**Photography - Photographic Studies MA3 (Master of Arts)**
*3 Semesters; Begins Winter Semester 90CP / 34 SWS*
*Overview of Modules / Course Plan*

# 1
### 30 ECTS

| MAPho 3.1 | 10ECTS/ 4SWS/ MP |
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**Media Dialects and Strategies I**

Authorship and Artistic Practical Application in Media Strategies:
The Picture in the Room (spatial settings), Installation, Exhibition, Digital Media

| MAPho 3.2 | 12ECTS/ 6SWS/ MP |
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**Media Context I**
Photography Project or Project Management

Contextualization
Photography as a Document or Staging
Portfolio, Documentation,
Project Presentation in MA Colloquium
Cross-seminar Workshop Presentation I:
The Picture in the Room + spatial settings: exhibition/ Trade Fair
Lectures on Practical Application

| MAPho 3.3 | 8ECTS/ 4SWS/ MP |
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**Theory I**
Critical Writing

Theories of Photography
Gender Studies
History and Theory of Moving Images
Reception Aesthetic

# 2
### 30 ECTS

| MAPho 3.4 | 10ECTS/ 4SWS/ MP |
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**Media Dialects and Strategies II**

Additional Focus on Photography in Media Strategies:
Book/Print, Time-based Media

| MAPho 3.5 | 12ECTS/ 6SWS/ MP |
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**Media Context II**
Photographic Project or Curation

Preparation of Master's Project: Dramaturgy,
Language and Design in the Field of Photography,
Professional Project Presentation, Project Planning
Cross-seminar Workshop Presentation II:
The Picture in Virtual Space (book and digital presentation)
Lectures on Practical Application

| MAPho 3.6 | 8ECTS/ 4SWS/ MP |
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**Theory II**

Authorship and Staging
Narrative Strategies
Ethics and Aesthetics of Photography in Media Contexts

# 3
### 30 ECTS

| MAPho 3.7 | 6ECTS/ 4SWS/ MP |
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**Photographic Positioning**

Market Analysis & Positioning
Application Portfolio, Branding, Client Acquisition

Cross-seminar Workshop on Professional Practical Application

| MAPho 3.8 | 24ECTS/ 2SWS/ P |
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**Master's Thesis**

Project as a formulation of the design objective in a media-specific context and development up to the finished presentation.

Written work as correspondence text or original paper including extensive research and documentation.

Colloquium / Professional Presentation