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Breda University
of Applied
Sciences

2013
2014

www.nhtv.nl

Media Innovation

Master's
Programme

in 1 year

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1 Introduction

Media Innovation

Master Media Innovation in 1 year

At NHTV in Breda you can enrol for an English-taught master's programme in Media Innovation. In close cooperation with international partners, NHTV has developed this programme which provides you with in-depth knowledge of digital media processes and bridges the gap between theory and practice in media studies.

Apart from the regular master's programme, NHTV also offers an executive master's programme in Media Innovation, which is open to professionals operating in the media industry. This executive programme also lasts one year and consists of ten sessions of 2.5 days each (Thursday evening, Friday and Saturday). For more information check www.nhtv.nl.

Focus

The guiding principle of this programme is that successful media innovations are often not brand new, but rather, they build on existing, recognisable elements. These elements, codes, are the building blocks that can be found in any media product. In this master, we shed light on these building blocks from different theoretical perspectives. And, once you understand the codes behind a media product, you can make new connections. This is how you arrive at new concepts that are innovative and future-oriented.

Unique approach

The programme has a unique, multidisciplinary approach. Not only will it train you to acquire analytical skills, teach you to look beyond the surface of digital media and distinguish crucial digital processes, but it will also teach you to transform analytical insights into the building blocks by means of which you can design tomorrow's media products. During this programme, you really have to deliver several concepts yourself.

This master's programme is accredited by the Dutch Flemish Accreditation Organisation NVAO. Graduates will receive the official degree of Master in Media Innovation.

Why choose this study programme?

- > Multidisciplinary approach, a unique combination of theory and practice
- > Transforming an integral academic approach (theory) into directly applicable building blocks (practice) for the design of digital media
- > An international team of lecturers from across academic and commercial communities in the field of digital media
- > Close cooperation with international partners
- > Intensive connections with professionals from the industry

Leading player

NHTV's Academy for Digital Entertainment in a short time has become a leading player in the field of media education in the Netherlands. The combination of knowledge in the field of content creation, media research and business models, combined with knowledge of graphic design and technology is unique within the Netherlands.



Aron van der Valk,
Student

'What I like particularly about this master's programme, is that it is very practical. In the first semester, you mainly attend theory courses, such as media technology and the history of media, because it is important for you to be familiar with all the possibilities and to understand the technology. After that, you set to work on the development of a media concept which you have to sell to a professional jury. I think this pitch is going to be really tough, but also instructive. I am not yet sure what my new concept is going to be. I own a small business in web design and production, so I suppose it will be something along these lines.'

2 Admission requirements

If you want to apply to this master's programme, you should have a bachelor's degree in the field of Business Administration, Media Studies, Communication Studies, ICT, or another media-related field.

As a non-native speaker of English, you must also show sufficient results of one of these tests:

- > TOEFL test (minimum score 550 paper-based, 213 computer-based or 80 internet-based)
- > IELTS test (minimum overall band score 6.0 and a minimum sub score for Speaking 6.0)
- > Cambridge Advanced Certificate

3 Course characteristics

The programme

Every day, people in the commercial media industry aim to design creative and original media products that are profitable, technologically refined, and that engage their audiences in completely new ways. This means that media products are much more than just creative ideas. They are the result of a collective effort in which knowledge about ICT and programming, media theory, communication studies, marketing and business is linked together.

Innovation

Innovation in the creative media industry is a hot topic in many countries. Up until now, however, there is a persistent lacuna. Innovators have not yet been successful in establishing an integral academic approach that is directly relevant to the digital media industry. In close cooperation with international partners, NHTV Breda therefore has developed this master's programme, which will bridge the gap between theory and practice in digital media studies.

Theory as a design tool

Next to the delivery of top class post-graduates, the purpose of this master's programme Media Innovation is to give media professionals the ability to 'bring something new into use'. In their final project, students will develop, prototype and (pre-)produce media innovations. To enable this, NHTV has built up an international network of researchers and media professionals demonstrating the ability to put original ideas into use within their respective fields of knowledge.

Unique approach

The Master in Media Innovation is an international study programme with lecturers from across academic and commercial communities in the field of digital media. The programme has a unique, multidisciplinary approach. Not only will it train you to acquire analytical skills, teach you to look beyond the surface of digital media and distinguish crucial digital processes. But it will also teach you to transform analytical insights into the building blocks by means of which you can design tomorrow's media products.

Themes

The master's programme Media Innovation covers 12 months and starts every year in August. It comprises **five themes** (45 ECTS) followed by a final graduation project (15 ECTS).

The five themes are:

- > Development of Media
- > Media Theory
- > Business Models
- > Media Technology
- > Communication Studies

Development of Media

Keywords: *remediation, mobility of media content, mobile and ambient technologies*

Knowledge of media is essential when it comes to achieving higher strategic levels of thinking and gaining insights into abstract development processes. Being one of the pioneers of new media theory, Professor Dr. J. Bolter from the Georgia Institute of Technology is at the forefront of the integration of theory and practice, which is why we are thrilled to have him on the team of the Master in Media Innovation at NHTV.

Media Theory

Keywords: *semiotics, narratology, media aesthetics, transmedia storytelling, branded entertainment*

The media theory block introduces students to the field of (contemporary) Media Studies / Media Theory. Media Studies is defined as an academic interdisciplinary field of study that deals with the content, history and effects of various media. To do right to the interdisciplinary character of Media Studies / Media Theory, this block will introduce several theoretical angles as well as subjects.

Business Models

Keywords: *media economics, brand and digital media platform, business models design*

The theory of business models will be based on the approach developed by Dr. A. Osterwalder in his PhD thesis: 'The Business Model Ontology - A Proposition for a Design Science Approach', which has similarities with Dr H. Bouwknegt's model, but in the field of business model design.

Media Technology

Keywords: *emerging technologies, media infrastructure, rapid prototype development methods, user-centred design, human-computer interaction*

The media technology module has two objectives. The first one is to equip students with state-of-the-art methods to design and develop prototypes that would communicate efficiently and effectively their innovative ideas. The second one is to trigger their imagination about the potential of emerging technologies. Examples of methods include: paper prototyping, personas, UML, usability evaluation and video prototyping among others. Examples of emerging technologies include: pervasive computing, location based services, tabletop interfaces and mixed reality among others.

Communication Studies

Keywords: *media typology, media use and selection, media processing and interpretation*

The block on communication studies will extend the student's understanding of the scientific findings and theories that are relevant for this master. This block will require students to read a number of scientific papers in great depth. The block is divided into three parts, called modules, which address different aspects of current research in media studies.

Media typologies

The first module will deal with how different types of media can be classified, from different perspectives. Multiple classifications exist and we will discuss their overlap and differences in detail.

Media use and selection

This module approaches media from a user perspective, using social-psychological insights to elaborate on the motives people have to use media and on the needs that media may fulfil.

Media processing and interpretation

The third module tries to look inside the user and discusses models of how people structure the incoming information, which parts of the mediated message they pay attention to, and what the information does with them.

In the final essay, students are asked to integrate the information presented in this block in an essay which touches upon all three modules.

Final thesis

Since the aim of the programme is to use theoretical insights as the initial blueprint for the creation of media products, a fairly large amount of credits (15 ECTS, one-third of the programme) is reserved for the final assessment. During the final assessment, students will create a mock-up of a media product. In order to facilitate intensive and long-distance monitoring of this part of the master, the programme contains a state-of-the-art e-learning trajectory.

4 Study costs

Tuition fees

In the academic year 2013-2014, students who

- > have the Dutch nationality or the nationality of another country that is part of the EEA, or the Surinamese or Swiss nationality and
 - > live in the Netherlands, Belgium, Luxembourg, or one of the German federal states of Northern Rhineland-Westphalia, Lower Saxony or Bremen at the time of enrolment (reference date 30 September) and
 - > don't already have a master's degree at the start of the academic year
- pay a tuition fee of 6,542 euros.

If this does not apply to you, you pay the institution tuition fee. In the academic year 2013-2014 the institution fee is 8,970 euros.

The tuition fee for the executive track can be found on the website www.nhtv.nl.

Additional costs

Apart from the tuition fee there might be some extra amounts for travel costs, books, etc. We do expect you to bring your own laptop to class.

Application fee

Application fee: 82.50 euros (foreign students only)

Grants and scholarships

For more information about grants and scholarships, please contact our International Office at international.office@nhtv.nl.

Accommodation

NHTV does not offer on-campus housing facilities. However, the International Office assists international students in finding suitable accommodation. Students are encouraged to find their own place to stay. Every year there is a large number of rooms that are offered via the International Office. More information will be given once you are admitted. Please note that the rent of a student room varies from 350 to 420 euros per month per person.

5 Application

Application deadlines

- > 1st July for Dutch and EEA students
- > 1st June for non-EEA students

Please take into account the time it takes to organise all the required legal documents such as visas and residence permits.

More information can be requested at international.office@nhtv.nl.

How do I apply?

Students must apply through Studielink and the International Office of NHTV.

Step 1

If you meet the admission requirements, please register with Studielink. This is the national administration system for higher education in the Netherlands.

Please note: We won't start processing your application until you are registered in Studielink.

Step 2

Fill in the application form. Please make sure you submit all additional documents requested in the application form and send the digital files to applicationpackages@nhtv.nl.

The certified copies of the diploma plus grade list, including the translated documents if applicable, need to be sent by regular mail, to the following address:

NHTV Breda University of Applied Sciences
International Office – Admissions
PO Box 3917
NL – 4800 DX Breda The Netherlands

Outcome

If the complete form and all required documents are received, your resume and motivation letter will be judged by the management team and they will let you know if you will be invited for an intake interview. This interview will take place face-to-face if you live in the Netherlands, otherwise it will take place by phone. After the interview you will be informed about your admission in short notice.

Questions?

For further assistance with the application procedure you may contact our international office at international.office@nhtv.nl. For more information about the programme please contact Ineke van Keulen at mastermediainnovation@nhtv.nl or via phone: +31 76 533 2770.

6 Find out for yourself

How do you find out whether a study programme really suits you? Keep in mind that you want to broaden your horizon, by exploring areas that really interest you and most importantly find a place you will feel at home. Come visit us, take a look and find out for yourself!

Open days and evening all NHTV academies

10
NOV
2012

OPEN DAY: 10.00 - 15.00 hrs.

9
MAR
2013

OPEN DAY: 10.00 - 15.00 hrs.

18
APR
2013

OPEN EVENING: 18.00 - 21.00 hrs.

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A summary of all NHTV's study programmes

In the brochure 'A summary of all NHTV's study programmes' you will find information on:

- > All NHTV's programmes
- > NHTV's international character
- > NHTV's educational vision
- > Holland and Breda facts
- > Studentlife

You can download the brochure at www.nhtv.nl.