



# Offenburg University of Applied Sciences

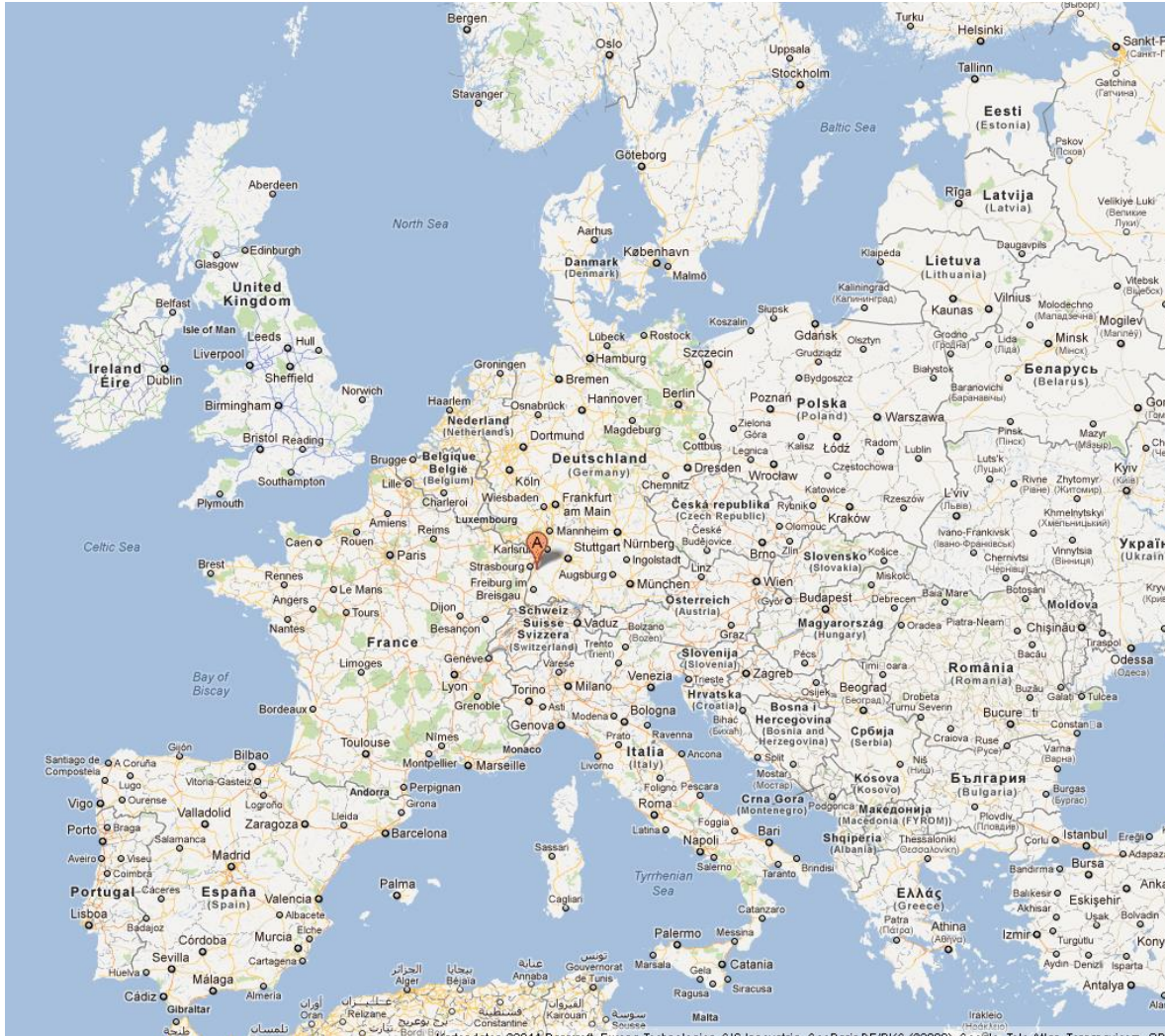
## Department of Media and Information

– Engineering and Design –

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<http://mi.hs-offenburg.de/en/international/>



## Location of Offenburg



## Campus Offenburg

## Campus Gengenbach

### Technology and Media



### Business Administration Industrial Engineering



## Dates and Facts

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- est. in 1964
- 4600 students, 13% international students
- 4 departments: 43 bachelor & master programs
- institute for research and development (IAF) and technology transfer centers
- cooperation with more than 70 universities worldwide



## International Master Programs (in English)

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- Enterprise and IT Security, M.Sc.
- Communication and Media Engineering, M.Sc.
- Energy Conversion and Management, M.Sc.
- International Business Consulting, MBA
- Process Engineering, M.Sc.
- Power and Data Engineering, M.Sc.

# International Student Services

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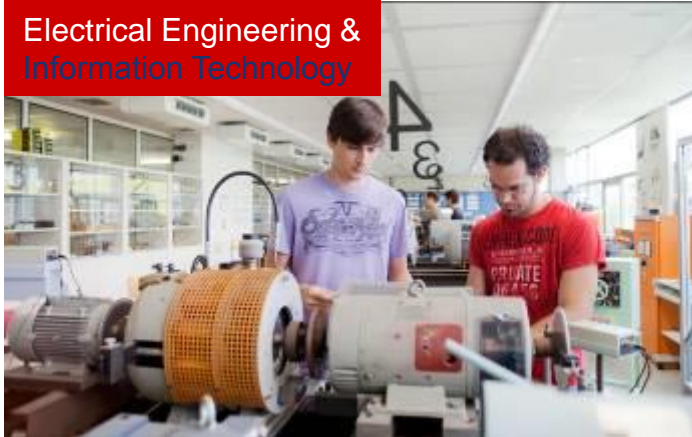
- International Office assistance from pre-departure to successful end of studies (ISB: #1 of German universities)
- student buddies
- orientation weekends, cultural events, excursions, sports
- housing service
- summer language course in September (German as a foreign language)
- “Senior Service”

# International Student Life



# Departments

Electrical Engineering &  
Information Technology



Mechanical Engineering &  
Process Engineering



Media & Information



Business Administration &  
Industrial Engineering



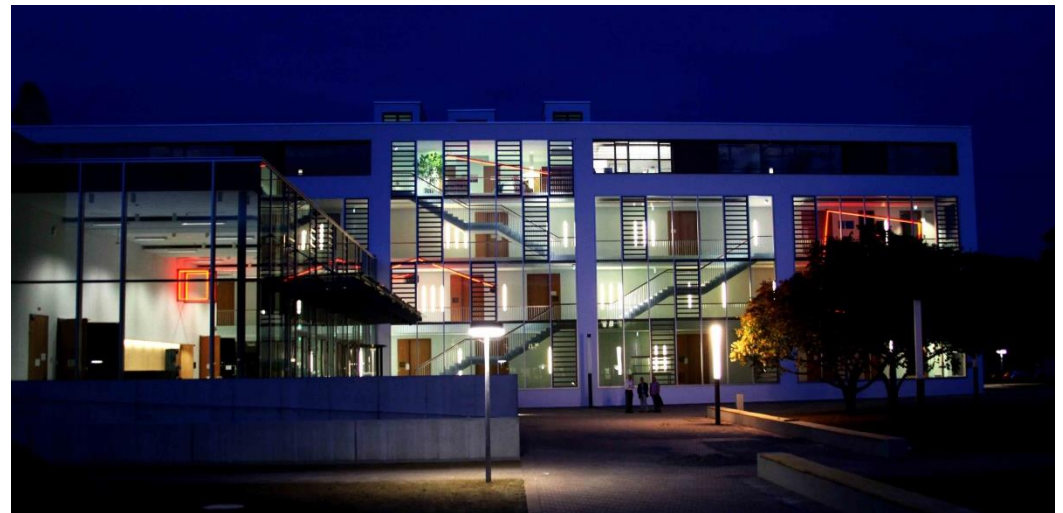


# Department of Media and Information

## - Engineering and Design -

- est. 1996, media companies requiring interdisciplinary media system competence
  - media design and production
  - media technology
  - media management
- 900 students
- 25 professors + 20 lecturers
- 8 accredited study programs
- 27 international partner universities from 23 countries

# Media Building



# Bachelor Programs

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- "Medien und Informationswesen" (B.Sc.)  
media and information – engineering and design
- "Medientechnik/Wirtschaft plus" (B.Eng.)  
media technology and economics plus pedagogy \*) \*\*)
- "medien. gestaltung und produktion" (B.A.)  
media. design and production
- "Unternehmens- und IT-Sicherheit" (B.Sc.)  
corporate and IT security

in cooperation with: \*) University of Education Freiburg \*\*) Dept. of Business Administration and Industrial Engineering

# Master Programs

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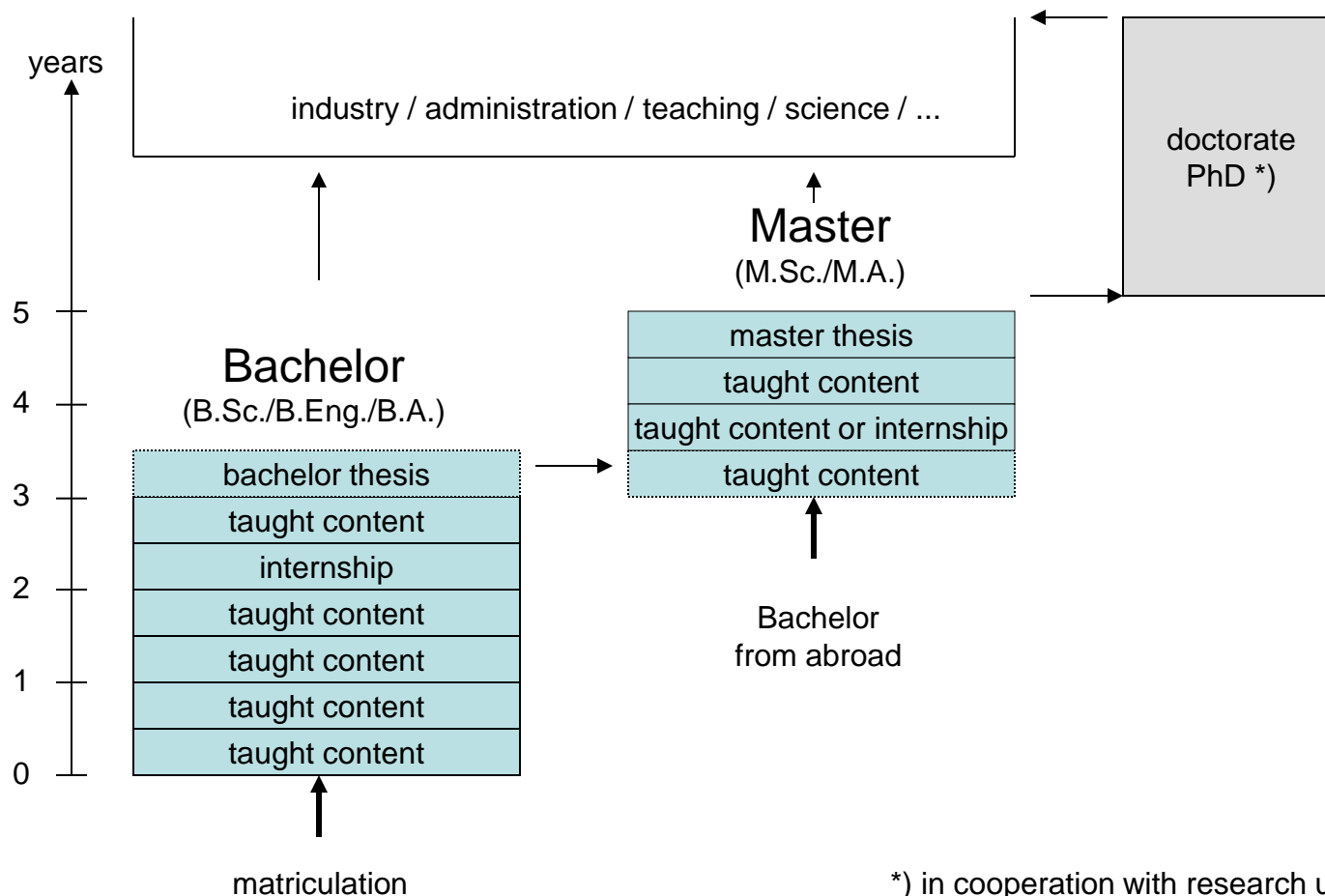
- "Medien und Kommunikation" (M.Sc.)  
media and communication
- "Medientechnik/Wirtschaft BB" (M.Sc.)  
media technology and economics (vocational school teacher) \*) \*\*\*)
- "Enterprise and IT Security" (in English, M.Sc.)
- "Dialogmarketing und E-Commerce" (partly in English, M.Sc.) \*\*\*)
- "Communication and Media Engineering" (in English, M.Sc.) \*\*)

in cooperation with: \*) University of Education Freiburg \*\*) Dept. of Electrical Engineering and Information Technology  
\*\*\*) Dept. of Business Administration and Industrial Engineering



# Bachelor and Master

## General Structure



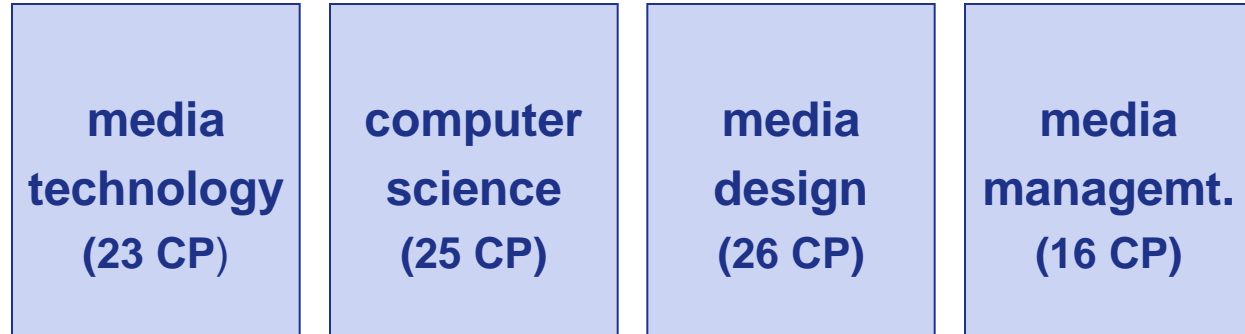
\*) in cooperation with research universities

## E.g. Bachelor

Medien und Informationswesen

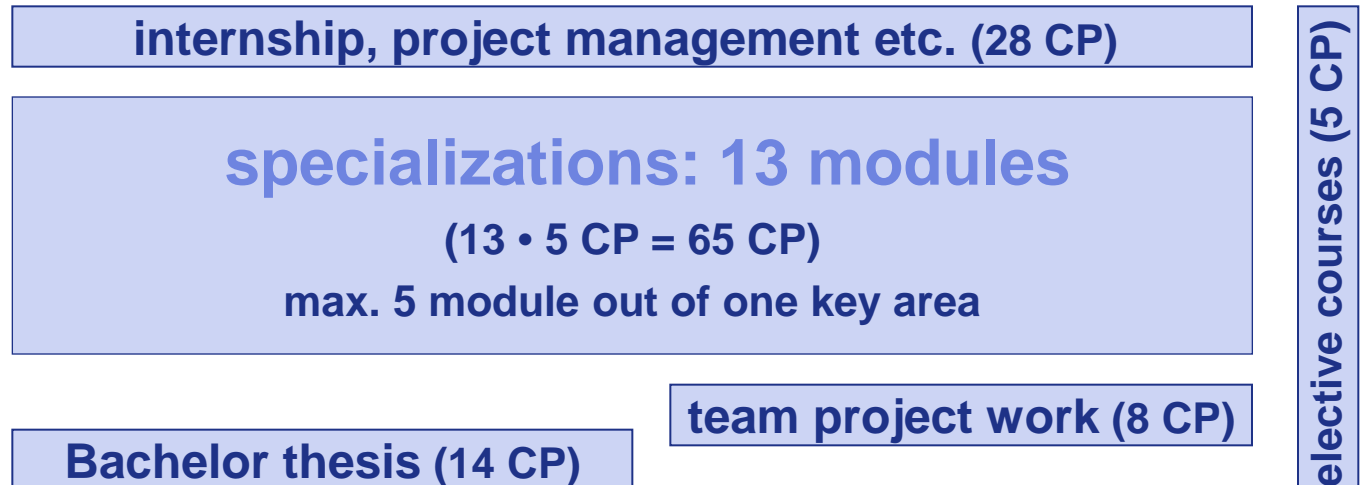
### stage I studies

= 90 CP



### stage II studies

= 120 CP



CP = credits (ECTS) , 1 CP = 30 hours

# Media Facilities

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- media production
  - film studio, sound recording studio, post production studio, animation studio, audio and video labs, media integration studio, graphics lab
- computer science labs
  - interactive distributed systems, telecommunications, data base systems, security, e-learning, ubiquitous applications
- eye-tracking and marketing research lab
- main lecture hall fully equipped as movie theater

## Applied Research Topics

- creative industries networking
- experimental media design
- mobile applications
- e-learning, mobile learning
- information security
- optical sensor technology
- eye-tracking/advertising effect, usability
- effective support for start-up companies

**burdadigital**  
the future of digital media

**LFK**  
Landesanstalt für Kommunikation  
Baden-Württemberg

 **Bayer HealthCare**

**SWR** 

**1&1**

**ZKA**  
ZOLLKRIMINALAMT

 **SinusQuadrat**  
Medien und Information



# Bachelor Courses in English

## Winter Semester

- Interactive Distributed Applications (5 credits)
- Database Systems and Lab (4 credits)
- Security of Web Applications (5 credits)
- Interactive Media (3 credits)
- Intercultural Media Design + IMD Lab (6 credits)
- Computer Animation (3 + 7 (optional) credits)
- Film (10 credits)
- Animation (10 credits)
- optional German language classes (1-6 credits)

## Summer Semester

- Film Montage and Postproduction (4 + 6 (optional) credits)
- Human Computer Interaction and Design (3 credits)
- Media Integration and Lab (4 credits)
- Film (10 credits)
- Animation (10 credits)
- Strategic Management (3 credits)
- Marketing (3 credits)
- optional German language classes (1-6 credits)

# Master Programs in English

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- “Enterprise and IT Security” (M.Sc.)
  - modules: anonymity and surveillance, applied cryptanalysis, data analysis for risk and security management, data mining, ethics and EU law, IT sec lab, mobile security, security in ubiquitous computing, software security
- “Dialogmarketing und E-Commerce” (M.Sc.) \*)
  - areas (partly in English): marketing, information technology
- "Communication and Media Engineering" (M.Sc.) \*\*)
  - areas: software engineering, communications, media

in cooperation with: \*) Dept. of Business Administration and Industrial Engineering \*\*) Dept. of Electrical Engineering and Information Technology

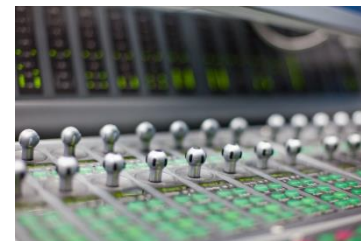
# Examples

## Film Studio



# Examples

## Sound Recording Studio





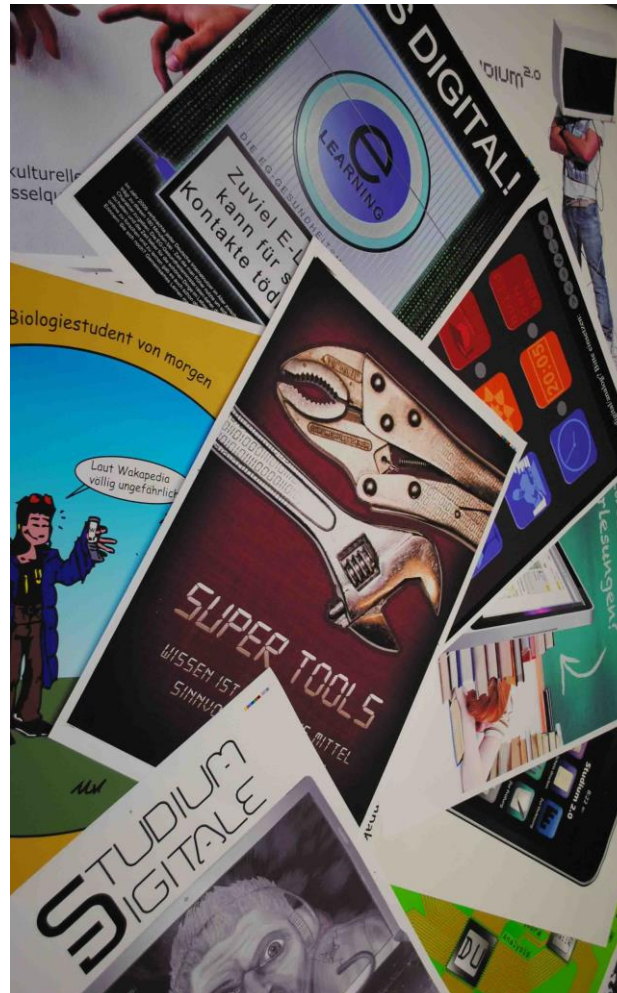
# Examples

## Animation Studio



# Examples

## Graphics Lab





# Examples

## Media Integration Studio and Computer Lab



# Examples

## Lecture and Seminar





# Examples

## Lecture Room Displays





### Schneckenrennen

Mögliche Zieleinläufe: 4  
Es können noch 4 Schnecken als 4 ins Ziel gelangen.

Anzahl Teilnehmer: 4 Teilnehmer

In einem Schneckenrennen gehen bis zu 4 Schnecken an den Start. Wie viele Möglichkeiten gibt es die Siegerplätze zu belegen?

1. Wähle die Anzahl der Plätze
2. Drücke Start.

Die Fakultätsfunktion  $fac(n)$  bestimmt die Anzahl der Zieleinläufe bei 4 Teilnehmern als:

$fac(4) = 4 \quad * \quad fac(3)$

Navigation: Home, Rekursion, Lernwege, Alle Inhalte, Experimente

Diagramm: Rekursion, Fakultät, Schneckenrennen, Fakultät, Schneckenrennen

<http://mi-learning.mi.hs-offenburg.de/>

# Examples

## Human Computer Interaction



# Examples

## Internet of Things (IoT)

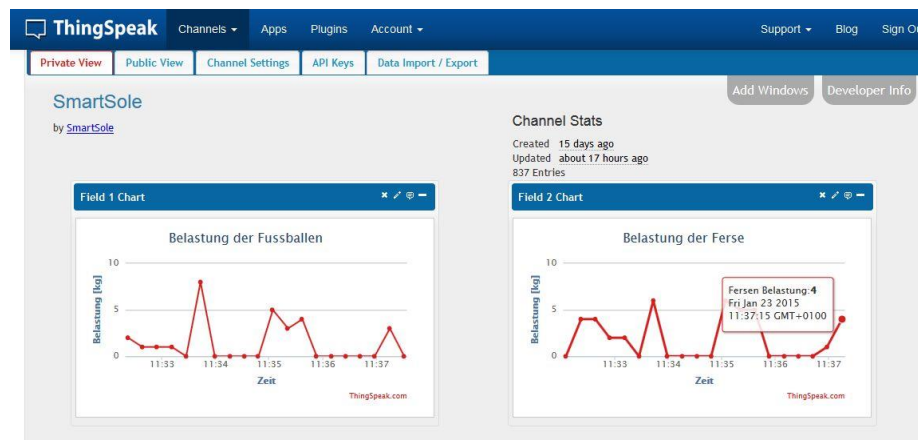
SmartSole

Hinterlegen Sie ihre maximal erlaubte Belastung.

Prozent ▾

Ihr Gewicht (falls eine prozentuale Angabe der Belastung erfolgte)

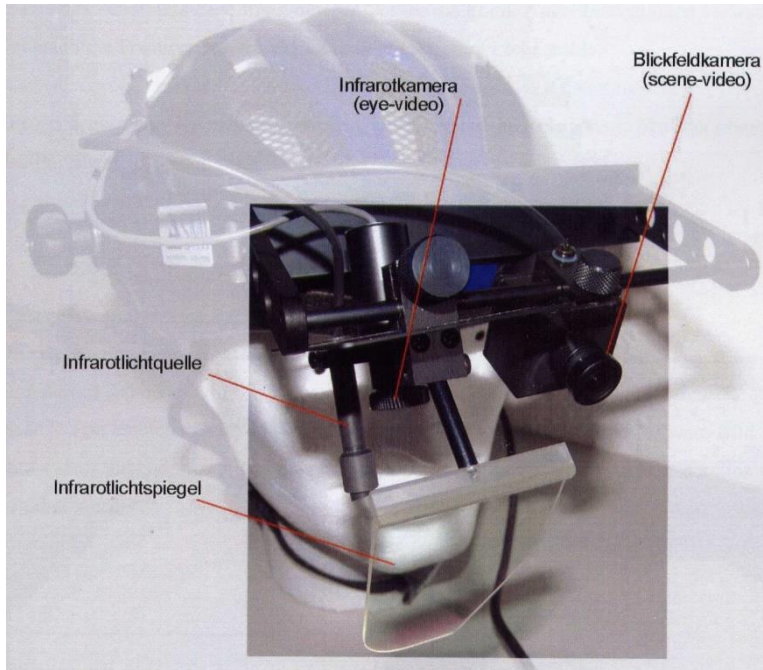
Deine maximal erlaubte Belastung beträgt: 20.0kg





# Examples

## Eye Tracking/Advertising Effect, Usability





# Examples

## Internet Radio Station



# Examples

## Events

