Digital Communication and Creative Media Production

Degree conferred
Master of Science in Digital Communication and Creative Media Production
University of Fribourg and University of Applied Sciences of the Grisons

Languages of study
Study in German and English

Commencement of studies
Commencement of studies only in the Autumn Semester (September)

Special features for admission
All students wishing to apply for the joint master programme should do so via the online system of the University of Applied Sciences of the Grisons. This also applies to students who are already studying for a bachelor's degree in Fribourg.
Application: https://studies.unifr.ch/go/s

Access to further studies
Ph.D.

The **joint master programme** «Digital Communication and Creative Media Production» at the University of Fribourg and the University of Applied Sciences of the Grisons offers a unique combination of profound **knowledge in communication science** and concrete **media-technological implementation**. You will learn about the implications of the structural transformation of the public sphere due to digitalisation and how to analyse them yourself. In addition, you will be familiarised with the latest applications for creative media production. In the joint master programme, we place the emphasis on **innovative, creative and independent learning formats** and joy in learning. Successful students receive the title of «Master of Science in Digital Communication and Creative Media Production» from the University of Fribourg and the University of Applied Sciences of the Grisons.

Profile of the study programme

The innovative joint master programme «Digital Communication and Creative Media Production» combines new technical and practical skills in media engineering with the academic bases of theory building and research in social and communication sciences. At the same time, you benefit from the **know-how of two educational institutions**, because in the joint master programme the University of Fribourg and the University of Applied Sciences of the Grisons collaborate directly and closely with one another. Through interdisciplinary project work and practical exercises you learn how to combine scientific expertise and media technology in a competent and creative way.

Profound knowledge in communication science provides the basis for concrete practical applications. You learn how the structural transformation of the public sphere due to digitalisation is affecting society, media organisations and individuals and how to analyse these changes yourself. In addition, you will be **familiarised with the latest applications**, such as interactive 3D applications, virtual and augmented reality applications, and technologies for producing applications in the fields of gamification and visual storytelling. Step by step and from scratch, you learn to develop applications using the software Unity software as well as to code with and to statistically analyse data using Python. No previous technical knowledge is required.

Fribourg profile
Combining science and practice: The content of the joint master programme is both theory-based and application-oriented. It is centred on theoretical approaches and the latest empirical knowledge gained from the analysis of digital media and communications, as well as on the innovative information and communication technologies available for your own media-technological implementation. All the acquired skills are applied in a practice-relevant manner.

Flexible teaching blocks: The joint master programme is taught in different blocks. Specified days of the week can be used for self-study or other work assignments. The module blocks can be chosen individually, which makes part-time study possible, spread over a maximum of eight semesters. The teaching takes place in Fribourg, Chur, Bern und Zurich and sometimes virtually.

Joint project work: From the second semester onward, students work jointly on projects in what are called «studios». This is a collaborative, event-oriented, practical teaching and learning format. During these studios, theoretical bases are developed and practical applications are designed, implemented and evaluated.

Learning outcomes and career openings
With a master's degree in Digital Communication and Creative Media Production, **a wide range of prospects** are open to you. Thanks to your networked knowledge, you will be in great demand in the world of work as a communications expert. The possibility of shaping your course content and choosing your areas of specialisation means that you can gear your qualifications to your own interests. You will be able to assume positions of responsibility in corporate communications, marketing and communications, journalism or production engineering.

The mixture of academic and applied scientific training gives you an **unique profile** in which academic or theoretical knowledge is combined with practical know-how. You will be qualified for work at the management level or as a media entrepreneur.

Studies organisation

Structure of studies

120 ECTS credits, 4 semesters

Curriculum

https://studies.unifr.ch/go/1N *(German only)*

Admission

Master's degree programmes are built on the knowledge and abilities that were acquired when obtaining a bachelor's degree.

Admission to the full-time joint master programme **without any preconditions** is open to anyone with a recognised bachelor's degree
– in Media and/or Communication Studies from a Swiss university, or a recognised and considered equivalent diploma from a recognised foreign university;
– in Communication and/or Media Engineering from a Swiss university of applied science or a recognised and considered equivalent diploma from a recognised foreign university of applied science with a minimum grade of 5.0, or, instead of the minimum grade requirement, with proof of several years of professional experience in the field of media and communication.

With preconditions amounting to a maximum of 60 ECTS credits, which are determined individually «sur dossier», admission is generally open to anyone with a recognised bachelor's degree
– in another discipline from a Swiss university, or a recognised and considered equivalent diploma from a recognised foreign university;
– in another discipline from a Swiss university of applied science or a recognised and considered equivalent diploma from a recognised foreign university of applied science with a minimum grade of 5.0, or, instead of the minimum grade requirement, with proof of several years of professional experience in the field of media and communication.

Please consult the joint master programme regulations for further details.

Alternatives

Also offered as a minor study programme (30 ECTS credits).

Contact

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