

# Rahmenstudienplan ONLINEMEDIEN I: Theoriephasen

Umfang ECTS-Pkt. Präs.-Std.	1. Studienjahr		2. Studienjahr		3. Studienjahr	
	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester
43 474	<b>A: Web-Technology</b>					
	I	Programming	III	Web App Development	V	Web App Development
		- Programming  8 / 96		- Web App Development  8 / 88		- Mobile Apps, - Web & Software Engineering  8 / 88
	II	Frontend & Content	IV	Modelling & Data	VI	Cross Media
	- Web Server & Browser, - Markup & Presentation, - Content Management  6 / 72		- Modelling, UML, - Databases, XML, - Data & Software Engineering  8 / 88		- Cross Media, Print Technology, - Document & Data Transform. - Content Management  5 / 50	
18 201	<b>B: Web-Design</b>					
	I	- Foundations of Design, - Typography, Layout, - Tools  8 / 96	II	- Information Architecture & - Information Design  5 / 55	III	- Multimedia Design, - Law for Design & Web Projects  5 / 50
20 221	<b>C: Web Usability</b>					
	I	- Behavioural Science f. New Media, - Applied Statistics & Web Analytics  7 / 84	II	- Web Usability Practice, - Methods & Research  7 / 77	III	- Projects  86 / 60
15 165	<b>D: Multimedia</b>					
	I	- Multimedia, Creative Coding, - Digital Photography, - Image Conceptions  5 / 60	II	- Digital Video, - Digital Storytelling  5 / 77	III	- 2D/3D Graphics & Animation  5 / 50
35 380	<b>E: Project Management &amp; Projects &amp; Integration</b>					
	I	Projects	II	Projects	III	Projects
		- Project Management, - Projects, - Law in New Media / Online Proj.  5 / 60		- Project Management, - Projects  10 / 100		- Project Management, - Projects  10 / 100
	I	Web Science			II	Web Science
	- Web Ecosphere, - Online Marketing, - Law in Internet / Web, - Social Media  5 / 60				- Integration Seminar  5 / 60	
19 209	<b>F: Key Qualifications (incl. Scientific Work)</b>					
	I	- Topics from below  6 / 72	II	- Topics from below  7 / 77	III	- Topics from below  6 / 60
	<p><b>Exemplary topics:</b> presentations, team work, moderation, negotiations, team conflicts, creativity techniques, ethics, scientific thinking, professional / scientific communication, scientific research methods, scientific process, visualization of data, scientific and technical writing. These courses may also use student artefacts from other modules.</p> <p>Workload includes <b>“social credit points”</b> for interdisciplinary onlinemedien commitment practicing key qualifications, e.g. serving as test person in other’s study projects, organizing colloquia and excursions, reporting about newsworthy online activities and onlinemedien research, counseling / mentoring / tutoring students and potential students.</p>					
12	<b>G: Bachelor Thesis</b>					

## Rahmenstudienplan ONLINEMEDIEN II: Praxisphasen

Umfang ECTS-Pkt.	1. Studienjahr		2. Studienjahr		3. Studienjahr	
	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester
48	<b>A: Practical Modules</b>					
	I	Getting to know the company, integration of the student into selected functional areas (e.g. IT, media production, marketing), participation in project management & controlling.		II	Employment in selected functional areas and projects (both disciplinary and interdisciplinary) with increasing personal responsibility. Support of project management.	
		20			20	
		Praxisarbeit I			Praxisarbeit II	
					III	Independent employment in selected functional areas and projects.
						8
						Bachelor-Thesis

### Zeitliche Belastung und Bewertung nach ECTS-Punkten:

	1. Studienjahr		2. Studienjahr		3. Studienjahr	
	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester
<b>ECTS-Punkte / Präsenzstunden</b>						
	70 / 600		70 / 550		70 / 500	
	210 / 1.650					

Legende: **ECTS-Punkte / Präsenz-Stunden**

### Weitere Informationen:

[www.dhbw-mosbach.de/on](http://www.dhbw-mosbach.de/on) sowie [www.onlinemedien-studieren.de](http://www.onlinemedien-studieren.de)  
[www.onlinewerk.info](http://www.onlinewerk.info)  
[www.facebook.com/dhbw.onlinemedien](https://www.facebook.com/dhbw.onlinemedien)

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