



University of Europe for Applied Sciences (Hamburg) Digital Content Creation

Study details

Course type: Master's degree

Degree: MA in Digital Content Creation

Study mode: Full time

Duration: 12/18 or 24 Month

Cost of study

Cost : 12 000 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Mar/Sep

Requirements

Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**
Undergraduate degree (Bachelor's, MBA, or Master) officially translated to English or German
- **CURRICULUM VITAE (CV)** (Dated & Signed)
- **COPY OF PASSPORT** (SCANNED)
- **MOTIVATION LETTER** (MIN 500 WORDS)
- **PORTFOLIO** - A portfolio with work samples is welcome but only required from individuals with a design background. Additionally, we ask for responses to some questions explaining why this programme is the best fit for you.
- **LANGUAGE PROFICIENCY**
English language certificate
 - IELTS 6.0 overall / B2 Level
 - TOEFL iBT72
 - TOEFL ITP (paper based) 543
 - Pearson Test of English (Academic) 59
 - Pearson Test of English (General) Level 1
 - Cambridge English Advanced and Proficiency 169 overall
 - Cambridge Exam First (FCE) B2 CEFR = First (FCE), 160
 - TOEIC Listening 400, Reading 385, Speaking 160, Writing 150
 - PASSWORD 6.0
 - EF SET (50-minute Test) 60 (only for students applying with a MOI letter)
 - Duolingo 105

Accommodation

What can you expect

- Animations Studios
- Green Screen Studios
- Motion Lab
- TV Studio

- Radio Studio
- Screen Printing Workshop
- Photo Studios
- Sound Lab

- Print/Scan Studio
- Teleprompter and LED
- Dark Room

- Editing Room
- Equipment Library
- Rentable equipment
- Mac Pools etc.

Additional information

Connecting and creating: your story & canvas

Immerse yourself in the world of Digital Content Creation with our English-language Master's programme that will sharpen your creative skills and propel you to the forefront of the digital innovation wave. In this programme, **design and technology** intertwine in a way that transcends boundaries and opens up new digital horizons. Here, you will not only learn how to **create impressive content** that captivates audiences. You will also learn how to strategically leverage current technologies such as **AI and VR** to be exceptionally efficient. From developing innovative formats for platforms like TikTok, to creating interactive applications, our programme is the breeding ground for those who understand and want to shape the digital landscape.

Career opportunities after this programme are as diverse as the course content itself, from the **media and entertainment industry** to **marketing and advertising**, to **e-commerce and education**.

Career options with a degree in Digital Content Creation have expanded significantly with the advent of artificial intelligence and new digital platforms. Graduates are well-equipped for a range of dynamic roles:

- **Media and Entertainment Industry:** Engage in innovative projects at media companies, including film production, television, music, publishing, and digital media platforms, with a growing emphasis on AI-driven content for enhanced viewer engagement and personalised

experiences.

- **Prompt Engineer:** Specialise in designing and refining prompts for AI-driven systems, a vital role in shaping how AI technologies generate content, interact with users, and perform tasks. This requires a deep understanding of both the creative and technical aspects of AI interactions, making it a critical role in the development and application of generative AI models in various industries.
- **Marketing and Advertising Agencies:** Play a crucial role in content creation, social media marketing, digital campaign development, and brand communication. Leverage AI tools for data analysis, targeted content creation, and optimising digital strategies for clients.
- **E-commerce Companies:** Create and manage engaging digital content for online shops, utilising AI to personalise shopping experiences, optimise product recommendations, and enhance customer interaction.
- **Software and Technology Companies:** Contribute to roles focused on content creation, user experience design, product development, or digital media strategy, integrating AI for smarter applications and innovative solutions.
- **Educational Institutions:** Serve as lecturers or subject matter experts in digital media and content creation, incorporating AI into curriculum development and teaching methods to prepare students for the future digital landscape.
- **Self-Employment and Freelancing:** Many graduates opt to become freelance content creators, digital media consultants, or entrepreneurs in the digital media industry, using AI tools to offer unique services and content strategies.