

Media Technology & Design

Comprehensive Media Education with a Focus on Generative AI, Game and Web Development, UX Design and Audio-Video Production

Artificial intelligence is reshaping the media world – from creative content production to innovative game development. Starting in the winter semester 2025/26, the Bachelor's degree program Media Technology and Design will place an even stronger emphasis on Generative AI, preparing students to apply AI in both creative and technical contexts. This focus also influences other core areas of the program: Game Development, Web Development/UX Design, and Audio-Video Production – where students learn to create audiovisual content, develop games, and design user-centered digital experiences.

By combining technical expertise, creative design, and hands-on training, this program equips graduates for careers in the fast-moving world of Creative Media. With access to the latest tools and technologies, students gain a solid foundation for working in one of the most exciting fields in the digital age.

Career

Graduates benefit from a broad, interdisciplinary education and are highly versatile in the media sector. They are well-versed in both the technical and creative aspects of media production and often take on cross-functional roles – from concept development to final implementation.

Typical career paths include developing multimedia and web applications, online services, information systems, computer games, and audiovisual productions. Graduates work in media and advertising agencies, the entertainment industry, or film production companies.

Profile

Web Development and Web Design	8 %
Computer Games	8 %
Audiovisual Media	8 %
Design and UX	11 %
Software Development and AI	8 %
Specialization and Elective Subjects	22 %
Seminar, Bachelor's Thesis and Final Exam	5 %
Practical Projects / Internship	30 %

Figures in per cent, based on ECTS-Credits

Degree

→ Bachelor of Science in Engineering (BSc)

Duration

→ 6 semesters (180 ECTS)

Annual Intake

→ 63

Admission Requirements

→ University entrance qualification
e.g. Matura/Abitur/vocational diploma,
relevant university entrance exam/
FH Upper Austria entrance qualification course

Application

→ Online – details & deadlines on
fh-ooe.at/application

Admission Procedure

→ by interview
→ optional: portfolio with work samples

Language of Instruction

→ English

Recognition of prior learning

→ individually possible for certain courses

Internship

→ in the 6th semester, in Austria or abroad

Semester Abroad

→ possible in the 4th or 5th semester at
one of our international partner universities

Tuition Fees

→ EU/EEA citizens: 363.36 EUR per semester
(plus Austrian Student Union fee).
→ Citizens from non-EU/EEA countries:
726.72 EUR per semester (plus Austrian
Student Union fee).



Curriculum

Core and elective courses	ECTS / semester	1	2	3	4	5	6
→ Web Development and Web Design							
Web Fundamentals	5						
Web Technologies		5					
Web Architectures			5				
→ Computer Games							
Game Foundations	5						
Game Production		5					
Game Technologies / CGR			5				
→ Audiovisual Media							
Moving Image Technology and Design	5						
Streaming Media Production		5					
Image Video Production			5				
→ Design and UX							
Visual Aesthetics	5						
Visual Design	5						
UI Design / Motion Graphics		5					
UX Design & Data Visualization			5				
→ Software Development and AI							
Modern Code	5						
AI Foundations / Creative AI		5					
Algorithmic Thinking		5					
→ Practical Projects / Internship							
Projects			10	8	10		
Internship							24
→ Seminar, Bachelor's Thesis and Final Exam							
Scientific Work				2			
Bachelor's Thesis						5	
Bachelor's Examination							1
→ Electives							
Digital Imaging / Visual Computing ¹				5			
Interaction and Game Programming				5			
Mixed Reality ¹				5			
Embodied Play ¹				5			
Online Multimedia ¹				5			
3D Design for Real-Time ¹				5			
Physical Prototyping ¹					5		
Intelligent Systems ¹					5		
Games with a Purpose ¹					5		
Generative Arts ¹					5		
Web Applications ¹					5		
Audio Processing ¹					5		
→ Specialization Subjects							
Special Topic in Digital Media						5	
Media Industries				5			

¹ In semesters 4 and 5, 15 ECTS credits each must be earned through elective courses. These electives are continuously updated with new, market-relevant topics and offered subject to a sufficient number of participants.

ECTS: European Credit Transfer System, Note: Students have to achieve a minimum of 180 ECTS credits in total (30 ECTS credits per semester).

Study Focus

- Web Development and Web Design
- Software Development, Algorithms, AI Basics
- Game Development
- Audiovisual Media Production
- Design Basics, User Experience (UX), Photography, 3D Design, Data Visualization
- **Custom Focus:**
In the final three semesters, students shape their own study profile by choosing specialization electives, projects, and the topic of their Bachelor's thesis.

Practical Experience and Research

From the third semester onward, students work in small teams on real-world projects, supported by experienced faculty. They have access to state-of-the-art studios, professional media equipment, and high-performance computers.

Students also contribute to research through projects and their Bachelor's theses – often in areas such as interactive media, human-computer interaction, and computer games.

The final-semester internship provides valuable professional experience and can be completed in Austria or abroad. Numerous opportunities are available through established partner companies and institutions – for example via the annual FH>>next Careers Fair or the FH Upper Austria Career Zone.

Go International

A semester abroad is highly encouraged, typically in the 4th or 5th semester. Partner universities include institutions in the UK, Scandinavia, and Asia. Internships abroad are also possible worldwide.

Good to Know

- Students and graduates have earned awards, nominations, and recognition at major festivals like Prix Ars Electronica and Crossing Europe. The degree program regularly organizes and co-organizes game-related events.

Contact

Head of Studies

→ FH-Prof. Mag. DI Dr. Andreas Stöckl

University of Applied Sciences Upper Austria
School of Informatics, Communications and Media
Softwarepark 11, 4232 Hagenberg/Austria
+43 5 0804 22100 | mtd@fh-hagenberg.at
fh-ooe.at/en/mtd