



# institute of media studies

## head of institute

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## administrative office

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## contact

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The Institute of Media Studies covers the subjects of Photography, Graphic Design, Interface Cultures, Media Technology and Education, Media Theories and Time-Based Media, which are combined to form a transdisciplinary spectrum of education and research activities. This spectrum includes the two Bachelor's programmes in Graphic Design and Photography (six semesters) as well as Time-Based and Interactive Media in six semesters, the Master's degree course on Interface Cultures and Time-Based Media and, on an interdepartmental level, the scientific Master's degree course on Media Culture and Art Theory. At this department, the students learn a creative approach to media culture, media art and digital culture, comprising design, research and analysis. Artistic projects in the fields of image and sound, interactivity, interface technologies, graphic design, analog and digital photography, video/film and time-based media are developed and implemented in co-operation with other university institutes and extramural partners such as Ars Electronica, Future Lab or the Lentos Art Museum. The focus is on project- and team-oriented work with the different formats, materials and media. References to media history and media theory, to cultural-social processes and transmedial strategies promote an individual approach to visual, auditory and multi-sensory forms of expression, production and presentation.

Digitale Medien  
Studium 4 Semester

## programmes of study

### bachelor in graphic design and photography (bachelor of arts, BA)

#### programme structure

The programme takes six semesters.

#### the programme

The Bachelor's programme on Graphic Design and Photography provides broad and comprehensive training enabling graduates not only to implement free-lance art projects from the conceptual, creative, technical and organisational points of view, but also to work in the fast-changing creative industries.

The programme concentrates on two areas of specialisation: Graphic Design and Photography.

Admission to the Bachelor's programme on Graphic Design and Photography is subject to positive evaluation of artistic and creative skills in the admission exam.

The course requires basic competence in understanding creative contexts and problems as well as artistic/creative potential and communication skills.

Students must have a basic knowledge of Windows and Mac operating systems or are required to acquire these skills during the first semester.

#### career options

Graduates of the Graphic Design and Photography programme have access to all creative jobs in the media and services industries.

Key applications for graduates include professional rendering of written and/or visual information in printed, three-dimensional or other multimedia-based or digital form.

Apart from gaining access to a variety of commercial activities, graduates acquire the necessary skills to work as independent free-lance artists in the disciplines of graphic design and photography.

Based on students' acquired knowledge, enabling them to work in a variety of commercial and artistic fields of activity, the programme aims to support and foster the ability to establish links between their specific fields and to open up new careers of their own. We highly recommend further studies towards a Master's to acquire in-depth professional knowledge in the careers and fields referred to.

#### location

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4040 Linz

#### contact

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# **bachelor in time-based and interactive media (bachelor of arts, BA)**

## **programme structure**

The programme takes six semesters.

## **the programme**

The Bachelor's programme on Time-Based and Interactive Media provides comprehensive artistic training in digital media theory, technology and design and focuses on the following two areas of concentration:

Time-Based media, which refers to moving pictures (video, animation), audio, and performances, including links between these processes.

The factor of time plays a significant role in designing content for these media.

Interactive Media, which adds Interface and Interaction to the programme.

Formulation and design covered by this area of concentration are heavily influenced not only by the moment users intervene in the process (including the interaction triggered by such intervention) but also by the design of human-machine interfaces.

Combined with an in-depth, completed basic training in digital media, this Bachelor's programme serves as a basis and preparatory course for Time-Based Media, Interface Cultures, and Media Culture and Art Theory studies at Kunstuniversität Linz or similar Master's programmes at other universities.

## **career options**

Graduates of the Bachelor's programme are taught the necessary basis to work in different areas of the creative industries or in the field of information and communication technology (ICT). Their main competencies will consist in formulating, designing and implementing multimedia and Web-based applications as well as in producing videos and animations. Moreover, graduates will acquire the necessary skills to work as independent free-lance artists.

Apart from gaining access to a variety of commercial and artistic activities, the programme aims to support and foster graduates' ability to formulate and develop new careers of their own.

We highly recommend further Master's studies to acquire in-depth professional knowledge in the careers and fields referred to.

## **location**

Reindlstraße 16-18, 4040 Linz

## **contact**

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## master in interface cultures (master of arts, MA)

### programme structure

The two-year graduate programme Interface Cultures provides insight into the artistic/scientific treatment and development of interactive media. In particular, the programme focuses on the development of human-machine, human-human and machine-machine interaction and their application in art, research, design, industry and entertainment.

### the programme

The programme investigates and provides training in the following activities: software and hardware design for intuitive and wireless interfaces, multimodal interaction, tangible interfaces, auditory interfaces, ubiquitous computing, mobile art, web-based interaction, social interaction, MR, VR and intelligent environments, interactive games and robotic interfaces. The programme also delivers in-depth knowledge on artistic/scientific theory and publication strategies, allowing graduates to become active developers and researchers of new interface designs.

### career options

Potential activities include careers in media design (e.g. interaction design, interface design, interactive environments, telecommunication design, web-based interaction, computer game design and development), media art (e.g. interactive art, sound environments, stage-based interaction, mobile art, robotic art, software art, bio art), multi-media realisation (e.g. exhibition design and organisation) and education (e.g. tertiary and adult education), hybrid media, interactive animation, emerging careers, and research on interaction and HCI.

### location

Sonnensteinstraße 11-13  
4040 Linz -Urfahr

### contact

Christa Sommerer  
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## master in time-based media (master of arts, MA)

### programme structure

The programme takes four semesters.

### the programme

Time-Based Media covers interdisciplinary studies of different procedures based on Time-Based Media, i.e. video (theory and practice), film (theory) and sound, media installations and realisations, interactive systems, digital media design and innovative programming. Within their individual areas of concentration, students investigate and learn interdisciplinary forms of expression in relation to productive, receptive and reflexive aspects of time-based media. Moreover, the course provides practical training and teaches refinement of the different project phases - from target formulation to project formulation, development and detailed elaboration - which eventually lead to the rendering and presentation of results. The course develops students' ability to act independently and to work in teams. The Time-Based Media programme provides tailored guidance and assists students in finding their own position in the arts.

Based on a series of process- and problem-specific modules, students of the Master's programme develop their own artistic, academic and transdisciplinary work and projects. The course aims specifically at training students' critical judgment in relation to social, societal, political and aesthetic issues and to question creative production in terms of its social relevance and political-ideological implications.

Project management and theoretical training in time-based media, media practice and media production involve aspects of experiment, performance, space, culture and art history. Based on academic knowledge acquired in media history and culture, graduates learn to develop critical judgment towards their own work, allowing its placement within specific media, media industries and other artistic or scientific domains potentially accessible to them.

### career options

Education in this field targets a broad spectrum of best practice in research, development and design with a media focus. Apart from well-known, established techniques, forms and formats (photography, film/video, sound, time-based art, media/Web art, games etc.) particular emphasis is placed on innovative digital and interactive media and hybrid media.

### location

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## scientific master in media cultures and art theory

Scientific inter-departmental Master's programme  
(see page 48)

The Institute covers the following areas:

## graphic-design

The Graphic-Design course covers the formulation and conceptual design of visible messages conveyed by images and text. Systematic and hands-on practical training develops students' skills required to produce creative design and apply cutting-edge scientific knowledge and strategies. As a basic requirement to the production of responsible design, the course focuses on training students' judgment as a prerequisite to address aesthetic, social and technological challenges including their diverse linkages.

## photography

The course teaches and trains basic skills in analog and digital photography, trains students' perception in the context of space (photographic vision + perspective), time and light, and fosters the development of their own visual language. Formulation of an independent approach to photography. Handling of the photographic medium in relation to the different aspects of production and exploitation of photographs; different uses of photography in the media and arts.

## interface cultures

Acting as creative artists and researchers, students learn how to advance the state of the art of current interface technologies and applications. Through interdisciplinary research and team work, they also develop new aspects of interface design including its cultural and social applications. The themes elaborated under the Master's programme in relation to interactive technologies include interactive environments, interactive art, stage-based interaction, ubiquitous computing, game design, VR and MR environments, sound art, media art, web-art, software art, HCI research and interaction design.

## media technology and media education

The Media Technology and Media Education track operates an e-learning platform: DMA – Digital Media for Artists [www.dma.ufg.ac.at](http://www.dma.ufg.ac.at), which helps students to develop their (basic) technical and design skills in the digital media independently, i.e. in a flexible manner, without restrictions on place or time, and tailored to their individual needs. The platform is available to all universities and colleges in Austria. In addition, the programme covers a wide spectrum of foundation courses in the field of digital media which are accessible to all students of the Kunstuniversität. These compulsory training sessions are directed by assistant lecturers and a team of tutors. Moreover, teachers are supported in their effort to make part of the teaching content available through e-learning.

The programme is also engaged in research and development activities in the field of digital dissemination of knowledge (visualisation, information and knowledge design), in the context of cultural studies in particular.

## media theories

The subject of Media Theories constitutes an integral component of the inter-university scientific Master's degree course on Media Culture and Art Theories and of different art programmes at Kunstuniversität Linz, of the Institute of Media Studies in particular. The programme focuses on an interdisciplinary and multimedia-based study of the culture, history and perception of the media and media art in different contexts of research and knowledge, including film/video, sound culture, interface design, TV, analog and digital photography, web art and computer games.

## time-based media

Interactive Media adds Interface and Interaction to the programme. The formulation and design of media comprised under this area of concentration are heavily influenced not only by the moment users intervene in the process (including the interaction triggered by such intervention) but also by the design of human-machine interfaces.

### contact

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## teaching staff

### Grafic-Design

Head of department: n/a

Christian Meixner, Mag.art., Univ.Ass. (part time)

### Photography

Gerhard Umhaller, A.Univ.Prof.Mag.art.

Johannes Wegerbauer, A.Univ.Prof.Mag.art.Univ.Do.

### Interface Cultures

Christa Sommerer, Univ.Prof.Dr., Head of department

Laurent Mignonneau, Univ.Prof.Dr.

Dorotheè Gestrich, M.A., Staff Scientist (part time)

### Media Technology and Media Education

Gerhard Funk, Univ.Prof.Mag.Dr.rer.nat., Head of department

Cornelia Hochmayr, Mag.phil., Univ.Ass. (part time)

Joachim Smetschka, Mag.art., Univ.Ass. (part time)

### Media Theories

Karin Bruns, Univ.Prof.Dr.phil.habil., Head of department

Ramon Reichert, Mag.phil.Dr.phil., Univ.Ass.



### Time Based Media

Brigitte Vasicek, A.Univ.Prof.Mag.art.Univ.Do., Head of department (part time)

Darius Kowalski, Mag.art., Univ.Ass. (part time)

Christoph Nebel, Mag.art., Univ.Ass. (part time)

Manfred Neuwirth (visiting lecturer)

### Additional members of teaching staff

Agentur Jung v. Matt Wien

Peter Androsch

Simon Bauer, Mag.art.

Thomas Baum

Herbert Baumgartner, Mag.art.

Tim Boykett, PhD (Time 's up)

Stefan Brocza, Dr.iur.

Bernhard Buchegger, Mag.art.

Dieter Daniels, Dr.phil.

Michael Denoth, Mag.art.

Wolfgang Dorninger

Karl Frauscher, Mag.phil.

Peter Hauenschild, Mag.art.

Martin Hochleitner, Dr.phil.

Martin Kaltenbrunner, Dipl.-Ing. (FH)

Kapil Kaul, Mag.art.

Friedrich Kirschner

Franz Kostak

Wojciech Krzywblocki, Prof.

Katja Kwastek, Dr.phil.

Gerda Lampalzer – Oppermann, Dr.phil.

Christopher Lindinger, Dipl.-Ing.

Franz Linschinger

Hubert Lobnig, A.Univ.Prof.Mag.art.Univ.Do.

Thomas Maier, Mag.art.

Günther Matern, Mag.art.

Erich Mittermayr, Univ.Prof.A.Univ.Prof.

Johann Moser, Mag.rer.nat.

Markus Panholzer

Sabine Payr, Mag.Dr.phil.

Robert Praxmarer, Dipl.-Ing.

Klaus Ratschiller, Mag.phil.

Jürgen Scheible Dipl.-Ing.

Jutta Schmiederer, Mag.phil.

Sabine Schneider, Mag.art.

Gebhard Sengmüller, Mag.art.

Sabine Seymour, Mag.soc.oec., MPS

Hans Peter Skokan

Fritz Steipe, Mag.art.

Daniel Suljic, Mag.art.

Tereza Szente, Mag.art.

Alina Teodorescu, Mag.art.

Dietmar Tollerian, Mag.art.

Gregor Traugott, Mag.rer.soz.oec.

Otto Tremetzberger, Mag.phil.

Fidelio Unger, Dr.iur.

Andreas Weixler, Mag.art.

Alexander Wilhelm

Mahir Yavuz, MFA