

# Curriculum

<b>Curriculum</b>	
<b>1. Name of curriculum</b>	<b>CROSSMEDIA PRODUCTION</b>
<b>2. Name of the curriculum in Estonian</b>	<b>RISTMEEDIA TOOTMINE</b>
<b>3. Level</b>	Master's Degree
<b>4. Organisation of studies</b>	Daytime study
<b>5. Institution</b>	Coordinating university: Tallinn University, Baltic Film and Media School University of Tartu, Faculty of Social Sciences and Education
<b>6. Workload</b>	120 ECTS
<b>7. Standard period of study in years</b>	2 years
<b>8. Category of curriculum</b>	Arts
<b>9. Curriculum code</b>	-
<b>10. Language of instruction</b>	English language
<b>11. Other languages required</b>	-
<b>12. Initial registration date of curriculum</b>	-
<b>13. Approval of the present version of curriculum by the university</b>	
<b>14. Admission requirements</b>	Bachelor's Degree, professional higher education diploma or equivalent qualification, English skills at level B2, entrance examination pass.
<b>15. Major studies of the curriculum (and their volumes (in ECTS))</b>	Crossmedia, 90 ECTS.
<b>16. Minor studies and other specializations, with volumes (in ECTS)</b>	-
<b>17. General objectives of curriculum</b>	The curriculum focuses on the modern processes of convergence of various media channels and platforms. It is due to these processes that the media sector is increasingly in need of specialists who are able to create audiovisual media content for a variety of output channels, including interactive platforms. As a result, the objective of the curriculum is to support its students'

	<p>search for new forms of artistic expression, and their experimentation with crossmedia productions that integrate multiple media platforms while developing innovative business models that enable such productions. The curriculum supports the learning of process management for the development of innovative crossmedia products, in that the focus is on entrepreneurship studies which take into account the specifics of the convergent media and ICT markets. The curriculum is aimed at training specialists who are able to take audiovisual content to new interactive platforms and can manage the processes of developing innovative forms of artistic expression, new kinds of media products and relevant business models.</p>
<b>18. General learning outcomes of curriculum</b>	<p>The graduate will:</p> <ul style="list-style-type: none"> <li>- master the methods and techniques of crossmedia content presentation;</li> <li>- be able to manage the processes of creation and development of audiovisual media content for new digital network platforms;</li> <li>- be familiar with the business strategies of crossmedia production and the forms of entrepreneurship characteristic to convergent media sector;</li> <li>- have acquired and enhanced knowledge and skills that make possible a professional career in the media sector, in the field of crossmedia product development.</li> </ul>
<b>19. Name(s) of academic degree(s) or diploma received at graduation</b>	<p>Master of Arts In Estonian: Kunstside magister</p>
<b>20. Documents issued on graduation</b>	<p>Diploma and academic certificate, academic certificate in English language</p>
<b>21. Description of curriculum structure</b>	<p>The curriculum consists of the following modules:</p> <ul style="list-style-type: none"> <li>- General subjects (15 ECTS);</li> <li>- Major subjects (70 ECTS), incl. <ul style="list-style-type: none"> <li>- Module of crossmedia (30 ECTS, incl. 6 ECTS of internship at partner enterprises);</li> <li>- Module of creative industries and entrepreneurship (22 ECTS);</li> <li>- Module of interactive media (18 ECTS);</li> </ul> </li> <li>- Free electives (15 ECTS);</li> <li>- Master's Thesis (20 ECTS).</li> </ul>
<b>22. Elective studies</b>	<p>All students must complete the general subjects module and all three major subjects modules in the prescribed volume. The share of elective subjects in the general subjects module is over 20%. The total share of elective subjects in all major subjects modules is 40%. Students may freely select 15 ECTS of free electives.</p>
<b>23. Requirements for graduation</b>	<p>In order to graduate from the curriculum, a student must complete the curriculum in the prescribed volume, including at least 24</p>

	<p>ECTS of subjects from the University of Tartu, and must prepare and defend a Master's Thesis. The Master's Thesis generally includes a practical component – a crossmedia production – and a short written component analysing the process of creating the production. Upon relevant petition, a student can graduate from the curriculum with an individual research paper.</p>
<p><b>24. Additional information</b></p>	<p>The curriculum has been prepared on the basis of consultation with academic and entrepreneurial partners. In addition to Tallinn University and the University of Tartu, the academic partners include the Stockholm School of Economics in Riga, which contributes lecture courses. Entrepreneurial partners include three leading enterprises of the mobile telecommunications sector (EMT, Tele2, Regio), five institutions of the media and audiovisual sector (Estonian National Broadcasting, Kanal2, Ekspress Grupp, Ruut, Association of Estonian Film Producers) and two enterprises focusing on technology investments and management consultation (Ambient Sound Investments, Hermesinvest). The representatives of the entrepreneurial partners are involved in the council of the curriculum. The Head of the Curriculum is Dr Indrek Ibrus (<a href="mailto:indrek.ibrus@tlu.ee">indrek.ibrus@tlu.ee</a>). The development of the curriculum has been part-financed by the EU Baltic Sea Program. The website of the Baltic Film and Media School, Tallinn University is at: <a href="http://www.bfm.ee">www.bfm.ee</a>.</p>

## Modules of the curriculum

<b>Module name: GENERAL SUBJECTS</b>		<b>Volume: 15 ECTS</b>
<b>Objectives</b>	To establish prerequisites for the deeper understanding of and critical approach to the social and cultural processes of society and for the analytical interpretation of the relevant experiences in professional activities.	
<b>Learning outcomes</b>	The graduate will: <ul style="list-style-type: none"> <li>- have an overview of various approaches to the social and cultural processes of Society;</li> <li>- have a deeper overview of the theories and definitions of social and media studies;</li> <li>- have an overview of research literature in the social and media studies fields and being able to use such literature in their own specialist field.</li> </ul>	
<b>Learning outcomes:</b> Evaluation is subject-based (examination or assessment at the end of the study course).		
<b>Subjects</b>		
Code	Subject title	Volume in ECTS
	<b>Compulsory subjects</b>	<b>12 ECTS</b>
SOZU	Theories of modern societies	4 ECTS
SOZU	Modern media theory	4 ECTS
SOZU	Network society studies	4 ECTS
	<b>Elective subjects</b>	<b>3 ECTS</b>
SOZU	Media and communication research methods	4 ECTS
SOZU	European Media System	3 ECTS
FLSE.00.257	Semiotics of performance and multimedia	3+3 ECTS

*Principles of selection: This module is provided by the Institute of Journalism and Communication at the University of Tartu and the relevant courses are taught as study cycles in Tartu. The module is compulsory for completing the curriculum. In addition to compulsory subjects, at least 3 ECTS of elective subjects must be selected. Additionally, students may select additional elective courses for this module from among the subjects listed as master level general subjects of Tallinn University.*

<b>Module name: MODULE OF CROSSMEDIA</b>		<b>Volume: 30 ECTS</b>
<b>Objectives</b>	To support the acquisition of knowledge and skills related to creating, developing, offering and producing audiovisual content in the modern convergent, networked and digital media environment. The objective of the module is to foster understanding about the creative processes specific to the development of innovative crossmedia and transmedia content forms and of the management of such production processes.	
<b>Learning outcomes</b>	The graduate will: <ul style="list-style-type: none"> <li>- be able to interpret the causes of the emergence of the modern crossmedia phenomena and be aware of the scope of theoretical</li> </ul>	

	<p>discussions pertaining to those phenomena;</p> <ul style="list-style-type: none"> <li>- be able to critically analyse transmedia narratives;</li> <li>- be able to create transmedia narratives and creatively integrate in them digital networked platforms as well as analogue platforms, together with forms and genres of print media and other traditional media;</li> <li>- be familiar with the functioning of the modern crossmedia organisations and the specifics of their process and project management practices;</li> <li>- demonstrate a basic understanding of the principles and techniques of audiovisual storytelling and of the management of audiovisual content production.</li> </ul>
--	---

**Learning outcomes:** Evaluation is subject-based (examination or assessment at the end of the study course)

**Subjects**

Code	Subject title	Volume in ECTS
	<b>Compulsory subjects</b>	<b>21</b>
BFI7001	Transmedia storytelling I	3
BFI7002	Transmedia storytelling II	4
BFI7003	Crossmedia project management	5
BFI7004	Crossmedia organisation and process	3
BFI7005	Internship	6
	<b>Elective subjects, select 9 ECTS</b>	
BFI7006	Basics of audiovisual storytelling	6
BFI7007	Production for broadcasting	3
BFI7008	Production for film	3
BFI7009	Interactive video	3

*Principles of selection: The module is compulsory for completion of the curriculum. In addition to the compulsory subjects, at least 9 ECTS of elective subjects must be chosen..*

<b>Module name: CREATIVE INDUSTRIES AND ENTREPRENEURSHIP</b>		<b>Volume: 22 ECTS</b>
<b>Objectives</b>	To support acquiring the knowledge that helps to understand the emergence of the crossmedia phenomena and the related practices of production in the context of the general development of modern creative industries. To foster the learning of functions, trends, opportunities and challenges that characterise the modern creative and cultural industries. To provide an opportunity for acquiring and enhancing the entrepreneurship skills needed for managing modern creative enterprises.	
<b>Learning outcomes</b>	The graduate will: <ul style="list-style-type: none"> <li>- be informed about the principles of functioning, trends of development and challenges that characterise the modern creative and cultural industries on the local, regional, EU and global level;</li> <li>- be able to analyse problems related to the creative and cultural</li> </ul>	

	<p>industries and to identify the challenges posed to that sector;</p> <ul style="list-style-type: none"> <li>- demonstrate the basic knowledge necessary for developing regulations and policies related to the creative and cultural industries;</li> <li>- have mastered the entrepreneurial skills necessary for managing modern creative enterprises;</li> <li>- know the specifics of innovation management in the media sector;</li> <li>- be familiar with the main principles and specifics of media economics;</li> <li>- have mastered modern communication methods and be able to utilize them for the realisation of entrepreneurial goals.</li> </ul>
--	---

**Learning outcomes:** Evaluation is subject-based (examination or assessment in the end of the study course)

**Subjects**

Code	Subject title	Volume in ECTS
	<b>Compulsory subjects, 12 ECTS</b>	
BFI7010	Cultural and Creative Industries: Introduction	3
BFI7011	Media Innovation	3
BFI7012	Introduction: Creative Entrepreneurship	3
SOZU	Media Economics	3
	<b>Elective subjects, 10 ECTS</b>	
BFI7013	Advanced Entrepreneurship	7
BFI7014	Creative Industries Policy in Europe	3
BFI7015	Creative and Cultural Ecologies of Cities	3
SOZU	E-Marketing	3
SOZU	Integrated communication projects	3

*Principles of selection: The module is compulsory for completion of the curriculum. In addition to compulsory subjects, at least 10 ECTS of elective subjects must be selected.*

<b>Module name: MODULE OF INTERACTIVE MEDIA</b>		<b>Volume: 18 ECTS</b>
<b>Objectives</b>	<p>The objective of this module is to support the acquisition of the knowledge and skills necessary for developing interactive media solutions. The module provides knowledge about the design principles of user interfaces and interaction, and on the practical implementation of user-friendly design. The module also provides knowledge about the ethical problems the development of modern digital media entails and about issues related to intellectual property. An opportunity is established for learning the specifics of individual digital platforms or IT applications that enable innovative presentation of media content (for example, mobile telephones, computer games, digital television, locative technologies, technologies allowing hybrid reality).</p>	
<b>Learning outcomes</b>	<p>The graduate will:</p> <ul style="list-style-type: none"> <li>- have theoretical knowledge and practical skills related to the development of interactive media, with a focus on the design principles of user interfaces and interaction and on the practical</li> </ul>	

	<p>implementation of user-friendly design;</p> <ul style="list-style-type: none"> <li>- have knowledge of the ethical problems the development of modern media entails and about issues of applying intellectual property;</li> <li>- be able to assess the technical compatibility of various technical platforms used in crossmedia strategies;</li> <li>- be familiar with the specifics of individual digital platforms or IT applications that enable innovative presentation of media content (for example, mobile telephones, computer games, digital television, locative technologies, technologies allowing hybrid reality).</li> </ul>
--	---

**Learning outcomes:** Evaluation is subject-based (examination or assessment at the end of the study course)

**Subjects**

Code	Subject title	Volume in ECTS
	<b>Compulsory subjects, 9 ECTS</b>	
IFI7103	Interface and interaction design	4
IFI7137	Ethics and Law in New Media	5
	<b>Elective subjects, 9 ECTS</b>	
IFI7101	Introduction and theoretical foundations of new media	4
IFI7144	New Interactive Environments	5
IFI7148	Usability, Accessibility and User-Friendly Design	5
IFI7151	Digital culture	5
IFI7114	Experimental input and output	3
IFI7109	Interactive information visualization	3
IFI7108	Digital interactive audio	3
IFI7113	Interactive television	3
IFI7110	Mobile interactions	3
IFI7112	Game interactions	3
IFI7105	Open source management	4
IFI7111	Generative content creation	3
IFI7116	Locative technologies	3
IFI7106	Ecology of Narratives	3

*Principles of selection: The module is compulsory for completion of the curriculum. In addition to the compulsory subjects, at least 9 ECTS of elective subjects must be chosen.*

<b>FREE ELECTIVES</b>		<b>VOLUME: 15 ECTS</b>
<b>Objectives</b>	To establish opportunities for the realisation of individual development needs and intellectual interests.	
<b>Learning outcomes</b>	Knowledge and skills according to the selection of the student.	
<b>Evaluation</b>	Evaluation is subject-based (examination or assessment at the end of the study course)	

*Principles of selection: In order to graduate from the curriculum, at least 15 ECTS of subjects taught primarily at Tallinn University, the University of Tartu or partner universities must be completed.*

<b>MASTER'S THESIS</b>		<b>Volume: 20 ECTS</b>
<b>Objectives</b>	To establish an opportunity for applying the acquired knowledge, skills and experience of the practical crossmedia development process. Generally the Master's Thesis is a crossmedia production created by a group of students working together as a team (a prerequisite is the integrated use of three or more media platforms, including interactive media forms and networked media.) Additionally, each student writes a short reflective analysis on the production process. The objective of the written part is to develop the skills necessary for analysing both the cultural as well as the economic context of the applied crossmedia productions together with the skills needed for evaluating their business models and economic perspectives. Upon successful application, a student may graduate from the curriculum with an individual research paper.	
<b>Learning outcomes</b>	<p>The graduate will:</p> <ul style="list-style-type: none"> <li>- be able to plan an innovative crossmedia product involving at least three output platforms, and to define the innovativeness and perspectives of products in both cultural and economic backgrounds;</li> <li>- be able to implement crossmedia productions based on their own creative ideas, in real circumstances;</li> <li>- be able to manage the production process of crossmedia productions in real circumstances and in a varied creative team;</li> <li>- be able to critically assess their own creative results and the creative results of others, the process of arriving at those results and the relevant self-development needs;</li> <li>- be able to plan, implement and present their own research paper.</li> </ul>	
<b>Evaluation</b>	The Master's Thesis is evaluated by a committee at a public defence.	