



UNIVERSITETI I EVROPËS JUGLINDORE
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА
SOUTH EAST EUROPEAN UNIVERSITY

Study program **Media Informatics**

Faculty	Contemporary Sciences and Technologies
Study Cycle	Second Cycle (Postgraduate)
ECTS	120
Accreditation archive number [120]	
Accreditation archive number []	12412124
Decision for starting of the program	12412124
Accreditation date	30.11.-0001

Description of the program

The master programme in Media Informatics focuses on the design and development of specific tools and services needed by the media, using the web and mobile technologies.

The programme provides a balanced combination of theoretical perspectives and applied knowledge, in particular through in-depth understanding of online communities and the technical environments in which they interact. The students will acquire the skills required for creating innovative solutions and tools for supporting these communities using web and mobile technologies.

The programme includes courses in the areas of portal development, multimedia technologies and projects, IT applications for the mass-media, modern user interface technologies, social networks, interactive systems, web and mobile systems, internet architectures, internet societies and cultures as well as adaptive and semantic web.

Career

The acquired knowledge and skills will enable the students to identify the needs of modern digital and internet media, and to propose adequate solutions for these problems. Upon completion of the programme, students can apply for positions such as web application developer, interaction designer, IT strategist or editor of new media in different companies, including large international corporations.

Furthermore, the students can apply for positions in the educational sector, including higher education institutions. The last semester of studies includes master thesis writing, enabling them to continue their studies towards a doctoral degree in the field.

Learning outcomes

Knowledge and understanding

- Possess knowledge and understanding in the fields of Communication Sciences (mass-media) and Computer Sciences (web and information architectures, social networks and internet culture, internet and web technologies)

proportionally expanded compared to first cycle studies.

- Ability to develop and apply original and creative ideas in mixed environments of media and informatics.
- Ability to apply interdisciplinary knowledge and demonstrate specialized competences in media informatics.

Applying knowledge and understanding

- Ability to critically, independently and creatively solve problems in new, unseen environments with no previous experience in multidisciplinary context of a real organizational environment. Planning, leading and evaluation of independent research in the field of mass-media using adequate computing tools, environments and technologies.
- Creative and original interpretation of knowledge of media processes using adequate computer tools and environments based on well-defined research techniques.

Making judgement

- Ability of creative knowledge integration and synthesis from different fields related with media processes and using computer tools and techniques.
- Ability to deal with complex situations involving mass-media specific processes, to identify appropriate specialized instances in the media domain and informatics and to make sound judgements in situations of lacking complete information or data, based on personal, social and ethical principles and responsibilities related to applying knowledge and understanding.

Communication skills

- Ability to clearly and unambiguously communicate conclusions, results, studies and knowledge of specialists from media and computer science fields with ability to adjust the style and expression form to non-specialists.
- Competency for critical, independent, and creatively argued research, evaluation of methodologies and proposing and defending new hypotheses.
- Ability to initiate, conduct and take responsibility for individuals and groups in cases where communication, organizational and information competencies are essential.

Learning skills

- Ability to identify personal needs and directions of autonomous learning and its application in the usual business and computer science fields.
- Ability to take responsibility of continuous individual learning in specialized media and computer science fields in the framework of networked mass-media.

List of courses

Semester 1

- [7.5 ECTS] **Scientific theories and methods**
- [7.5 ECTS] **Foundations of computational media**
- [7.5 ECTS] **Tangible user interfaces**
- [7.5 ECTS] **Elective course 1**

Semester 2

- [7.5 ECTS] **Web and mobile development**
- [7.5 ECTS] **Internet architectures**
- [7.5 ECTS] **Elective course 2/1**
- [7.5 ECTS] **Elective course 2/2**

Semester 3

- [7.5 ECTS] **Network society and internet cultures**
- [7.5 ECTS] **Adaptive and semantic web**
- [7.5 ECTS] **Elective course 3/1**
- [7.5 ECTS] **Elective course 3/2**

Semester 4

- [30.0 ECTS] **Master Thesis**

Description of courses

Core courses

- **Scientific theories and methods**

- **Foundations of computational media**

- **Tangible user interfaces**

- **Web and mobile development**

- **Internet architectures**

- **Network society and internet cultures**

- **Adaptive and semantic web**

- **Master Thesis**

Elective courses