



MA
digital
narratives

International Master's Program

2nd Call for Applications 2020

master's program

+++ This 2nd call for applications is addressed to applicants from the EU and from countries with visa exemption (please find here the list of countries). +++

Does the power of great stories and digital storyworlds fascinate you? Are you interested in contributing your own ideas and projects to the digital culture? Are you ready to think critically about the impact of digitization on our societies?

The international MA Digital Narratives program offers dedicated media and cultural professionals an opportunity to develop and produce stories with and for the future of digital media.

The program combines creative processes exploring dramaturgy and design with theoretical investigations in the fields of media and cultural studies. Students will study and practice creative digital development and production methods that will enable them to create innovative and immersive narrative forms of communication for digital platforms and genres such as VR/AR, web series, apps, graphic novels, and games – to name a few.

The MA Digital Narratives supports young creatives to develop their artistic, practical and theoretical skills in the evolving business scene of digital culture.

The central elements of the MA Digital Narratives curriculum are:

- **The Study of Digital Culture**

Media-theoretical knowledge and research on digital transformation and disruption processes in society, economics, and the arts.

Investigation of the social responsibility in arts and media for a participatory society in the digital age.

- **The Study of Narratives**

Research and development of immersive narratives based on contemporary technologies and audience engagement strategies in digital media.

- **The Study and Practice of Creative Methods**

Analysis and implementation of aesthetic strategies and creative development methods in artistic projects and creative businesses.

Analysis and training of creative and agile methods for ideation, development, prototyping, and production in a highly interdisciplinary and collaborative working environment.

- **Projects**

Collaborative and individual work on artistic, entrepreneurial, and research projects together with external partners and supervised by professors and tutors.

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In the second year of study, the program also offers students classes to facilitate their professionalization, which include the study of business modelling, project financing, project marketing, deal making, and the practical aspects of intellectual property law. In addition, they can receive coaching and mentoring for their projects and for their professional life after their studies.

The program language is English. Studying in a small group of no more than twelve students ensures an intensive and collaborative work. During the first three semesters, the courses are aimed at self-study phases to support individual and shared research as well as project development. For this, the students can use a co-working space at the ifs. Excursions to internationally relevant conferences and festivals, such as Re:Publica, Transmediale and Clash of Realities are an integral part of the curriculum. It is also possible for students to visit cross-institutional events and create partnerships for research and project work in order to expand their networks.

Professors and Lecturers

The leading professors responsible for the program are Prof. Dr. Nanna Heidenreich (media & cultural studies scholar) for the subject area »Theory«, and Prof. Lena Thiele (writer & creative director) for the subject area »Art & Design«.

Additional lecturers are renowned personalities in the fields of art, science and media economics such as: Joel Dittrich (artist & teacher), Jörg Ihle (writer & director), Paul Tyler (project mapping consultant), Prof. Dr. Gundolf S. Freyer-muth (co-director Cologne Game Lab), Clemens von Wedemeyer (experimental film and installation artist), Prof. Dr. Joachim Friedmann (writer and creative producer), Christoph Brosius (digital media producer), Alistair Alexander (producer and publisher), Tank Thunderbird (VR/AR expert), Jörg Bange (intellectual property lawyer), Michael Comyn (business coach), Arne Oltmann (business modelling and financing consultant), Karin Lingnau (media installation and exhibition expert).

Professional Orientation

Graduates will be able to initiate and realize progressive artistic research and viable entrepreneurial digital projects in creative, artistic, and scientific positions. They may work in leading creative positions independently or team up for pioneering projects within digital culture and for a variety of narrative formats and platforms including VR/AR, interactive web series, games, and other non-linear narrative formats. They will be able to conduct research in digital culture and art and well prepared to enter lecturing positions in these fields.

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Possible professional fields for graduates of the Digital Narratives MA program are:

- Creative director/creative producer
- Storyworld developer/story editor/content designer/narrative designer
- UX designer
- Media artist
- Media researcher/doctoral student
- Curator/media critic

Number of Participants

Max. 12

Degree

Master of Arts (MA; 120 ECTS)

The ifs

The ifs internationale filmschule köln is a full study and further education institution with an artistic-academic focus serving aspiring media professionals. Based on its outstanding student support, excellent teaching and project work, and active festival participation, including a Student Academy Award, the ifs is consistently ranked one of the best film schools in Germany.

The ifs portfolio covers Bachelor's programs in Screenwriting, Directing, Creative Producing, Director of Photography, Editing Picture & Sound, VFX & Animation, and Production Design, as well as international Master's programs in Serial Storytelling, Digital Narratives, and 3D Animation for Film & Games.

The study programs are carried out in cooperation with the TH Köln (University of Applied Sciences). The ifs is currently developing new Master's programs.

In addition, the ifs offers several further education programs for media professionals held by internationally renowned artists and business leaders. The school is a member of CILECT, the International Association of Film and Television Schools, and cultivates partnerships with a global network of film schools and universities.

Students of the English-language MA programs come from all over the world to study in one of Europe's leading media environments. Students gain access to a network of European media professionals and experts of digital production and culture and will be part of the ifs Alumni Network.

Schedule – 2nd Call (subject to change)

2nd call for applications: for applicants from the EU and from countries with visa exemption ([please find here the list of countries](#)).

Application deadline: 30 June, 2020

Interviews: 29/30 July, 2020

Start of studies: 28 September, 2020 (tbc)

The two-year MA Digital Narratives is a full-time Master's program (120 ECTS). It is divided into attendance time and self-study time. The attendance time during the first and second semester is twelve weeks (usually every day from 10:00 am to 4:00 pm). During the third semester, there are eight weeks of attendance time. The fourth semester is dedicated to writing the Master's thesis, so the attendance time is only three weeks. Admission takes place every two years in the winter semester.

Fees, Study Grants and Financial Support

Fees

Tuition fee

Paid in full before the start of studies (for two years):

15,000 € International Students

11,000 € EU Students

Or paid per semester:

4,250 € International Students

3,250 € EU Students

One-time registration fee: 400 €

Semester fee at TH Köln: approx. 275 €

(includes the ticket for local public transportation)

Scholarships

»The Friends of the ifs internationale filmschule köln Society« offers one scholarship to one student of the »Digital Narratives« program for outstanding academic achievement. The scholarship runs from the second semester until the end of the Master's program. It includes covering the tuition fees as well as a monthly contribution towards the cost of living until the end of the Master's program.

Beyond the ifs, several German and international foundations offer scholarships to support tuition fees and costs of living during studies.

More Information on financial support for German and international students is available at

www.filmshule.de/financing-scholarships

Student Loans

For financial assistance to cover tuition fees and/or living expenses, students may apply for an interest-free loan from »The Friends of the ifs internationale filmschule köln Society«. Loan approval depends on the applicant's financial situation as well as the funds available.

Repayment of the loans begins six months after graduation/termination of studies and is capped at 200 €/month. Master's students may apply from their first semester for the loan program.

Project Support

To complete their Master's projects, students have access to the technical equipment of the ifs and will receive financial project support (max. 5,000 € / student) for the Master's projects.

Entry Requirements

The program is aimed at talented and dedicated media and culture professionals in the fields of film, games, journalism, online communication, design, architecture, theatre and similar areas, who have gained relevant experience in creating and producing narrative formats in digital media. They are expected to use interdisciplinary and collaborative methods.

The requirements for the Master's degree are a Bachelor's degree or a similar academic degree with proof of at least 180 ECTS or a higher degree, at least one year of specialized professional practice or similar professional project experience after the Bachelor's degree, as well as a very good knowledge of English. You will find further information in the application documents.

Additional Information / Application Documents

You can find the application documents and additional information about the program at www.filmschule.de/ma-digitalnarratives

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