Department of Information
Between knowledge and the World.

Faculty of Design – Media – Information

www.bui.haw-hamburg.de
Experts for information and communication stand for knowledge transfer and interface competence/build bridges between people, markets, disciplines and cultures/supply and build networks for businesses, institutions and administration/study in Hamburg at the Department of Information.
Career Area Media and Information

Work in the field of media and information focuses on the professional and demand-oriented use of information from the media, about the media and for the media.

The degree programme Media and Information qualifies for services in information organisation, information acquisition and consultancy, focusing on information acquisition and management. Graduates specialise in the acquisition, administration and procurement of all types of media and in particular of digital non-print materials. As experts for media and information they diagnose information deficits and analyse information needs in all processes of media production and use. They use this knowledge in information administration, inner-company communication or in editorial work.

In order to fulfil their information assignment, media and information managers develop their own information products and use global information sources to research, select and procure data, facts, documents and materials from databases, press releases and audio-visual media archives. As experts for media documentation they analyse and catalogue media content. They develop and manage information systems for the administration of production relevant information resources in media businesses. As specialists for the management of rights and syndication they clarify usage rights and licence requirements and develop concepts for the multiple use of media and information products. As information designers they develop information architecture and information organisation for internet services and intranet systems and ensure they are user-friendly and accessible.
Career Area Library and Information Management

Library and information managers work in libraries, information centres, company archives or for consultancy companies. For citizens and institutions these information specialists secure local access to global information.

They are qualified to identify and describe relevant media and facts and to integrate them into customer-oriented service concepts. Based on an in-depth knowledge of the media and information market, its mechanisms, rapid development and increasing media variety, they build media stock and digital collections for libraries and information services, clarifying usage rights and licence requirements. In person or online they procure and market information for defined interests and different target groups. They use methods of market or user research as well as models of knowledge organisation. Library and information managers are prepared for the increasing importance of information, reading and media competence as key qualifications of society. They develop concepts for different target and age groups, to help improve reading abilities as well as media and information literacy. Together with other education and culture institutions they design places for learning and reading, which meet the demands of culture, business, science and society in a learning world, now and in the future.
Bachelor’s programmes

Studies in both Bachelor programmes are split into compulsory and compulsory elective modules. While the compulsory modules provide the groundwork, the students have the opportunity to use the compulsory electives to specialise in one or more of the study majors.

Practice-orientation is intensified by students completing a longer placement in a library, a media company or other information institution as well as through a multidisciplinary study project. An orientation week at the beginning of the studies and courses in study skills ensure a good introduction to the degree programme. E-learning courses complement the on-site teaching. Courses in foreign languages are also offered on a regular basis. Small study groups allow a teaching atmosphere in which new didactic concepts are used alongside tested methods and in which there is room for an intensive, individual and social learning.

Master’s programme

The application-oriented and consecutive Master’s programme Information Science and Services (Informationswissenschaft und -management) prepares graduates for management positions in the areas of information systems and services.

They will work in planning and organisation and carry out and be responsible for information and media projects and processes. For this purpose students acquire in-depth knowledge about information technology and information architecture as well as the information and media business. They also develop competences in internationally oriented communication skills and gain an in-depth insight into information marketing and public relations. The graduates’ qualifications will be an asset in library and information institutions, in media companies, consulting agencies, in media and market research, in advertising and PR agencies and in the marketing and public relations departments of middle-sized and large businesses.

Knowledge for Life

The Department of Information and its lecturers are closely linked to the media location Hamburg and experts in the library, information and media sectors.

Solutions for problems in the areas of library, documentation and knowledge management as well as E-learning are developed here.

Partners and clients in the last three years were and are for example:
– Bucerius Law School
– Deutsches Elektronen-Synchrotron (DESY)
– Ellert & Richter Verlag
– Film and TV Museum Hamburg (Film und Fernsehmuseum Hamburg e.V.)
– Goethe Institute
– Hamburg 1 – the television station for Hamburg
– HSH Nordbank
– Museum for Art and Crafts in Hamburg (Museum für Kunst und Gewerbe)
– ZEIT online

Hamburg Colloquia
The Hamburg colloquia Media and Information as well as Library and Information Management live from the transfer of ideas between theory and practice. For more than ten years they have offered a rich forum for the education and exchange of ideas between students, lecturers and practitioners.
Cooperations and International Links

The Department of Information works nationally and internationally with a number of universities.

Study Module Virtual Fachhochschule (university of applied sciences)
- Fachhochschule Lübeck
- Fachhochschule Brandenburg
- Fachhochschule Berlin

Erasmus Programme (Student exchange)
- Royal School of Library and Information Science, Denmark
- Institut Universitaire de Technologie de Dijon, France
- Université Pierre Mendès Grenoble, France
- Institut Universitaire de Technologie Robert Schuman, Strasbourg, France
- Hogeschool van Groningen, Netherlands
- Oslo University College, Norway
- Universitat de Barcelona, Spain

Baltic Sea Virtual Campus
Digital Learning links twelve universities in eight countries. Goal of the EU-financed project Baltic Sea Virtual Campus is the development of digital study programmes in the Baltic Sea region. Project partners are twelve universities in eight countries in the Baltic Sea region.
Research

The research activities at Hamburg University of Applied Sciences are multi-faceted. In order to bring together competences, research clusters have been created, in reflection of the current needs and interests of the client.

Researchers in the Department of Information participate in the research focus “Information and the development of the internet”, which was created in 2007. In the form of consortia and sub-projects it looks at questions regarding the technological, social and economic consequences of the development of the internet for the demand, communication and consumption of information.

The department also participated in the research focus “Sustainable aesthetic communication“. This was created in 2006 in the Faculty of Design, Media and Information and looks at the specific development of illustrations and designed products to communicate culture and knowledge.

In addition, scholars in the department research in many areas: information technology and computer languages, media research, media business, press photography, usability engineering, Terminology and Lexicography, Search engines and information retrieval.

A number of important facilities have evolved, in particular as a result of the cooperations in research and development activities of the Hamburg universities in the area of E-learning: E-learning Consortium Hamburg (ELCH), E-lectures, Broadcasting & Events (ELBE), Multimedia Kontor Hamburg (MMKH).
Infrastructure

To achieve its practice-oriented teaching and projects the Department of Information has, in addition to modern lecture halls and seminar rooms, labs equipped with the latest technology.

They offer hardware and software with special applications for information and communication technology, the development of database applications, for online retrieval and information research as well as multi-media design and production. In the campus library there are around 25,000 books, magazines, audio-visual and electronic media.

Usability Lab

In the department’s usability lab, software and web applications are examined with regard to usability, recording screen activities and test users’ performance into video files. In close cooperation with companies, websites and software are developed and examined as part of lectures. This service is accompanied by courses that look at models and the results of usability engineering.

ELBE

The Department of Information is a member of the project network E-lectures, Broadcasting and Events (ELBE). In this project network, Hamburg universities prepare online presentations of E-lectures and teaching materials in a modern multi-media studio and network their competences in the areas of media didactics, media design, media production, media technology, media art, media business and media management. Cooperation partner in the project is the E-learning consortium Hamburg (ELCH) and the Multi-media Kontor Hamburg (MMKH).
Department Information

16 professors from the areas of knowledge organisation, information technology, library management, media research and information business work closely with roughly 600 students in a combination of research-based learning and practice-oriented knowledge.

In close cooperation with numerous Hamburg libraries as well as information and media businesses they ensure that the degree programmes are well-grounded, varied and future-oriented. The core mission of the department is to educate and train experts in the field of information as well as carry out research in information systems and processes and the development of the internet.

Teaching and research of the department have the goal of achieving a sustainable improvement of the economic and social provision of information resources. Pillars of information provision are the employment sectors library, media and information and their experts. They have made it their goal to provide and distribute analogue and digital content in all areas of education, science, business, culture and public life. In doing this they use the most modern methods and technologies to process content and store data, in order to secure and further tailored information procurement.

The library, media and information form the foundation and pillars of the information bridges, which link markets, sciences, cultures and nations in an increasingly networked world.
Faculty and Hamburg University of Applied Sciences

The Faculty of Design, Media and Information (DMI) is one of the four faculties at Hamburg University of Applied Sciences (HAW Hamburg).

In the HAW Hamburg’s 17 departments, roughly 12,000 students study and are taught by 342 professors as well as 585 lecturers and teaching assistants. In 2006, 1,506 students successfully completed their studies at the HAW Hamburg. The Faculty of Design, Media and Information develops and implements design, communication and information products, linking design, technology and management. We profit from our cooperation with companies in the media and fashion sector and in information brokering in the metropolitan region of Hamburg with its national and international dimensions. In the faculty’s Bachelor programmes, three departments provide knowledge and competences in aesthetics, design and realisation, in information organisation in libraries and media as well as media realisation and engineering.
50 students are enrolled each winter semester in each of the undergraduate programmes; 30 students are enrolled in the Master’s programme. Applications are to be sent directly to the Admissions Office:

Hamburg University of Applied Sciences
Admissions Office
Stiftsstraße 69
20099 Hamburg

Tel. +49 (0) 40 25414740
Mo.–Fr. 9.00–16.00 Uhr

Contact

Hamburg University of Applied Sciences
Faculty of Design, Media and Information
Department Information
Berliner Tor 5
20099 Hamburg

Tel. +49 (0) 40 42875 3613
Fax +49 (0) 40 42875 3609
hannelore.fenzl@haw-hamburg.de
www.bui.haw-hamburg.de

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