

Merz Akademie

**University of Applied Arts,
Design and Media, Stuttgart
nationally accredited**

Merz Akademie

The Merz Akademie, a private, nationally accredited University of Applied Arts, Design and Media was founded in 1918. It is conveniently located in southwest Germany, in the heart of Europe.

At the core of all activities are the aesthetic, technical and cultural issues that arise from the intensive encounter and innovative interaction of design, art and media. Student life on campus creates a vibrant atmosphere that is driven by the studies, creative work and social life. Public events such as exhibitions, conferences, lecture series, symposia and design markets are held regularly every semester. Research activities and publications are closely related: both

staff and students are able to publish the results of their work. International guest professors are integrated into our study program each semester to teach and conduct creative seminars and projects. Exchange students can live on campus in communal student apartments. Stuttgart is a student city that caters to a young, creative, design-orientated population with an abundance of cultural and exciting venues – museums, galleries, bars and clubs.

Challenging projects are supported by an international team of professors, outstanding facilities and individualized support.



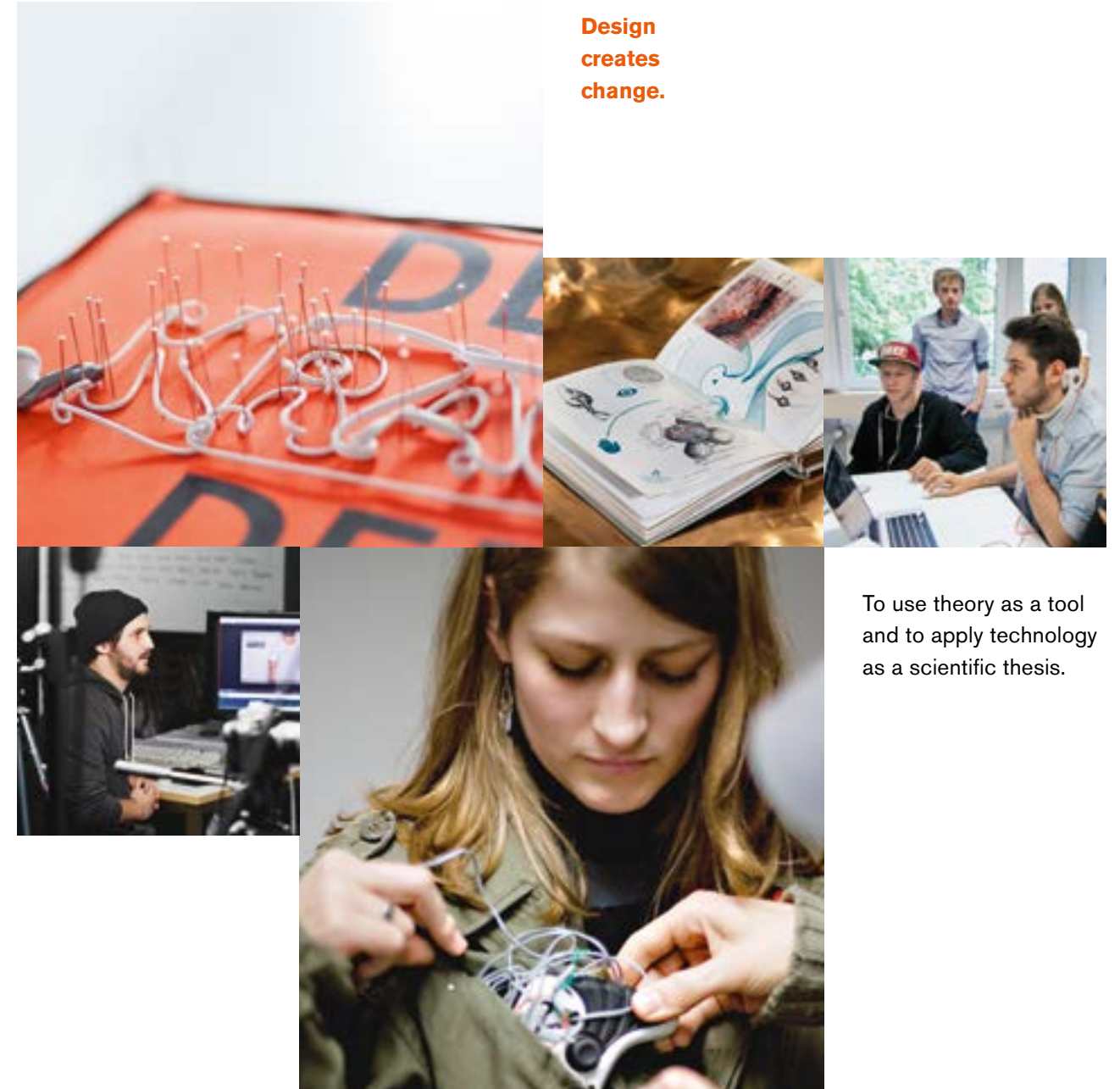
Design, Art and Media

Students learn the skills to create relevant content in the fields of Crossmedia Publishing, Film and Video, New Media or Visual Communication. They are able to design and transmit their own ideas and inclinations.

The university sees itself as an experimental think-tank that allows its students to integrate their cultural, social and theoretical interests with their design study. In addition to the necessary technical and aesthetic skills, students engage with the current critical discourse and theory relevant to their chosen field of study. The goal is to be able to implement the solution of a self-defined problem

in the form of a fully realized work of design or art. The ability to critically reflect upon one's own practice in relation to relevant aesthetic, cultural and academic contexts and to represent one's artistic position in thought-provoking ways complements the acquired knowledge of the graduates. Exchange students follow an individual study plan best suited for their interests and needs.

**Design
creates
change.**



To use theory as a tool and to apply technology as a scientific thesis.

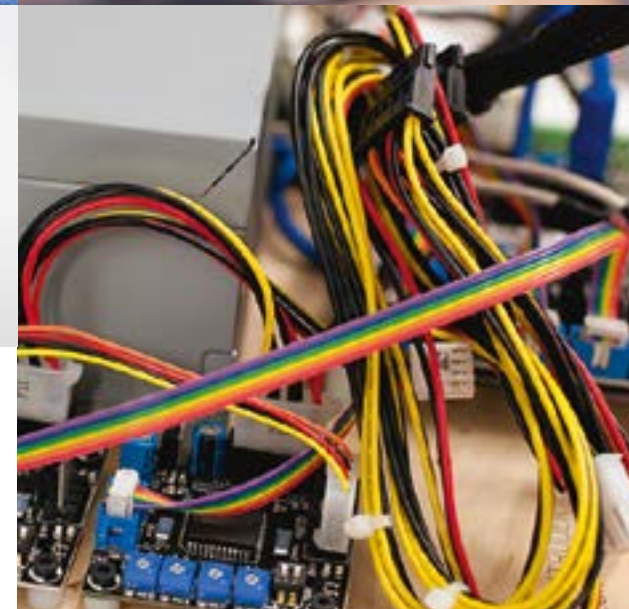
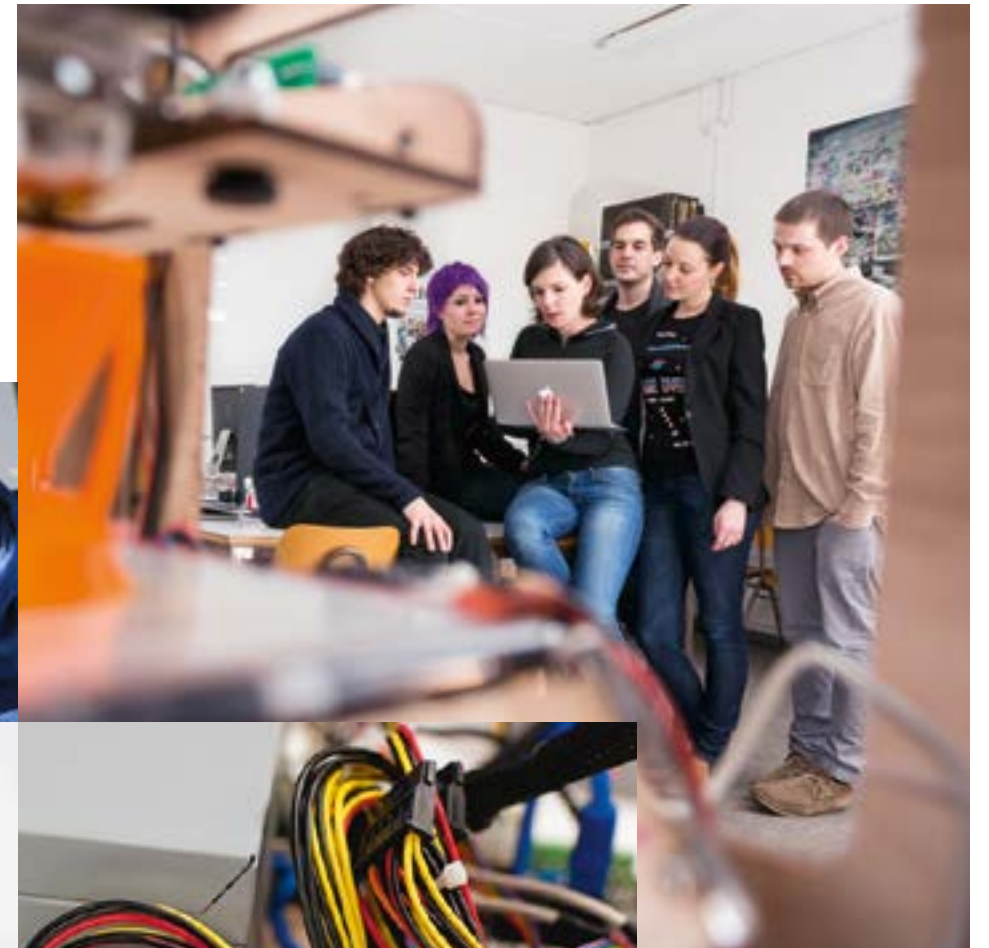
Bachelor of Arts

The Bachelor of Arts program “Design, Art and Media”

After an in-depth introduction to the subjects and methods of Crossmedia Publishing, Film and Video, New Media and Visual Communication the students select one of the four fields of study as their major. The core study program includes innovative and creative projects accompanied by subject-specific and general theory colloquia. Seminars and workshops supplement the program. The combination of design curriculum with a

rigorous interest in media culture and cultural theory is one of the most important features of the studies at the Merz Akademie. Collaboration beyond the boundaries of the individual study areas is made possible through elective and international workshops as well as interdisciplinary projects. Students combine art with theory and technology in novel ways and learn to transfer their knowledge into innovative projects.

The goal of the Bachelor of Arts program is to develop competence in design, art and media.



After the first semester the students select one of the four fields of study:
Crossmedia Publishing,
Film and Video,
New Media and Visual
Communication.

Crossmedia Publishing

Today's media creators and publishers must have the competence to succeed in an ever-changing mediascape comprised of text, data, audiovisual and interactive web formats. Crossmedia Publishing provides students with a strong practical and theoretical background to utilize all relevant media and technologies.

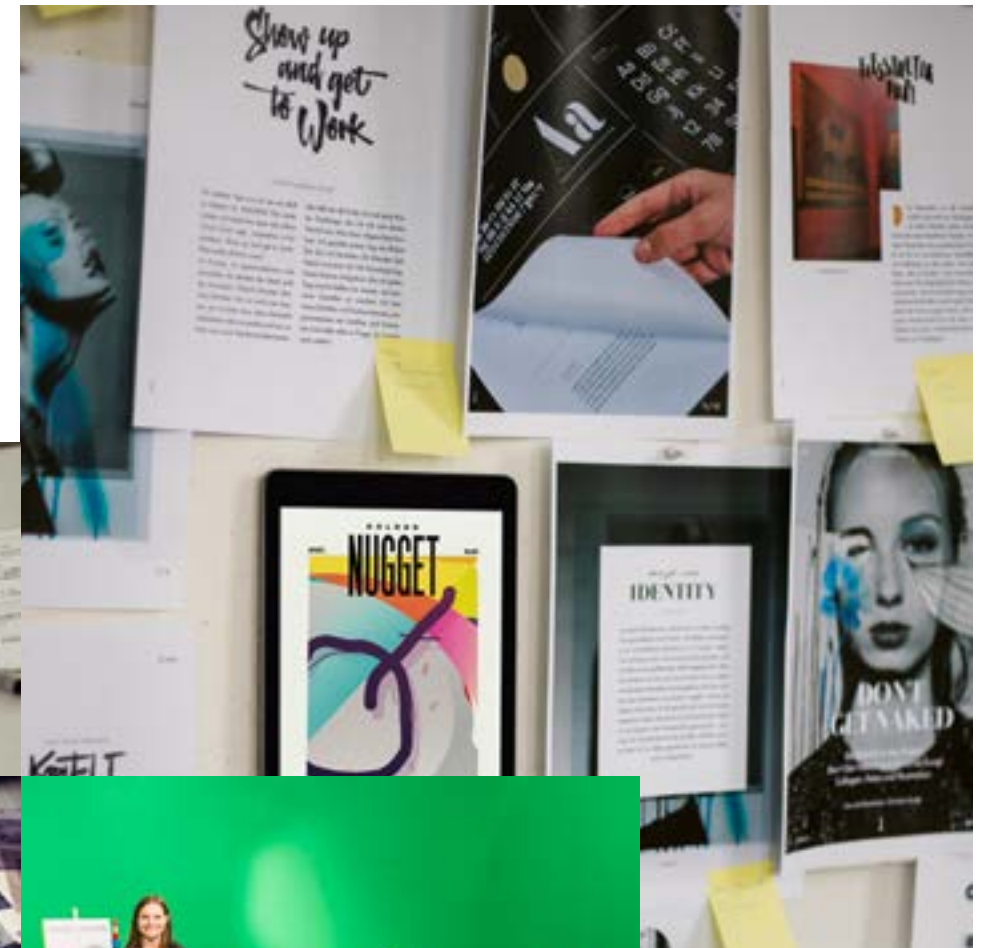
From researching and authoring a story using the tools of photography, film, audio and visual design, to exploring innovative technologies such as virtual reality and live streams, students of Crossmedia Publishing draw from the established pathways Film and Video, New Media and Visual Communication to directly engage with the contemporary media landscape.

In addition to learning from the established pathways, students also pursue specific Crossmedia Publishing areas of knowledge and practice, including: audiovisual publishing (podcasting, streaming video and livecasting); social media management; community

networking and public engagement; writing and reporting; research and data journalism; and developing innovative media content for apps and digital platforms.

Crossmedia Publishing empowers students to contend with some of the major issues of contemporary media: engaging with evolving audience behaviors using text and audiovisual media; platform migration from print and desktops to smartphones and future technologies; and the reorganization and disruption of established industries and professions. Students develop not only technical but theoretical and ethical frameworks for their Crossmedia practices.

Research and publish in all media formats.



Film and Video

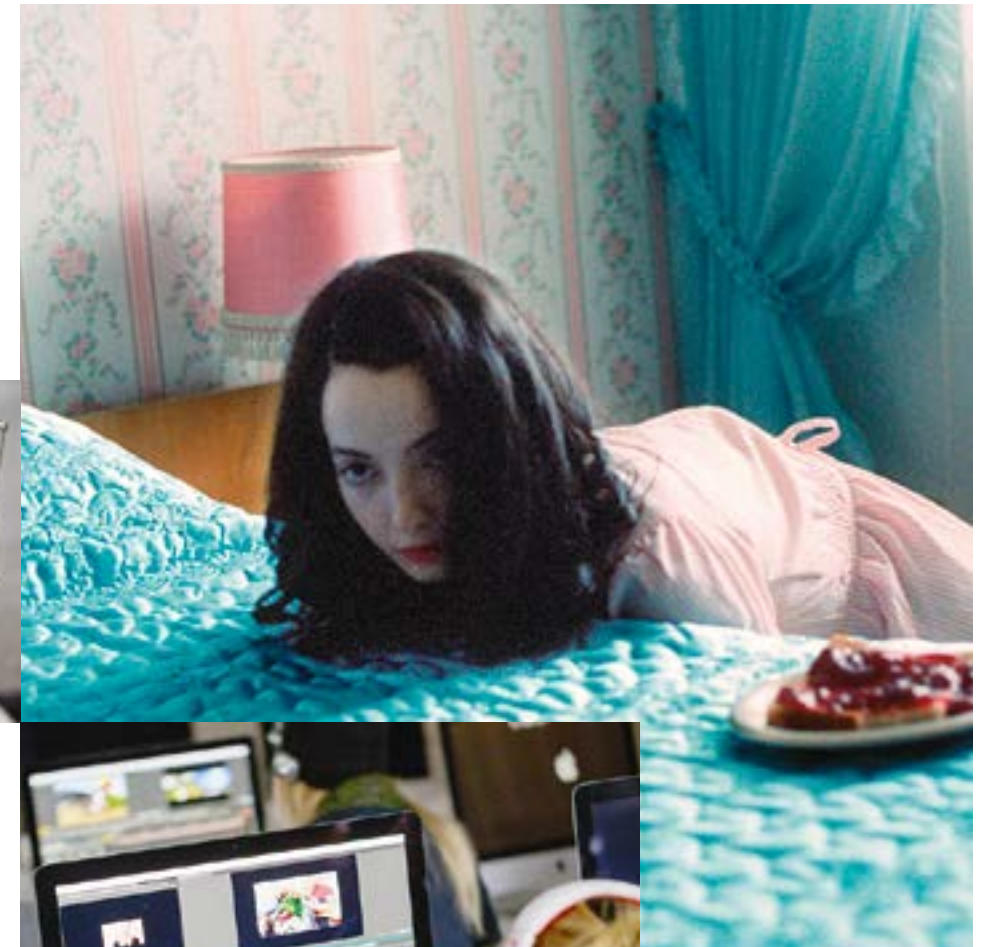
The goal of Film and Video is to qualify students in artistic or creative competence in the area of time-based media, in particular film and video.

The focus of the study is the analysis and acquisition of the creative and technical process of film as well as the electronic and computer-based audiovisual media of moving images. This is based on a comprehensive examination of the history and theory of time-based media, as well as history and cultural theory. In their projects, students can assess and test documentary, fictional, or experimental forms and their combination (essays, documentary-fiction).

Workshop courses and exercises give the students practical knowledge in dealing with digital video technology, as well as experience in production planning and development. The practical training provides insight into professional working spheres of time-based media. Lectures, courses and excursions deepen the knowledge about conception, financing and realization of films in television and cinema as well as in an art context.



Workshop courses and exercises provide practical training using digital video technology.



Nature Morte
(Sophia M. Koegl)
Art film.

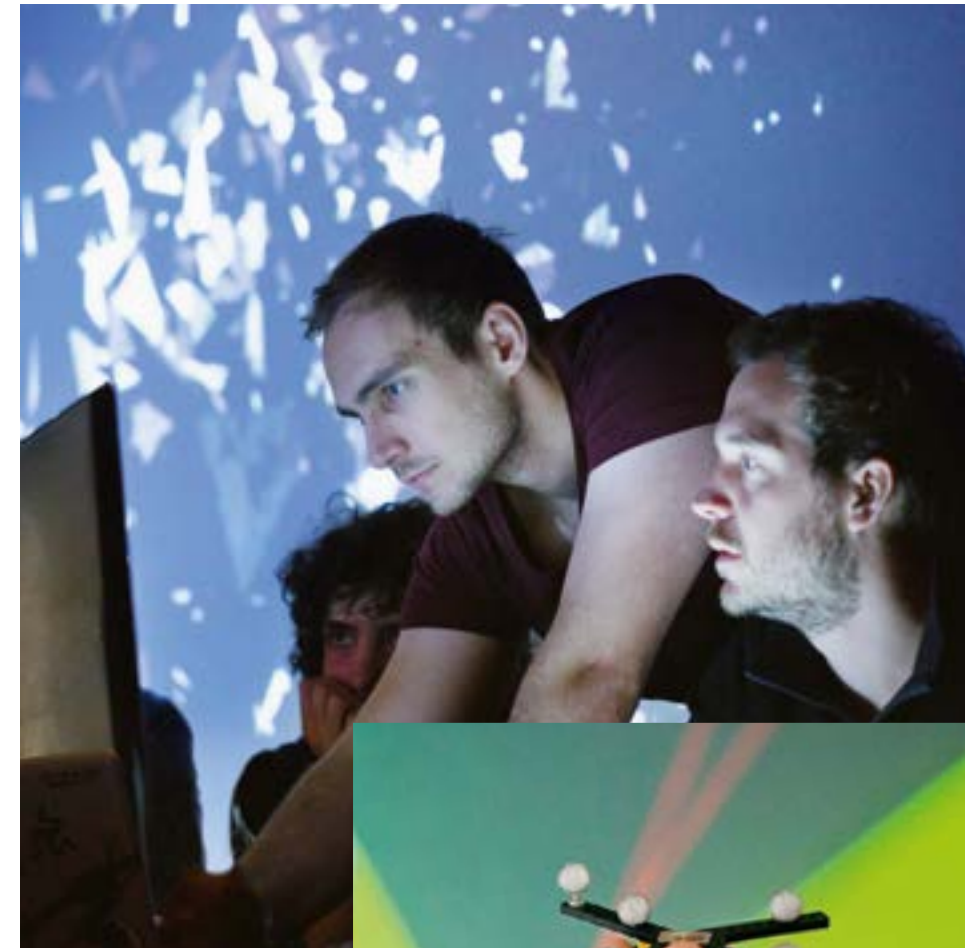
New Media

New Media students do not simply create digital surfaces. They draft tools of communication and conceive the qualities and usages of innovative technologies that are increasingly penetrating our lives today.

New Media understands digital tools as cultural products, which can be called into question and changed according to one's need. Alongside seminars in web design and application development, there are also courses in computational design, immersive environments, spatial interaction, interfaces and apps

for mobile devices, as well as physical computing. Project work is centered around actual network and interaction concepts, based on current research and reflecting visions as well as ideals of design and networking pioneers. Open source ethics and do-it-yourself principles also play an important role.

Due to the close alliance between teaching and research, students can participate in national and international interface design research projects.



Students draft tools of communication.

Partly Cloudy

(Max Wohlleber)

Do clouds on Apple maps block the view? An app provides perspective.

Visual Communication

To define questions, analyze complex issues and translate them into visual communication with the help of artistic and creative means – that is the object in this area of study.

Visual Communication does not mean to enhance a given work by way of embellishing images. Instead, it is about providing an independent and self-reflected communication content through visual education and media competence. At its center is the cultural, social, economic, technological, political conception in combination with the formation of communication that captures the eye. Typography, illustration and

photography are the three fundamental visual languages. These are supplemented by spatial presentations of information (display and exhibition design), online and offline design, for instance in screen design or in the area of moving images media (animation, title design). In addition, design history and theory are important foundations that provide students with a great awareness for design decisions.



Typography, illustration and photography are the three fundamental visual languages.



At the core of visual communication is conceptual design.

Master of Arts

The Master of Arts program “Artistic Research in Design, Art and Media”.

The master's degree goes far beyond classic subject boundaries and comes into play at the junction between applied art, human sciences, digital humanities and artistic research. The program focuses on how aesthetic strategies develop knowledge, thus addressing the increasing importance of knowledge building in contemporary society. Particular emphasis is put on calling into question the seemingly obvious current state of knowledge.

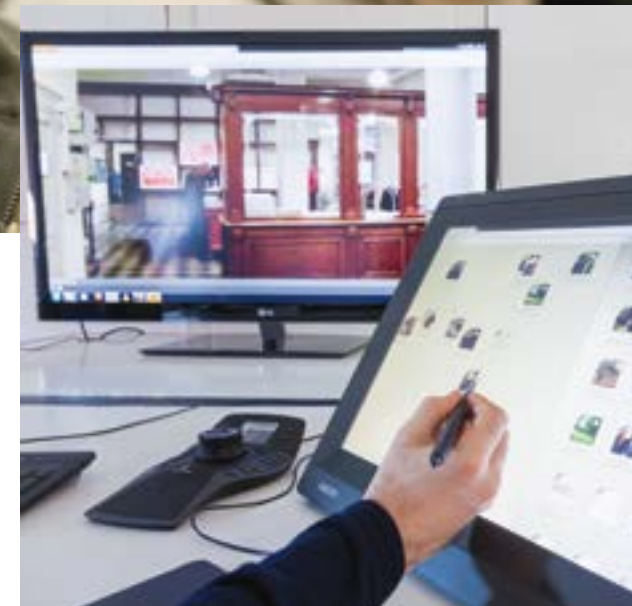
Students are challenged to engage in their own artistic research projects within the four

study areas in order to encourage self-confidence both in their thinking and their own individual creative practice. At the same time, the personal development of students is encouraged as they learn to develop, determine, and represent the original potential of their self-confident thinking and their individual artistic-creative practice.

The goal of the Master of Arts program, aimed at graduates with degrees in art or design, as well as scholars in the humanities, is to consolidate and shape an independent artistic position.



The goal of the accredited Master of Arts program is to develop an individual artistic-creative practice.



In interdisciplinary teams students acquire and develop knowledge of various media formats.

Equipment and Facilities

Modern and well-equipped labs support the work in Crossmedia Publishing, Film and Video, New Media and Visual Communication

green box, audio recording studio, stop motion studio, digital video editing and post production, color grading suite, rental equipment

virtual reality lab, physical computing lab, interaction lab, interactive 3D-power wall, 3D-printer

digital print lab, photo studio and lab, calibrated image editing places, silkscreen workshop, book bindery, training and computer rooms

Application as exchange student

Application Process

Students who would like to apply to the Merz Akademie must submit a portfolio of work samples and the following documents to the International Office in PDF format:

- CV and letter of motivation
- Certificate of matriculation
- Transcript of record
- Letter of recommendation
- Proof of language proficiency in German or English (B2)

Application Deadline

May 1st for the winter semester
November 1st for the summer semester

International Office:

Birgit Haasen
international.office@merz-akademie.de
Tel +49 (0)7111-26866-47

Website

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