



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

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.



The gradual making of thoughts in writing – Lisa Maier



DON'T SAY IT. SPRAY IT. – Graffiti and rebellion. The struggle of critical artists around communication. – Judika Zerrer



UnARTig – An augmented reality application for the art sector – Paula Schwabe



emotive – a wearable privacy protector – Teja Metez

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.

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. The new field of study ***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.

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 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.



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 needs. 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.

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 objective 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.



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.

As time goes...bye – Loss of creativity through acceleration. A social-philosophical approach – Dino Alexander Carasso



Raven's Dark Matter – Animation film – Alexandra Korn

Equipment and Facilities

Modern and well-equipped labs support the work 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

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Nature Morte – You can
not hypnotize the blind
– Peut pas hypnotiser des
aveugles – Art film –
Sophia Magdalena Koegl

