

BACHELOR

FULL-TIME | 6 SEMESTERS | ENGLISH

Creative Media Production

Critical Media | Sound & Image | Global Culture |
Media for Society & Change

EUDRES



ustp.at



University of
Applied Sciences
St. Pölten

Sound & Image at the Forefront

In times of social, environmental, and technological change, the media play an important role in shaping how we perceive and engage with the world. From personal devices to large-scale public screens, media connect private and public spheres. In the bachelor degree programme Creative Media Production¹, you build the skills for sound and image production with cultural and human sensitivity.

You develop solid skills in technical, creative, and computational sound and image production, complemented with critical thinking and a deep understanding of the social and cultural contexts, preparing you for a variety of international careers in media.

Focus Areas

Media Production: You acquire comprehensive fluency in contemporary digital systems and collaborative workflows with a focus on portable production, AI, and future-driven projects.

Sound and Image: Get hands on with sound design, podcasting, sonic branding, cinematography, video, animation, and graphics.

Creative Authorship: Develop audience-centred media with strong storytelling and artistic expression.

Global Media: You work on socially relevant, interdisciplinary topics from around the world.

Professional Practice: Gain skills in self-branding, manage and present projects, and understand the legal and political backgrounds.

Criticality: You learn to think critically and create purposeful media that make a change.

Career prospects at a glance

Established

- Media Designer in Sound & Image
- Content Creator (Audio/Video/Photo/Editing)
- Videographer
- Media Producer

Contemporary

- Sound/Audio Designer
- Podcast Journalist
- Audiovisual Designer
- Video & Motion Designer
- Data/Info Designer
- Exhibition Designer

Emerging

- AI-Assisted Narrative Designer
- Experience Designer in Arts, Culture, and Audience Experience
- Branding / Audio Branding Designer
- Remote Collaboration Producer
- Green-Production Manager
- Ethics Advisor in Immersive Production
- Critical Media Researcher

6 semesters



Bachelor of Science in Engineering (BSc)



full-time



Language: English



24 places per year

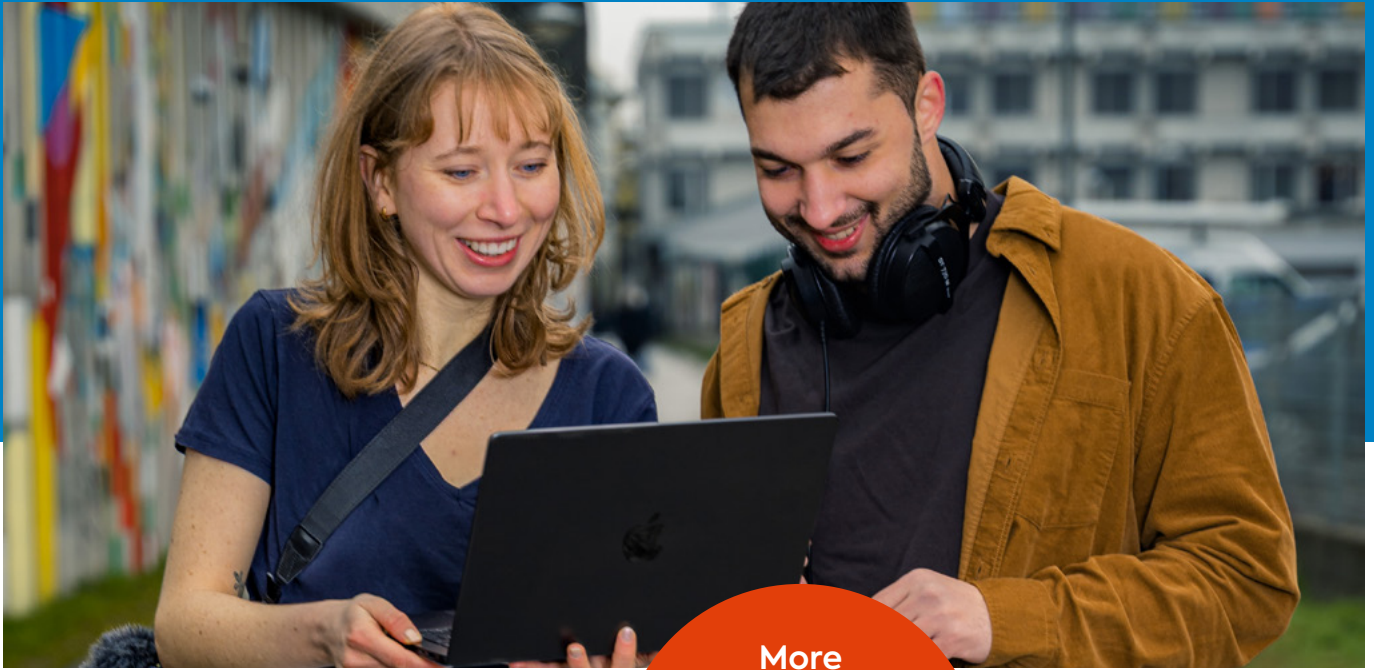


€ 363.36 per semester² + Students' Union fee



¹subject to accreditation by AQ Austria

² € 1,500.00 (per semester for students from third countries; performance-based tuition fee waivers are available)



More
information

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What makes your studies unique

Creative Production Labs

You will join a two-week lab each semester (semesters 1–4) to create portfolio-ready projects. Covering themes from “Stories” and “Synthetic Worlds” to “Public Media Spaces” and “Cultural Experiences,” these labs help you develop your creative voice and critically consider the public responsibility of your media work.

Global Orientation

This bachelor degree programme is designed with the global creative industries in mind: the topics in social and political realms of media align with what is discussed on international stages; technical production workflows conform to transnational protocols; you work in cross-cultural teams in English, and benefit from instructors with high-level international experience.

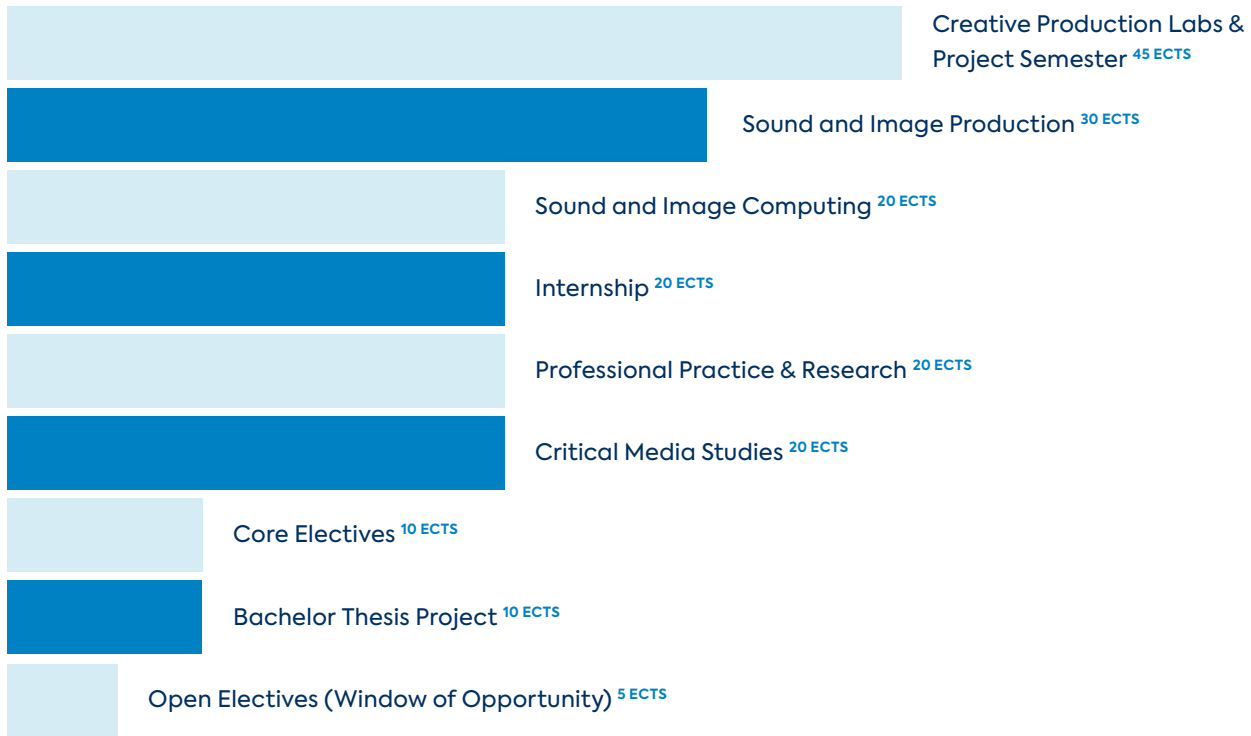
Cutting-Edge Facilities

Students have 24/7 access to our cutting-edge studios and labs. These include the Interactive Media Lab, the Audio Lab, the Post-Production Studio, and more. In addition, the Media Technology Service Center provides equipment for your projects.


New Skills for the Future

Today’s pathways require more than technical expertise. This programme provides both a rigorous technological foundation and the creative capacities needed for innovation. Through media and democracy, critical studies, AI law, and audience research, you will gain the analytical tools to engage effectively with emerging careers.

Weighting of the course content



Here you can submit your application!



Do you have any questions or need assistance?

Don't hesitate to ask – we are happy to help! Whether by email, phone, or in person: Get in touch with us and we will take the time to address your concerns!

Campus and Study Center (CSC)
+43 2742 313 228-333
csc@ustp.at

Curriculum

1 st Semester	ECTS
Creative Production Lab – Stories	5
Cinematography and Sound	8
Media Design and Images	2
Mathematical Thinking for Sound and Image	4
Coding Essentials	1
Sonic and Visual Media Cultures	5
Creative Problem Solving and Ideation	5

2 nd Semester	ECTS
Creative Production Lab – Synthetic Worlds	5
Animation, Motion Graphics, Compositing	4
3D-Animation: Tools, Techniques, Perspectives	3
Sound Synthesis, Audio Storytelling	3
Systems Thinking and Modeling	4
Coding Applications	1
Critical Media Cultures	5
European Media Law	5

3 rd Semester	ECTS
Creative Production Lab – Public Media Spaces	5
Immersive Design and Simulations	3
Exhibition Design and Spatial Narratives	2
Physical Interaction in Sound and Image Computing	4
Interactions for Space and Physical Computing	1
Core Elective – Winter	5
Media Materialities: Archaeologies, Infrastructures, Networks	5
From People to Plan: Audience-Driven Media	5

4 th Semester	ECTS
Creative Production Lab – Cultural Experiences	5
Generative and Integrated Sound and Image Systems	3
Information Design and Data Perceptualization	2
Reasoning Under Uncertainty in Computing	4
Applied GenAI for Web Applications	1
Core Elective – Summer	5
Media for Human Rights and Democracy	5
Multimodal Scientific Literacy and Writing	5

5 th Semester	ECTS
Creative Production Lab – Mobility Window, Project Semester	18
Supportive Inputs and International Team Workflows	2
Composing Experience Communication	5
Bachelor Thesis Project – Research	5
6 th Semester	ECTS
Internship, Client Project, Civic Project	18
Bachelor Exam	2
Bachelor Thesis Project – Prototyping	5
Open Electives (Window of Opportunity)	5



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Personalise Your Academic Path

We are there for you along the way – offering commitment, expert knowledge, and a learning culture that puts your individual development at the centre.

Experience Europe during Your Studies

As part of the European University Alliance E³UDRES², you experience European learning, research, and collaboration in action.

Create Ideas with Impact

At USTP, you find room for participation, creative solutions, and bold ideas – in an inspiring campus environment.

Your Studies at USTP

A new name – the same strong values. The St. Pölten UAS is now University of Applied Sciences St. Pölten – in short: USTP. While our name and visual identity have evolved, our core values remain unchanged. We are committed to delivering outstanding teaching and impactful applied research, guided by an open, European perspective. At University of Applied Sciences St. Pölten, we foster individualised guidance and a culture that connects people, ideas, and disciplines – all on a state-of-the-art campus designed to inspire innovation.

It starts with you. USTP.



We are the winner of the Global Student Satisfaction Award 2025 – Quality of Student Life



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Stay up to date on social media!

 [instagram.com/ustp_hochschule](https://www.instagram.com/ustp_hochschule)

 [youtube.com/@ustp_hochschule](https://www.youtube.com/@ustp_hochschule)

 [linkedin.com/school/ustp_hochschule](https://www.linkedin.com/school/ustp_hochschule)

Diversity on Campus St. Pölten

Inclusion, gender equality, and diversity are important to us. Our campus is barrier-free. Please make sure to contact us in good time to allow us to take your needs into account.