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2012
2013

Media Innovation

Executive
Master's
Programme

in 1 year

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1 Introduction

Media Innovation

Executive Master Media Innovation in 1 year

In close cooperation with international partners, NHTV has developed the executive master in Media Innovation which provides you with in-depth knowledge of digital media processes and bridges the gap between theory and practice in media studies.

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.

For whom?

The executive master in Media Innovation is especially designed for media industry professionals. Our main target group is lecturers who still need to obtain a master's degree and who are teaching in either (multi) media, communication, ICT or another area related to the media industry.

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 study Media Innovation at NHTV Breda?

- > 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 executive 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. Eligible candidates will be invited for an interview.

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 executive 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 executive 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 executive 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 programme 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

The tuition fee for the academic year 2012-2013 is 8,500 euros. More information about tuition fee can be found in the tuition fee regulations at www.nhtv.nl/fee. For questions please contact Ineke van Keulen via mail: mastermediainnovation@nhtv.nl.

Additional costs


Apart from the tuition fee you should take into account the costs of textbooks, readers, study trips and a laptop.

Application fee

Application fee: 82.50 euros (foreign students only)



5 Application



For more information about the application procedure and tuition fee of this master's programme, please contact Ineke van Keulen, e-mail: 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 evenings

12
NOV

Open Day NHTV all academies

10
MAR

Open Day NHTV all academies

19
APR

Open Evening NHTV all academies

NHTV Breda - an overview

In the brochure 'NHTV Breda - an overview' 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.

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