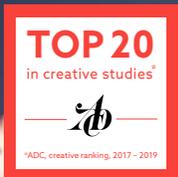


Study
**Digital Content Creation,
MA** at the UE

Deepen your knowledge and learn to harness digital technologies for impactful content creation!



Why the UE?

Study Digital Content Creation at the University of Europe for Applied Sciences (UE) at Hamburg Campus. Our MA programme is aimed equally at graduates of a Bachelor's or Diploma programme who want to broaden their qualifications, as well as experienced professionals from the media industry who want to deepen and develop their existing skills.

For creative minds with a passion for digital media, our programme offers an ideal opportunity to translate their artistic vision into the digital world. Whether you're interested in developing innovative YouTube formats, interactive applications or the latest AI tools, our degree programme is the ideal place for students with a strong visual or narrative talent. Here you will learn to use digital technologies in a targeted way to create impressive content. Whether your passion lies in storytelling, generative AI, film or multimedia production, you can unleash your talents in this inspiring environment.

Degree:

Master of Arts (MA)

Credits:

**2, 3 or 4 semesters
60, 90 or 120 ECTS**

Start:

**Winter semester - September 2024
Summer semester - March 2025**

Language:

English

Location:

Hamburg

Admission requirements:

- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 level**
- **Curriculum vitae (CV)**
- **Copy of passport (scanned)**
- **Motivation letter (min. 500 words)**
- **Portfolio** submit a portfolio with up to 8 samples, only if you have a Design background.



Perspectives at the UE

Students of our Master showcase innovative thinking by generating imaginative ideas, harnessing cutting-edge technologies, and exploring emerging trends. They pioneer fresh approaches to content development, integrating inventive storytelling techniques and interactive elements. Our graduates could pursue their careers in various industries:

- Media and Entertainment Industry: e. g. television, music, publishing, and digital media platforms.
- Marketing and Advertising Agencies: e. g. content creation, social media marketing, or brand communication.
- E-commerce Companies: Create and manage digital content for online shops.
- Software and Technology Companies, e.g. user experience design, product development, or digital media strategy
- Educational Institutions or Self-Employment

e.g. 4 semesters

1st semester	2nd semester	3rd semester	4th semester
<ul style="list-style-type: none"> • Digital Content Production • Project Management 1 • Visual Identities • Advanced Research Methodologies 	<ul style="list-style-type: none"> • Visual Narratology • Cross-media Content Production • Cultural Studies • UX/ UI Web/ AR/ VR/ AI • Interdisciplinary Elective 	<ul style="list-style-type: none"> • Capstone Project • Thesis Development • Project Management 2 • Ethics in Design and Management 	<p>Master's thesis & Colloquium & discourses</p>

For more information, feel free to contact our student advisor.

All advantages at a glance

- Economically strong creative industries in Hamburg as an environment for practical experience
- Support with applications and with job placement through our Career Development Center
- Professional equipment (Photo and Greenscreen Studios, VR Lab, Podcast Studio)
- Unique opportunity: UE Master's Reform full flexibility of 2, 3 or 4 semester study
- Practice-oriented teaching by experts
- The programme is supported with UE scholarships
- 100% taught in English by experienced professors

[Apply now](#)

Contact

Student Admissions for enquiries from applicants and prospects from Germany

Contact number: +49 30 338 539 710

Email address: study@ue-germany.com

Student Advice for enquiries from applicants and prospects from other EU and NON-EU countries

Contact number: +49 30 338 539 510

Email address: student.advice@ue-germany.com

More impressions

archiv.ue-germany.com (graduate projects)

UE is part of GUS Germany GmbH (GGG), a dynamic network of higher education institutions with more than 15,000 students at locations in Germany, Europe and beyond. For more information please visit the website www.gusgermany.com



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