

TALLINN UNIVERSITY
Study programme form

1. Title of the study programme	EKRAANIMEEDIA JA INNOVATSIOON
2. Title of the study programme in English	SCREEN MEDIA AND INNOVATION
3. Study level	Master's studies
4. Study form(s)	regular studies
5. Educational institution	TALLINN UNIVERSITY
6. Study programme volume (ECTS credit)	120
7. Nominal duration of study	2 years
8. Study domain	
9. Study programme group	arts
10. Study field	en: Audiovisuaalsed tehnikad ja meedia tootmine
11. Study programme code in EHS	208657
12. Study programme administrator	Katrin Tiidenberg
13. Language(s) of instruction	English
14. Other languages needed to achieve learning outcomes	-
15. First registration of the study programme	30.05.2019
16. Conditions of admission	Admission requirements: Bachelor's Degree, Diploma of Professional Higher Education or a corresponding qualification; entrance examination. Level B2 in English language is prerequisite to begin studies in the programme.
17. Main field(s) of study and their volume (ECTS credit)	Screen Media and Innovation 108 ECTS
18. Minor field(s) of study, other possible specialisations and their volume (ECTS credit)	-
19. Study programme objectives	General objectives of the curriculum is to prepare media content producers and specialists who understand the contemporary media processes, particularly screen diversity, and the changes associated with the digitalization (platformization, appification and datafication) of media industries and media participation, are capable to innovatively and creatively approach complex problems of screen media, are able to work in teams and projects in the field of media and creative economy, are able to continue in PhD studies.
20. Learning outcomes of the study programme	- is able to innovatively and creatively solve complex problems of screen media by implementing problem/project-based design process by five phases - discovery, interpret, ideate, prototype, evolve; - has systematic overview and wide knowledge of contemporary, international and digitalized screen media, and is able to recognize and

	<p>create interdisciplinary connections between challenges, paradigms, theories, researches and concepts of media industry, media participation, digitalization and globalization;</p> <ul style="list-style-type: none"> - is capable to position processes and problems of screen media in the wider social context, to critically analyse and describe it and to find solutions - can articulate the issues, problems and theoretical frameworks of media industries and media participation in professional written and spoken English, and to offer solutions to specialists - is able to lead audiovisual content production and has practical skills for audiovisual storytelling - has skills to work in media and creative economy field as innovator, consultant, analyst and entrepreneur, and is able to assess the need for continuing the studies <p>- is capable to participate actively and ethically in civic society, and is tolerant of diversity of attitudes and values</p>
21. The title of diploma or academic degree(s)	Kunstime magister Master of Arts (MA)
22. Documents issued at graduation	Diploma and Diploma Supplement
23. Structure of the study programme	<p>Main field of study: Screen Media and Innovation</p> <p>University-Wide Course 6/0</p> <p>Screen Media and Innovation Basic Courses 22/12</p> <p>Screen Media and Innovation Project courses 50/0</p> <p>Free Electives 0/6</p> <p>Master's Thesis 24/0</p>
24. Options to complete the study programme	<p>In order to complete study programme student must pass courses in all of the modules of the programme (university-wide courses, screen media and innovation basic courses, screen media project courses, free electives). As free electives, student may choose courses from elective courses of the speciality and from the list of courses of curricula of different universities; as a rule, free electives are chosen from the same level curricula. As free elective, student is also able to complete English C1.2 course.</p> <p>Student shall compile a research as Master's thesis.</p>
25. Graduation terms	<p>In order to graduate, the student shall complete the study programme in the given volume, which includes passing all compulsory courses and compiling and defending the Master's thesis. English C1 level is prerequisite for graduation. Foreign student must pass a course about Estonian language and culture (6 CP) for graduation.</p>
26. Joint curriculum	no
27. Additional information	Õppekava kuraator/ Head of the programme: Katrin Tiidenberg katrin.tiidenberg@tlu.ee

STUDY PROGRAMME MODULES, THEIR OBJECTIVES AND LEARNING OUTCOMES

Title: University-Wide Course		Volume: 6 ECTS
Objectives	To support development of general and teamwork skills through interdisciplinary problem solving.	

Learning outcomes	<p>The student:</p> <ul style="list-style-type: none"> - is able to create connections and to analyse goals and possible solutions of LIFE project in the perspectives of different specialities; - is able to use new knowledge acquired during LIFE project and to recognise possibilities for implementing them; - knows and is able to to implement principles of project and team work, including roles, taking responsibility, input in a group work, and has acquired time management skills; - analyses the progress and effectiveness of the project by critically assessing their activities and planning corrective actions; - is able to analyse through self-reflection his/her own and other team members role and fulfillment of responsibilities and contribution to the project activities and goals. 	
Assessment of the module: subject-based		
Courses		
Course code	Course title	Volume (ECTS)
Compulsory courses 6 ECTS		
YID6001.YM	LIFE - Learning in Interdisciplinary Focused Environment	6

Selection principles: Module is compulsory.

Title: Screen Media and Innovation Basic Courses		Volume: 34 ECTS
Objectives	To create prerequisites for knowledge and skills to analyse screen media and innovation, knowledge of media industry and media innovation and audiovisual storytelling.	
Learning outcomes	<p>Student:</p> <ul style="list-style-type: none"> - has systematic and basic overview of challenges of contemporary, international and digitalized screen media; - is able to recognize and create interdisciplinary connections between challenges, paradigms, theories, researches and concepts of media industry, media participation, digitalization and globalization; - has overview of essence and advantages of problem and project based learning; - is able to professionally describe and interpret screen media theories in oral and in written English; - is capable to lead production of AV content as co-producer and has practical skills for audiovisual storytelling. 	
Assessment of the module: subject-based		
Courses		
Course code	Course title	Volume (ECTS)
Compulsory courses 22 ECTS		
BFI7027.FK	Transmedia Storytelling Theories and Methods	4
BFM7022.FK	Introduction to Media Management and Economics	4
BFM7023.FK	Social Media	4
BFM7024.FK	Media Innovation	4

BFM7380.FK	Internship	6
Electives min. 12 ECTS		
BFM7008.FK	Research Seminar	6
BFM7013.FK	Intercultural Communication: Theories and Models	6
BFM7025.FK	Basics of Audiovisual Production	3
BFM7026.FK	Digital Marketing and Communication	4
BFM7400.FK	Audiovisual Storytelling Practical Workshop	3
FKI7002.FK	Traineeship	9

Selection principles: Student has to pass 22 ECTS of compulsory subjects and 12 ECTS of chosen elective courses.

Title: Screen Media and Innovation Project courses		Volume: 50 ECTS
Objectives	To create acquiring of practical skills to work in the field of media industries.	
Learning outcomes	<p>Student:</p> <ul style="list-style-type: none"> - is able to innovatively and creatively solve complex problems of screen media; - is able to successfully work in a team and project; - is able to implement problem/project-based design process by five phases - discovery, interpret, ideate, prototype, evolve; - is capable to professionally present problems related to screen media in oral and in written English, and to offer solutions; - has skills to work in media and creative economy field as innovator, consultant, analyst and entrepreneur, and is able to assess the need for continuing the studies; - is capable to actively and ethically participate in society, and to be tolerant towards diversity of attitudes and values; - is capable to position processes and problems of screen media in the wider social context, to critically analyse and describe it and to find solutions. 	
Assessment of the module: subject-based		
Courses		
Course code	Course title	Volume (ECTS)
Compulsory courses 50 ECTS		
BFM7027.FK	Screen Media Project Phase I - Discovery	10
BFM7028.FK	Screen Media Project Phase II - Interpret	10
BFM7029.FK	Screen Media Project Phase III - Ideate	10
BFM7030.FK	Screen Media Project Phase IV - Prototype	10
BFM7031.FK	Screen Media Project Phase V - Evolve	10

Selection principles: All of the courses in the module are compulsory.

Title: Free Electives		Volume: 6 ECTS
Objectives	Objective of the module of free electives is to support individual professional self-development of the student.	
Learning outcomes	<p>The student:</p> <ul style="list-style-type: none"> - has additional knowledge that supports personal or professional development or that is necessary for research. 	

Assessment of the module	subject-based
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Selection principles: Free electives are freely selected from Master's degree study programmes of Tallinn University or other higher education institutions.

Title: Master's Thesis		Volume: 24 ECTS
Objectives	To create prerequisites for compiling and presenting academic research and create readiness to continue studies at the doctoral level.	
Learning outcomes	Student: <ul style="list-style-type: none"> - is able to distinguish and create interdisciplinary connections and able to independently and creatively formulate research questions; - is able to choose and use appropriate methods and technology in the field, and to present potential outcomes; - is able orally and in written to present and give arguments on topics of problems, theories and summaries of screen media researches; - can implement research results ethically and to offer evaluation in the field of screen media research; - has obtained skills of successful independent learning; - has readiness to continue studies at doctoral level or to conduct a research. 	
Assessment of the module	Assessed by defence committee during public defence.	