BACHELOR

FULL-TIME | 6 SEMESTERS | ENGLISH

Creative Media Production

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



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 Embeddedness: 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

- Audio Technician
- · Cinematographer / Film Maker
- Production Coordinator

Contemporary

- · Content Creator Video/Photo/Editing
- Sound/Audio Designer
- Podcast Journalist
- · Video & Motion Designer
- · Data/Info Designer
- Exhibition Designer

Emerging

- · AI-Assisted Narrative Designer
- Cultural Experience Designer
- Branding / Audio Branding Designer
- Remote Collaboration Producer
- Green-Production Manager
- Ethics Advisor in Immersive Production
- Critical Media Researcher

6 semesters	- ()	Language: English	(
Bachelor of Science in Engineering (BSc)	\	24 places per year	°+
full-time		€ 363.36 per semester² + Students' Union fee	

subject to accreditation by AQ Austric

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

What makes your studies unique

At the Technological Forefront

In this programme, you utilise emerging technologies in the production of sonic and visual content. The technical focus is on the integration of flexible, portable, algorithmic, and Al-enabled tools. The areas of application range from traditional to innovative formats, from film and video to social media, culture and civic applications – equipping you for a career at the forefront of creative media production.

New Skills for the Future

Today's media careers demand more than technical expertise. This programme equips you with both a rigorous technological grounding in emerging formats and with the creative capacities essential for innovation. Professional practice in legal frameworks, media and democracy, critical studies, global thinking, media history and perception help you to create content with the power to shape the world.

Global Orientation & Specialisation

Through electives, the Window of Opportunity, your practice-based bachelor thesis, a professional internship, the project semester, and E³UDRES² options, you join international teams and work on self-chosen topics. In Creative Production Labs, you create portfolio projects on a global topic each semester from the very beginning. These experiences give you global exposure and let you specialise in a field that matches your interests.





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



University of Applied Sciences St. Pölten

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.

Stay up to date on social media!

- instagram.com/ustp_hochschule
- woutube.com/@ustp_hochschule
- in linkedin.com/ustp_hochschule

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



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.