

<b>Fach</b>	<b>Media Direction</b>
<b>Abschlussgrad</b>	Master of Arts
<b>Hochschule</b>	Hochschule Darmstadt in Kooperation mit dem Cork Institute of Technology, Irland
<b>Datum der Akkreditierung</b>	14.05.2007
<b>Dauer der Akkreditierung</b>	30.09.2012
<b>Start des Studienbetriebs</b>	WS 07/08
<b>Zugang zum höheren Dienst?</b> <small>(nur für FH-Masterstudiengänge relevant)</small>	<input checked="" type="checkbox"/> ja <input type="checkbox"/> nein
<b>Kategorisierung</b> <small>(nur für Masterstudiengänge relevant)</small>	<input checked="" type="checkbox"/> konsekutiv <input type="checkbox"/> nicht-konsekutiv <input type="checkbox"/> weiterbildend
<b>Akkreditiert als Teil eines Mehrfächerstudiengangs?</b>	<input type="checkbox"/> ja <input checked="" type="checkbox"/> nein
<b>Fakultät/Fachbereich</b>	Medienkommunikation
<b>Kontakt</b>	Prof. Andrea Krajewski Tel +49 6151 16-8000 andrea.krajewski@media.h-da.de
<b>Auflagen</b>	For the master's project the institutions shall provide a description of the structure, management, operation and assessment of this module. A commitment on this provision should be given and the actual document shall be submitted to AQAS and HETAC prior to the commencement of the programme.
<b>Auflagen erfüllt?</b>	Yes / Ja.
<b>Profil des Studiengangs</b>	The Master's programme Media Direction is offered by the Hochschule Darmstadt (h_da) in cooperation with the Irish Cork Institute of Technology (CIT). Its standard period of study is 4 semesters (120 Credits). The Master's programme is especially designed for students with a Bachelor's degree in Digital Media. The arrangements between the h_da and the CIT allows for learners to take courses at either of the institutions.  The Master's programme Media Direction aims at developing new media products, new media formats and new media systems with consideration of their artistic, cultural, technical and social impact on society and environment.  Within the programme students have to develop solutions for future formats, products and systems.  Within the master's project students demonstrate their creative and innovative competencies and potential.

**Zusammenfassende  
Bewertung**

Through the documents provided by Hochschule Darmstadt and the Cork Institute of Technology and the visit of the institutions the panel achieved a positive overall impression of the programme.

Altogether the programme is planned reasonably and is leading to the set goal. Goal and profile of the programme are reflected by the curriculum.

The learning outcomes of the programmes were stated in such a way that the panel is satisfied that they are in compliance with the award standards in Art and Design determined by the council of HETAC and in compliance with the standards of the German Kultusministerkonferenz and Akkreditierungsrat.

The panel of experts recognizes the efforts that have been made by the Hochschule Darmstadt and Cork Institute of Technology to ensure that graduates are qualified for the labour market.

**Mitglieder der  
Gutachtergruppe**

Prof. Dr. Björn Bartholdy, Köln International School of Design, Fachhochschule Köln

Mr John Dempsey, Dun Laoghaire Institute of Art, Design and Technology

Mr. Charles Pritchard, Digital Media Centre, Dublin Institute of Technology

Mr John Kelly, Chief Executive Webfios Ltd, Dun Laoghaire (representative of industry)

**Verfahrensnummer AQAS**

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