 ECTS: 6 semesters including an Internship Semester
- » 210 ECTS: 7 semesters including an Internship Semester and semester abroad



Course languages

- » English or German



YOUR CAREER START

Brand Consultant
in a PR agency

Brand Manager
in a marketing department

Content Strategist
for a media company

Product Manager
in a company

Would you like to continue your academic studies and embark on a Master's degree? If so, a **Business Management MA** would be ideal!

Your career

A Bachelor's degree in Brand Management will teach you how to create and maintain a successful brand image. After you graduate, you'll be able to work in a marketing department or an agency. Alternatively, you might choose to work in market research or corporate consultancy – or even start your own business. As a Brand Manager, you'll be responsible for creating enduring brand strategies to help your employer or customer sell their products successfully. For example, you might develop a campaign for a product launch, or plan a brand revival campaign. Your expertise will be in high demand across all industries, as well as in retail and in the service sector.

Course-specific modules in the academic major

- » Basics of Brand Management and Integrated Communication
- » Media Planning and Targeting
- » Campaigning and Crossmedia
- » Psychology of Advertising
- » Performance Marketing and Social Media
- » Special Topics in Brand Management

Complete curriculum: P. 63





COURSE OF STUDY

Media and Communication Management (BA)

Immerse yourself in the colourful world of the media industry

Allow Macromedia University to transform you into a professional in the fields of media and marketing. Our interdisciplinary Media and Communication Management degree programme combines content from business management with content from media sciences. In addition to business administration, law and marketing, the course focuses on traditional and new media forms. You'll learn the different communication strategies that companies pursue, how social networks work, and what good customer experience management entails. Once you've got to grips with the theory that lays the foundation, you'll be given opportunities to apply your knowledge in various practical projects and then in your Internship Semester. Because in the media industry, practical experience is essential.

Macromedia University cooperates closely with renowned publishing houses, TV channels and agencies in order to offer you a wide range of glimpses into the media industry. You'll be able to watch communication professionals in action at their workplaces, take part in meetings and voice your own ideas, thus gaining a detailed overview of the many tasks that fall to the responsibility of a Communication Manager. Last but not least, you'll forge important business contacts that can kickstart your future career.

OVERVIEW



Degree awarded

- » Bachelor of Arts in Media Management



Start and deadlines

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.



Duration and credits

- » 180 ECTS: 6 semesters including an Internship Semester
- » 210 ECTS: 7 semesters including an Internship Semester and semester abroad



Course languages

- » English or German

CAMPUS

» Berlin



YOUR CAREER START

Product Manager in a media company

Marketing Manager in the media industry

Producer for media products

Project Manager in a media agency

Would you like to continue your academic studies and embark on a Master's degree? If so, **Media and Communication Management MA** would be ideal!

Your career

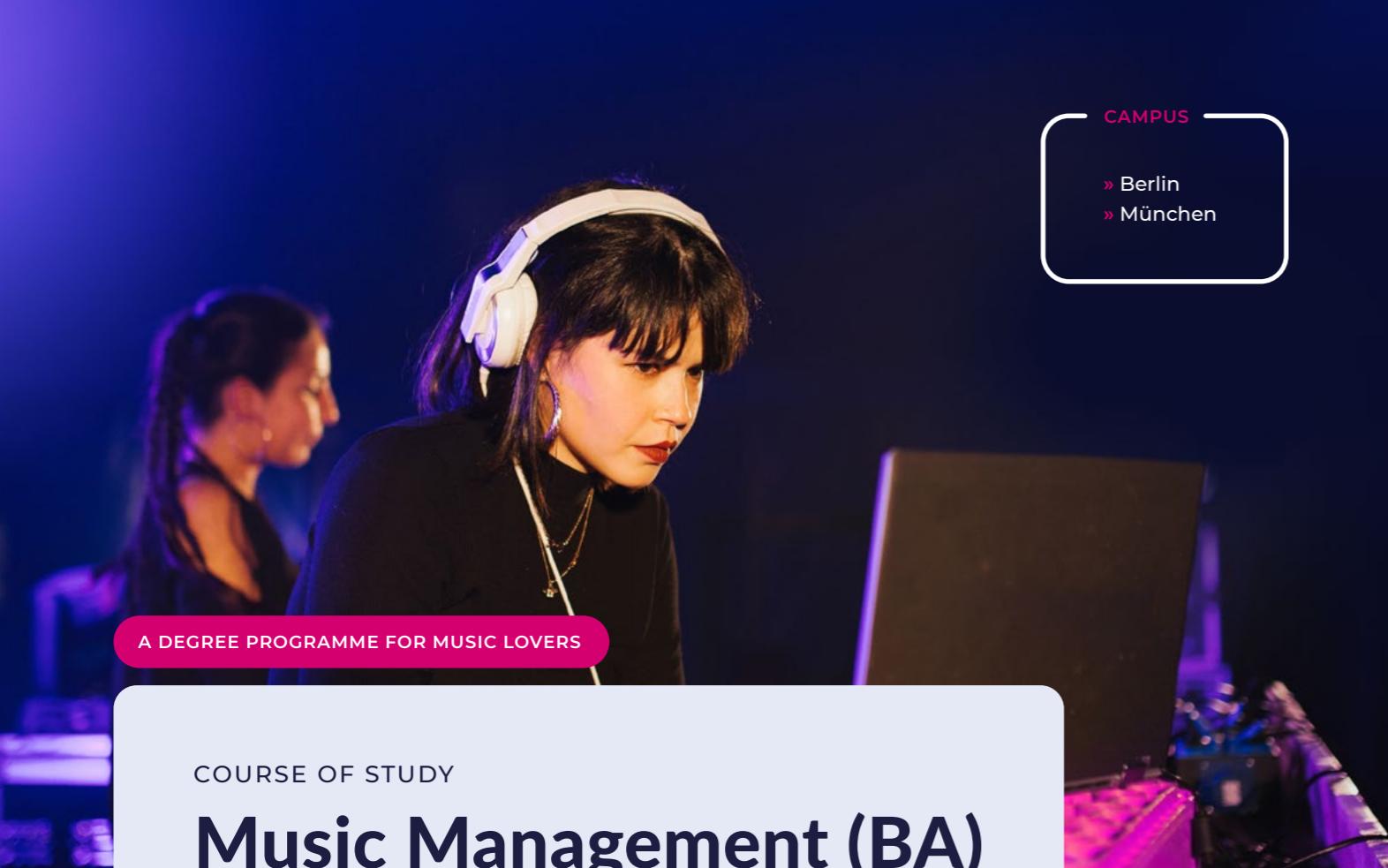
If your dream is to develop marketing strategies, work in an agency as a Project Manager or set up your own business, then our Media and Communication Management BA will lay the groundwork for your future career. After six (or seven) semesters, you'll graduate with a state-certified Bachelor of Arts certificate and can start applying straight away for your dream job. This degree programme opens the door to a wide range of challenging jobs in editorial departments, agencies, TV channels and radio stations, as well as in business consulting or in the marketing departments of a wide range of companies.

Course-specific modules in the academic major

- » Understanding Event Management
- » Strategic Corporate Communication
- » Campaigning and Crossmedia
- » Customer Experience Management
- » Performance Marketing and Social Media
- » Special Topics in Media and Communication Management

Complete curriculum: P. 63





A DEGREE PROGRAMME FOR MUSIC LOVERS

CAMPUS

- » Berlin
- » München

COURSE OF STUDY

Music Management (BA)

Fit for the music business of the future

If music makes your heart beat faster, then Macromedia University is the place for you! Our Music Management BA degree programme gives you an in-depth understanding of what it means to promote artists, market music or manage a cultural institution. The degree programme consistently takes into account the upheaval that digital change has brought to the industry over the last twenty years. You'll discover the enormous impact that streaming platforms such as Spotify and YouTube have had on modern music management, and why live experiences are more important than ever as a source of income for musicians. You've always dreamed of organising concerts, encouraging musicians and managing a band? If so, then our Music Management BA is perfect for you!

This degree programme includes projects with a highly practical orientation and a work placement semester where you'll meet experts in the music industry and start to establish your own business network. Macromedia University cooperates with well-known partners in the talent scout, music production, event marketing and booking industries to make sure you get a colourful range of insights into the daily workings of the music industry. Your professors are also experienced media professionals and can share lots of exciting insider stories from their work in the music industry!

OVERVIEW



Degree awarded

- » Bachelor of Arts in Media Management



Start and deadlines

- » Winter semester: 1 Oct.
- Application deadline: 15 Sep.



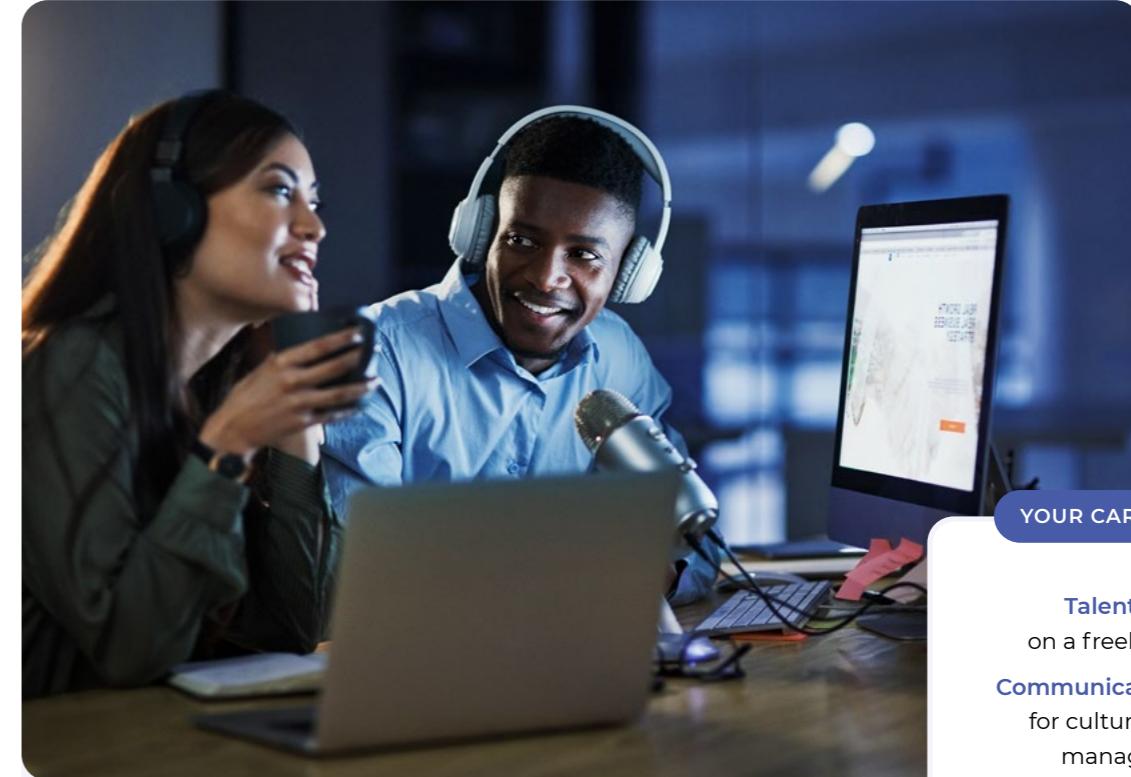
Duration and credits

- » 180 ECTS: 6 semesters including an Internship Semester
- » 210 ECTS: 7 semesters including an Internship Semester and semester abroad



Course languages

- » English or German



YOUR CAREER START

Talent Agent
on a freelance basis

Communications Officer
for cultural facilities
management

Music Journalist
for a magazine

PR Manager for
a record label

Would you like to
continue your academic
studies and embark on a
Master's degree? If so, a
Music Management MA
would be ideal!

Your career

Macromedia University's Music Management BA will equip you to work in a wide range of cultural institutions and companies in the music and event industries. For example, you might choose to work for a record label, taking care of musicians or bands as their talent agent or headhunting promising newcomers as a talent scout. You'll compile press releases, schedule interviews and organise concert tours. Alternatively, you might choose to freelance and develop your own ideas using the knowledge you've gained in your studies.

Course-specific modules in the academic major

- » Principles of Music Management
- » Musicology
- » Live-Entertainment
- » Digital Business
- » Artist Management and Music Marketing
- » Special Topics in Music Management

Complete curriculum: P. 63



GOOD TO KNOW

Ready to start life in Germany?

Living and working in Germany

Germany is a great place to study, live and work. Its diverse job market and high employment rates as well as its excellent education system, make it an attractive destination to study and develop your career abroad. German cities offer the perfect combination of urban life, green parks and outdoors, as well as abundant opportunities for multicultural experiences.



LIVING IN GERMANY



WORKING IN GERMANY

Whether you are looking for a flat of your own or a shared apartment, there are plenty of ways to find accommodation. Whilst the German rental market can be competitive, excellent public transport means you can also explore accommodation options a little wider than just the city centre.

Our study advisors can provide you with guidance for accommodation, health care and legal requirements to help you relocate and get settled in Germany.

Germany has one of the highest employment rates in Europe, exciting career possibilities and a diverse job market to offer. At the same time, there is a shortage of highly skilled workers and companies are looking for qualified employees to fill open positions nationwide. Whether you're looking for career counselling, industry contacts to expand your network, or assistance with your job application, the Macromedia Career Service is present across all campus locations to support students and graduates on their prospective career paths.



Visa requirements

You may need to apply for a visa to study in Germany depending on where you come from.

No visa required

If you are an international student from the following countries a [visa is not required](#) to enter and stay in Germany

EU ICELAND LIECHTENSTEIN
NORWAY SWITZERLAND

Visa required

International students from other countries need to apply for a visa in advance at the German embassy for your country.

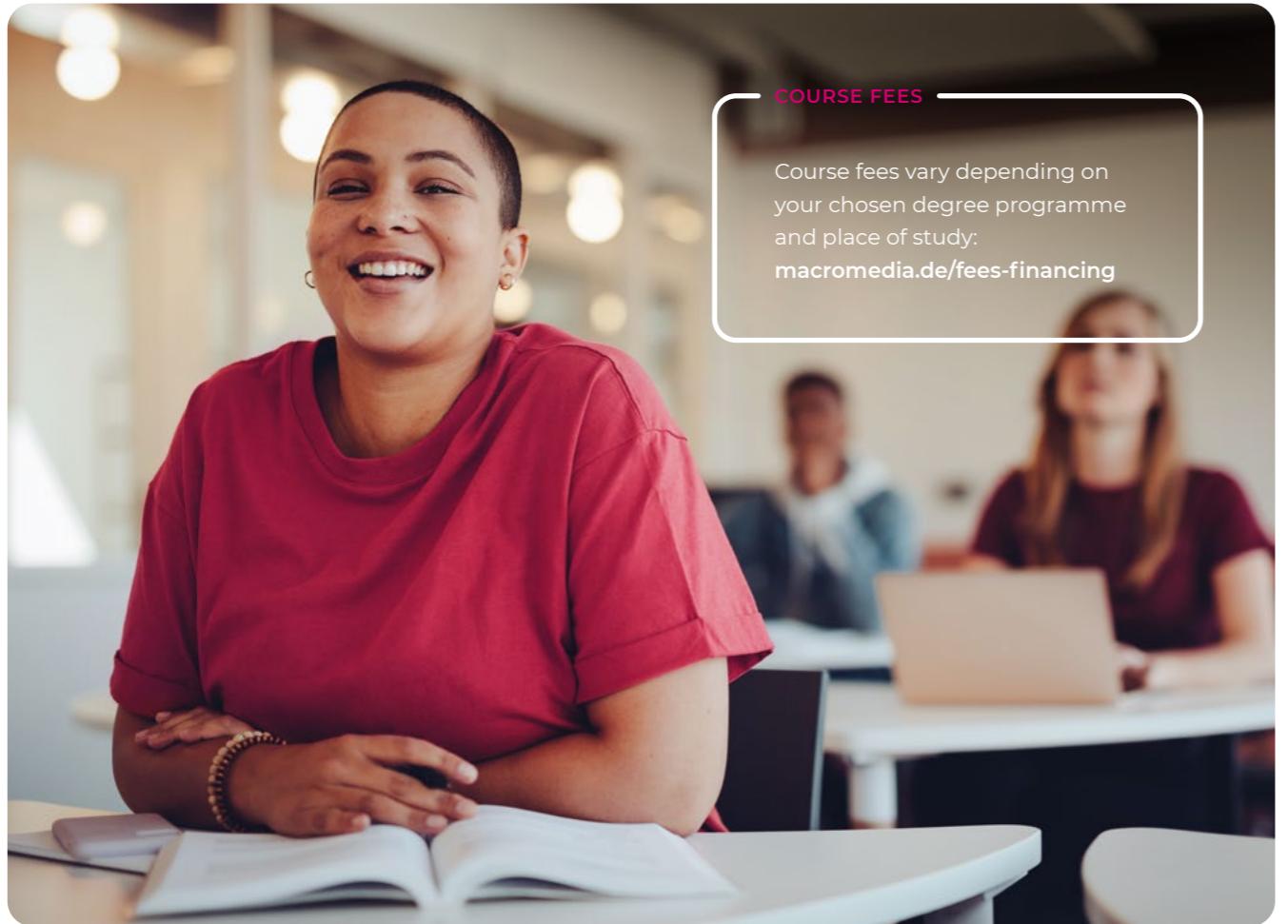
Our [International Study Advisory Team](#) can answer your questions and offer their guidance to make your relocation to Germany an enjoyable experience.

Telephone and WhatsApp:
+49 89 544 151 954

Email: international@macromedia.de

Service hours: Monday to Friday 9 a.m. to 5 p.m. (CET)





FINANCING YOUR STUDIES

How to finance your studies

Invest in your future

Macromedia University is a private educational establishment, and we charge course fees for our degree programmes. As Macromedia is a state-approved university, there are several options to pay for and finance your studies.

You can apply for a BAFöG grant/loan and other government aid for your studies. We work together with the online platform meinbafög.de so that you can submit your BAFöG application quickly, easily and without paying anything.

You also have the option of taking out a student loan. If you take out a loan, you can choose how much to borrow and negotiate the repayment terms flexibly after you graduate. This means that you may only have to pay reduced course fees, or no course fees at all, while you're studying.

Last but not least, you can apply for a scholarship and our advisory team are happy to answer your questions.

PAYMENT MODELS



Monthly:

Monthly payments are ideal if you want to pay in small instalments.



Per semester:

Pay just once at the beginning of each semester. The number of instalments depends on the duration of your degree programme.



Single payment:

We offer a discount if you pay for your entire degree programme in a single payment before you start your degree.

Various scholarships and/or external financial support are available in addition to the above.

COST OVERVIEW

Registration fee

Costs include the tuition fees plus a one-time registration fee for the start of studies.

Reservation fee

Non-EU students: After your application is accepted, you will be asked to pay a reservation fee of € 2,500. The reservation fee will be deducted from the total cost of your degree programme, and is required to secure your place at Macromedia University.



Financing options

There are various ways you can pay for and finance your studies at Macromedia University, including flexible payment models, inexpensive loans and government grants. Please contact our Student Advisory team if you have any questions.

FLYWIRE PAYMENTS

Macromedia partners with Flywire to offer convenient payment options with competitive exchange rates. Flywire securely processes transactions from over 240 countries and territories, in more than 140 currencies.

BRAIN CAPITAL

The German Education Fund finances your degree so that you can focus fully on your studies. After you graduate, you only start repaying the loan once you earn over a certain threshold.

KFW LOAN

KfW Bank is a state-owned bank that provides inexpensive loans to German citizens and EU nationals. The amount you borrow and the repayment terms are flexible. In general, you don't have to start repaying the balance until two years after you graduate.

BAFÖG

The Federal Educational Assistance Act regulates state grants and loans for education that are available for EU citizens who live in Germany.

Half of the BAFöG money you receive is a government grant, and the other half is a loan, but does not accrue interest. You don't have to repay anything until after you graduate, and even then, the maximum amount you will have to repay is €10,010.

STUDENT JOB

From student placement jobs to part-time jobs, there are various options for students who want to work and study at the same time. Not only will you earn money while you study, but you'll also gain first experience in your chosen field, as well as forge contacts and expand your career network.

Admissions and applications

Admission requirements

WITH ABITUR/IBDP

To enrol for a Bachelor's degree programme, you'll need a **school-leaving certificate** (Abitur/IBDP or equivalent). You can submit an online application for a place before you've been issued your school leaving certificate.

DOCUMENTS

You'll need to supply the following documents when you submit your application:

- » Your **school-leaving certificate** (you can submit this at a later date if it hasn't yet been issued)
- » Your **CV** in tabular form, listing your education and jobs to date

STUDYING IN ENGLISH

For a **course that's taught in English**, you may need to supply one of the following as evidence of your language proficiency: TOEFL iBT (at least 72 out of 120 points) or IELTS (at least 6 out of 9 points).

WITHOUT ABITUR/IBDP

If you **don't have a school leaving certificate** that's equivalent to Abitur/IBDP, you can still enrol if you meet the following requirements:

- » You have completed vocational training (lasting at least 2 years) in the relevant field, and have worked for at least 3 years in the profession in question.

Design degree

For applicants to the **Design degree** programme, there is an additional two-part test after a successful entrance examination:

- » **Part A:** Creative test
- » **Part B:** General education test

PORTFOLIO

For the degree programmes acting, design, fashion design and film-making you need to hand in a digital portfolio with examples of your work.

Contact

If you have any questions, please feel free to contact our **Student Advisory team**.

Telephone and WhatsApp:

+49 89 544 151 954

Email:

international@macromedia.de

Service hours: Monday to Friday
9 a.m. to 5 p.m. (CET)

Applying for a place in three steps

1 Admission check (optional)

We offer an admission check of foreign secondary education certificates free of charge.

2 Online application

Submit your complete application online
macromedia.de/apply-online

3 Admission interview (online)

After the complete application has been submitted, all documents will be reviewed by Macromedia University. Successful applicants will be invited to a personal interview (45 to 60 min, either on campus or via Skype) with a member of the Student Advisory team and/or a professor of the respective subject area.



**Would you like to see more?
Find us online here:**

-  [instagram.com/macromediauniversity](https://www.instagram.com/macromediauniversity)
-  [facebook.com/macromediauniversity](https://www.facebook.com/macromediauniversity)
-  macromedia-university.com

**Scan and apply
directly online:**

macromedia.de/apply-online





**Would you like to see more?
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-  facebook.com/macromediauniversity
-  macromedia-university.com

**Scan and apply
directly online:
macromedia.de/apply-online**

