

Studies in Culture and Art

Curriculum

Master Programme

Duration: 4 Semesters

Programme Number: 066 568

This is the English translation of the original German version. Only the latter is legally binding.

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§ 1 Preamble

The four-semester master's degree programme of Studies in Culture and Art is a collaborative programme of the departments of Cultural Studies, Art History, Art Theory, Philosophy, and Transcultural Studies at the University of Applied Arts Vienna (Angewandte). The particular features of this programme are both the interdisciplinary way these subjects refer to each other and the interconnection of scientific, artistic, and craft-technical subjects that is specific to the University of Applied Arts Vienna, as is its material and practice-related approach to sciences in principle. The scientific discourse is systematically tied back to the development of current, artistic practice; by this means the subjects, terminology, methodology, and the forms of teaching in the Studies in Culture and Art advance in line with the understanding of contemporary art within the programme.

The programme's foundation is the understanding of studies in culture and art that is based on the Angewandte's view of a society-related concept of art and culture with global and transcultural perspectivation. This view aims at neither strictly separating art and culture, nor dissolving the two into each other. The study programme focusses on the subjects in the context of studies in culture and art of the University of Applied Arts Vienna (cultural studies, art history, art theory, philosophy, transcultural studies). In addition, the programme makes use of the complete range of available study subjects at the Angewandte. Beside fine arts, these study subjects also cover visual culture, fashion, design, architecture, engineering, literature, film, and media. The specific frictions – corresponding to differences such as between art and culture, theory and practice, reflection and production, the autonomous and the applied – are not to be dissolved but to be worked upon. This broad interdisciplinary spectrum, the close proximity of art classes and workshops or studios, plus the international cooperation activities of the university enable the conveyance of an open and profound understanding of art and culture in different political and societal contexts. In view of the critical stance inherent to the role of cultural studies, the programme fosters the critical engagement with power structures in the smaller scientific and the wider societal discourse, respectively. The goal is to actively involve students in the direction that content and methodology of the studies take, as a means to support the building of democratic structures.

§ 2 Legal Basis, Extent, and Academic Degree

Pursuant to § 54 [1] subpara 11 Univ. Act, the master's degree programme of Studies in Culture and Art is assigned to the group of Interdisciplinary Studies. The study programme comprises 120 ECTS credits which represents a minimum duration of studies of four semesters. Pursuant to § 51 [2] subpara 11 Univ. Act, the academic degree of „Master of Arts“, abbreviated to „MA“, is awarded upon successful completion of the studies. As this programme is set up at a university of arts, prerequisite for admission to the studies is the evidence of appropriate aptitude in the meaning of § 4 of the curriculum.

§ 3 Qualification Profile

Graduates are familiar with several disciplines from the subject area of Studies in Culture and Art and the different methodologies and approaches inherent to each of these. They are equipped with a society-related understanding of studies in culture and art which they are able to advance in a critical manner.

Graduates have been prepared for working academically and for researching, both autonomously and in teams, while observing the common subject-specific standards. They are well versed in the critical perusal of theoretical texts, in presenting research issues and results, as well as in participating in critical discourse. Therefore, graduates are ideally qualified for research in studies of culture and art and for the appropriate PhD and doctoral studies, respectively.

Also, they are aware of the potential areas of use for their knowledge base; they are well practised in closely linking their scientific questioning to material and media specifics as well as in communicating their scientific-theoretical results within various areas of discourse. They are adept at developing their own investigative horizon and their own processing strategies. These abilities open up opportunities beyond the scientific field, particularly in critical, journalistic-publishing, curatorial, and organizational areas of work.

§ 4 Admission

Prerequisite for admission to the Master studies are verbal and visual aptitude to be evidenced within the framework of a board examination pursuant to § 75 Univ. Act, plus

- a completed subject-related scientific Bachelor's study at a recognized foreign or domestic postsecondary education institution, or
- a completed subject-related artistic Bachelor's study at a recognized foreign or domestic postsecondary education institution, provided the ability for autonomous scientific working has been evidenced within the entrance examination.

The entrance examination consists of two parts. The positive assessment of the first part including confirmation of the Bachelor's study being subject-related is prerequisite for admission to the second part of the examination process.

1. Submission in Writing

A short CV set up as a schedule is to be submitted, together with the official certificates in respect of the previous, completed studies that entitle to partake in the Master study, as well as a selection of work samples (these may include, for instance, seminar papers, study projects, publications, exhibitions, events, or artistic projects), plus an abstract (max. 8,000 characters) of an art and cultural-scientific research undertaking which could be realized within one to two semesters. The research undertaking is to characterize the candidate's aptitude and range of interests. In case of admission to the study, candidates are not obliged to realize the research endeavour.

2. Personal Interview

Based on the documentation submitted, the interview aims to validate aptitude and to allow for an in-depth discussion of the applicants' range of interests.

§ 5 Programme Structure and Subjects

In the first to third semester the study is organized into the following three areas:

1. Project-bound Seminar

The integration of scientific-theoretical and practical approaches is carried out as part of the interdisciplinary course type „project-bound seminar“¹. Students work, either individually or in teams, on a practical-scientific project each from different perspectives and regarding specific subjects. This can be set up in

¹ The project-bound seminar is an additional course type with immanent examination character pursuant to § 5 [5] Statute Part II of the Study Law.

cooperation with artistic classes, studios or in-house departments (e.g. Collections, Archive, Library) of the Angewandte, or with external cultural institutions. Perspectives that complement each other and that within the joint topic forge a bridge between applied research practice and theoretical input guarantee the interdisciplinarity as well as the project-immanent character of this teaching format.

2. Studies in Culture and Art Colloquium

The course type „studies in Culture and Art colloquium“² represents an open teaching format to which all scientific subject areas of the Angewandte contribute. Active input from the students is required to successfully complete the studies in Culture and Art colloquium. Potential contents are presentations of the students’ and teachers’ research fields, joint perusal and discussion of texts, guest lectures, and discussions regarding specific topics structured according to the course subject. Due to active participation, the studies in Culture and Art colloquium offers students the opportunity to present their personal focus of activity and advance their research-based theses through joint reflection. The critical interrelation between subject matter, methodology, and potential recipients is developed in discursive analyses of the positions presented. In addition to the methodological reflection of individual research projects, the colloquium also provides expanded professional review. The colloquium schedule is determined as a joint endeavour by teachers and students during the course of the semester. The joint conception of the schedule and the discussions in the colloquium serve to encourage democratic discourse between teaching staff and students, to develop strategies for the criticism of power and participatory approaches in the mutual collaboration.

3. Elective Areas

Courses may be selected from two areas of electives:

Elective Area 1: lectures (VO), seminars (SE) and excursions (EX) from Cultural Studies, Art History, Art Theory, Philosophy, and Transcultural Studies

Elective Area 2: lectures (VO), seminars (SE) and excursions (EX) from Cultural Studies, Art History, Art Theory, Philosophy, and Transcultural Studies, Media Theory, History and Theory of Architecture, Design History and Theory, Art Didactics, as well as Art and Knowledge Transfer

Participating in the studies in Culture and Art colloquium, as well as producing the Master thesis, is scheduled for the fourth semester.

§ 6 Study Route

	1 st to 3 rd semester/ECTS	4 th semester/ECTS
Project- bound Seminar	à 10	
Studies in Culture and Art Colloquium	à 8	à 8
Elective Area 1	à 6	
Elective Area 2	à 4	
Free Electives	4	
Master Thesis		20
Master’s Degree Exam		4

Regulations in respect of the Elective Area

- (1) At least 2 ECTS of the Elective Area must be produced from the Gender and Diversity range of courses.
- (2) In Elective Area 1 at least one seminar (SE) must be completed per semester.

² The studies in Culture and Art colloquium is an additional course type with immanent examination character pursuant to § 5 [5] Statute Part II of the Study Law.

§ 7 Language of Instruction

The language of instruction is German; however, in the elective areas it is also possible to complete courses in English language. The Master thesis may alternatively be produced in English under the proviso that this was agreed with the supervising tutor.

§ 8 Master Thesis

Students are to produce a scientific Master thesis to extent of 20 ECTS. The topic of the Master thesis is to be taken from the subjects of Elective Area 1.

§ 9 Exam Regulations

(1) Course Examinations

Course examinations will be carried out in written or oral form by members of the teaching staff in charge of the courses. Examination contents, methods and assessment criteria are to be announced in a suitable manner prior to the start of each semester.

(2) Master's Degree Exam

The Master examination concludes the Master studies. The Master exam consists of

- the courses completed during the Master studies (project-bound seminars, research colloquia and the elective areas) as well as
- Master thesis defense in front of an examination board comprising authorized examiners from different scientific subject areas. The supervising tutor of the Master thesis, a second examiner, and a chairperson will be part of the board in any case.

§ 10 Organizational Conditions (Statutory Regulation)

The tasks involved in handling this study programme will be dealt with by a committee explicitly set up for this purpose:

- recommendations for teaching appointments in respect of the Master studies submitted to the Vice-Rector for Academic Affairs and Development,
- coordination of contents of the project-bound seminars,
- recommendations regarding the composition of the entrance examination committee submitted to the Dean of Studies, as well as
- long-term advance coordination / planning of the range of curricula offered by the individual departments (guest lectures in particular).

The committee consists of one representative each from the subjects of Elective Area 1, plus two student representatives. Whenever project-bound seminars are also offered by teachers from other subject areas, one representative each from such project-bound seminars will be co-opted into the committee for the relevant semester.

§ 11 Entry into Force

The curriculum comes into effect on 1 October 2020.