

Merz Akademie

The Merz Akademie, a private, nationally accredited University of Applied Art, 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.

Design, Art and Media the skills to create relevant content in the fields

Students learn the skills to create relevant content in the fields of Crossmedia Publishing, Video, New Media or Visual Communication. They are able to design and transmit 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 fields 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 thoughtprovoking ways complements the acquired knowledge of the graduates. Exchange students follow an individual study plan best suited for their interests and needs.





Bachelor of Arts

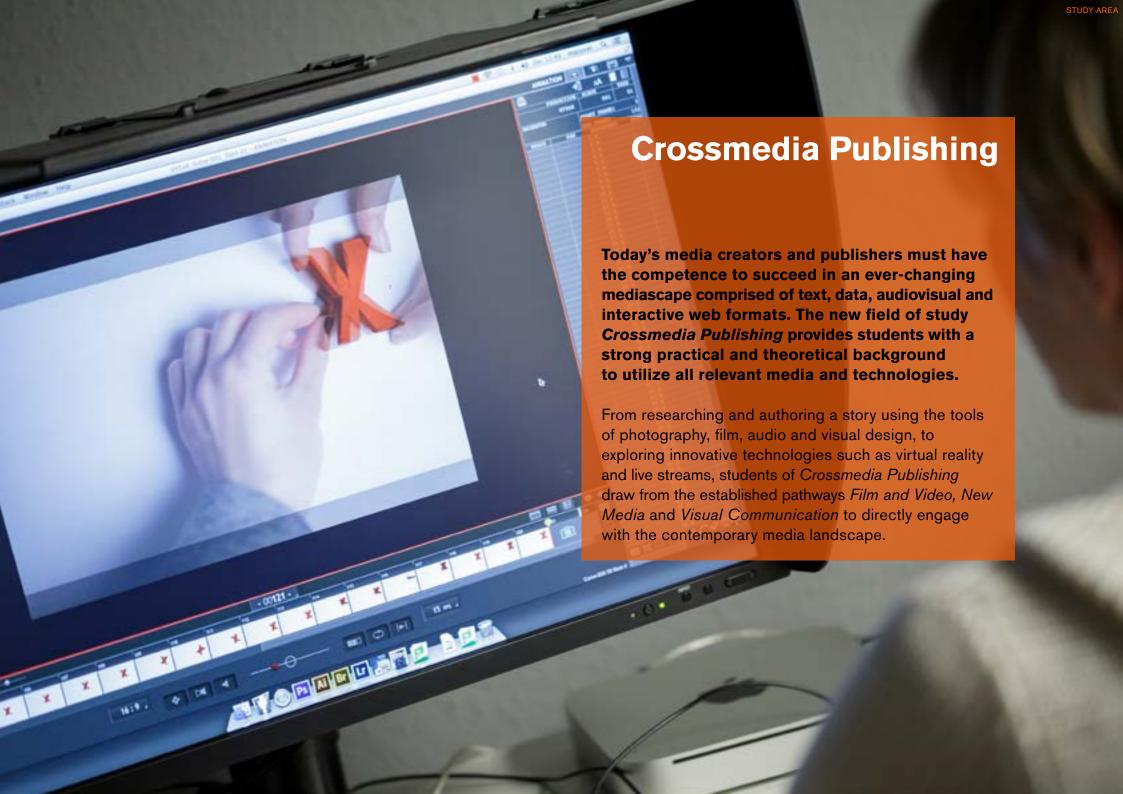
The Bachelor of Arts program Design, Art and Media

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 a 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.

The goal of the Bachelor of Arts program is to develop competence in design, art and media. Students combine art with theory and technology in novel ways and learn to transfer their knowledge into innovative projects.

emotive - a wearable privacy protector - Teia Meter





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 art 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.







of creativity through acceleration. A social-philosophical approach - Dino Alexander

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.



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

greenbox, 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

Documents

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
Letter of recommendation
Proof of language proficiency in German or English (B2)

Application Deadline

Students from overseas:

15th April for the winter semester and following summer semester Students from EU-countries:

15th April for the winter semester

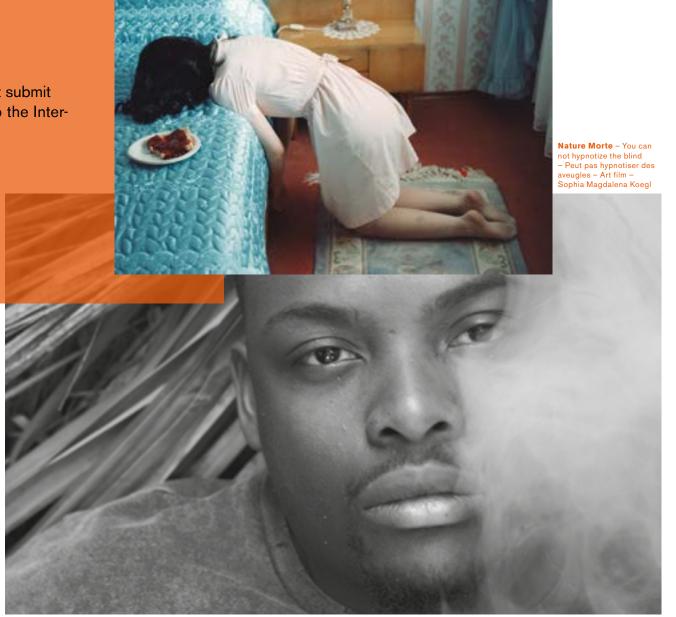
15th October for the summer semester

International Office

Birgit Haasen <u>birgit.haasen@merz-akademie.de</u> Tel +49 (0)7112686647

Website

merz-akademie.de



Blurred - Music video for the music producer Robot Koch - Timo Braunisch