

YOUR INTERNATIONAL JOURNEY STARTS HERE!

WELCOME TO HdM



Discover everything you need to know to begin your study abroad journey at HdM in Stuttgart, Germany!

EDITION IV

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Dear students, dear parents,

Going on a semester abroad is a life-changing experience you will never forget. Studying and living in a different country creates fond memories that will last for a lifetime, let alone the things you will learn and the new friends from all around the world that you will make during your time abroad!

At Hochschule der Medien, we welcome around 100 exchange students each semester, and they all love their time with us here in Stuttgart. Thus, we would like to give you an impression of what it is like to study at Hochschule der Medien, one of the best universities in the German media landscape. If you're all about media, you're definitely in the right place here! Our project-based lectures are held by experts in their respective fields and you can be sure to find courses that suit your needs and interests among our wide range of English-taught study programmes.

In this magazine, we will provide you with valuable information about our university, about the services we provide to our international students as well as about the city of Stuttgart and important events in & around the city. And who could better describe the study abroad experience at Hochschule der Medien than our exchange students themselves?

Therefore, we interviewed some of them and will share their stories and impressions with you here.

We hope you will enjoy discovering Hochschule der Medien with the help of our magazine and would love to also get to know you! Have fun flipping through the following pages and please feel free to reach out to us anytime. We cannot wait to hear from you!

Until then, we are sending liebe Grüße from Stuttgart,

Martina Schumacher

*Head of International Office
Hochschule der Medien*



WELCOME TO HdM

WELCOME TO THE WORLD OF MEDIA

Do you want to learn all about the world of media? Great, you're in the right place - welcome to Hochschule der Medien! At our university based in Stuttgart, Germany, students can choose from a wide range of media-related programmes; from printing technologies to audiovisual media, information design and media informatics, advertising and media publishing to media management and app design. Hochschule der Medien is a public university funded by the state of Baden-Württemberg. The university as we know it today was founded through a merger of two universities in 2001, but its roots in teaching printing and media go back to 1853. Hochschule der Medien has three faculties and currently offers about 30 accredited Bachelor's and Master's degree programmes.



About 5,500 students are enrolled at Hochschule der Medien and benefit from a unique approach that combines lectures with hands-on projects. We unite media topics and techniques with business knowledge. Thus, we enable our students to become true team players and solve practical challenges together. Along with modern lecture halls, Hochschule der Medien comes with state-of-the-art equipment and facilities, such as our own TV and radio studios, printing machines and media labs. Therefore, our students can directly apply their knowledge and explore the world of media in all of its aspects.

Hochschule der Medien has partnerships with more than 120 universities around the world, offers international degrees, and runs several strategic ERASMUS+ partnerships with universities from both inside & outside of the EU. While most of our degree programmes are taught in German, we also have many study options for international students. The undergraduate degree programmes Print Media & Packaging Technologies and Social Media Marketing & Management are entirely taught in English. Furthermore, exchange students are able to choose from a variety of English-taught Minor Programmes with courses that match their fields of study.



FACTS & FIGURES



About 30 Bachelor's & Master's programmes in three faculties:

1. Print & Media

2. Electronic Media

3. Information & Communication



About 5,500 students & 200 exchange students per year



400 staff members, numerous visiting professors and industry experts



Strong industry links in Germany and worldwide



Faculty exchange opportunities throughout the year



Startup center for entrepreneurship education



Short-term programmes run in Stuttgart and at partner universities



STUDENT EXCHANGE

The academic year at Hochschule der Medien is split into two semesters: a winter semester (September-February) and a summer semester (March-July).

Every semester, Hochschule der Medien welcomes numerous exchange students from all around the world. If you have decided to study with us here in Stuttgart during your semester abroad, our team in the International Office would love to be the first to welcome you!

APPLICATION

Step 1: Get nominated by your home university

Step 2: Fill out the online application

Step 3: Upload your supporting documents

Application Deadlines

31 May for the following winter semester

31 October for the following summer semester

STUDY OPTIONS FOR EXCHANGE STUDENTS

Exchange students coming to Hochschule der Medien are able to choose from a variety of English-taught Minor Programmes.

Each one of those Minors is a one semester long set programme. Most Minors run every semester and usually consist of 30 ECTS credits. Some Minors might require specific academic or technical skills.

Please note that the required language level for our courses in English is B2 (bachelor's level) / C1 (master's). Exchange students will take a German course as a part of their exchange studies. International students who want to pick courses taught in German need a B2 (bachelor's level) / C1 (master's) level in German.

For more information about the different course options, please visit:

<https://www.hdm-stuttgart.de/exchange>



IMPORTANT EVENTS

IN & AROUND STUTTGART

Hochschule der Medien fosters creativity, offering both classrooms and communal spaces for students to engage with the HdM community. Here are some events where HdM and exchange students can get involved:

MEDIA NIGHT @ HOCHSCHULE DER MEDIEN (AT THE END OF EVERY SEMESTER)

Every semester, our students showcase their multi-faceted media projects that they work on throughout the semester at Hochschule der Medien. Our beloved Media Night is an open doors event that attracts big crowds - friends & family are warmly welcome!

INTERNATIONAL WEEK @ HOCHSCHULE DER MEDIEN (EVERY NOVEMBER)

During our International Week we welcome staff from our partner universities to HdM. It also includes the Study Abroad Fair, where exchange students present their home countries and universities, as well as their culture and traditions, to HdM students and staff.

STUTTGART INTERNATIONAL FESTIVAL OF ANIMATED FILM (ITFS) (EVERY MAY)

ITFS ranks among the world's most important events for animated film in all its aspects, and with its intersections with visual effects, architecture, art, design, music, science, and games. Every year, it attracts up to 100,000 visitors and industry professionals from all over the world with the best of high-quality animations and interactive works.

FILM AND MEDIA EXCHANGE (FMX) (EVERY MAY)

FMX is one of the world's most important conferences dedicated to digital entertainment covering animation, effects, games and immersive media.

HdM | FMX PARTNER DAY

Every year, on the Monday preceding the FMX, HdM hosts an exclusive FMX Partner Day! This event is designed to provide an engaging platform for networking and collaboration for students and professionals.

EXCHANGES ALUMNI EVENT (annually end of the Summer Semester)

Welcome back! During our exchange students' reunion we welcome former exchange students to network, to visit our campus, and to learn more about the developments and new innovations at HdM. This two-day-long event also includes visiting the Media Night and fun social programme.



LIFE AT HdM

DISCOVER WHAT YOUR LIFE AT HdM MIGHT LOOK LIKE



The campus!



Making new friends!



Studying



International



HdM Summer Party!



Travelling!



Welcome Day!



Day!





ALL ROADS LEAD TO HdM

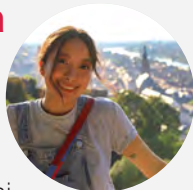
We are the HdM incoming exchanges team and will be responsible for your international adventure here in Stuttgart.

We look forward to seeing you here very soon!

Carolina

International Coordinator

Originally from Chile, Carolina arrived in Stuttgart in 2020 as an exchange student from one of our partner universities, to study the Minor Journalism & Communication Management. Despite the challenges of studying abroad during COVID-19, she extended her stay to complete two semesters, an internship in the HdM International Office, and her online graduation before moving to Darmstadt to start her master's studies. Carolina returned to HdM to work in the International Office.



Laura

International Coordinator

After graduating from a university in Finland, Laura moved to Iceland for further studies, then to Southern Germany as an Au Pair. She spent several years there in event and office management before relocating to Oxford, UK, to manage international exchange programmes at Oxford Brookes University. Eleven years later, she returned to Germany to coordinate exchange programmes and international admissions at HdM. Laura also has a second career in music.



Grant

Outgoing Coordinator

Originally from Silicon Valley in California, USA, Grant spent a year-long exchange programme in Baden-Württemberg, and liked the place so much that he stayed. Since then, he has worked as a language teacher, adjunct professor, and now in the HdM International Office overseeing Erasmus Blended Intensive Programmes. These are short-term programmes connecting HdM and partner universities' students and staff, and creating international learning experiences at HdM and other exciting locations in Europe.

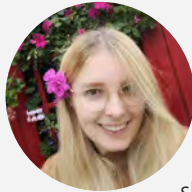


Margit Team Support

Margit began with her international journey as an Au Pair in the USA for a year. She then moved to the Dominican Republic, where she first worked at an international airport and later at the German embassy in Santo Domingo, gaining diverse international experience and Spanish language skills. At the HdM International Office, she manages partnership agreements, scholar-ships, and events. She also oversees exam registrations, grading, and academic transcripts for exchange students.

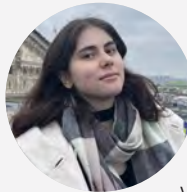


Kira Student Assistant



Originally from the north of Germany Kira moved to Stuttgart for her studies at HdM. During a 6-month internship abroad in the UK Kira gained much international experience. At HdM she works as a student assistant and is responsible for the creation of marketing materials for the International Office, such as this magazine!

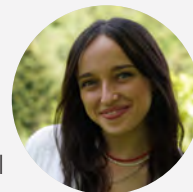
Maria Student Assistant



A Stuttgart native with roots in Greece, Maria lives a multicultural life. This is also what led her to become a student assistant for exchange students at HdM, and to volunteering with the ESN. On top of her many travels, Maria recently returned from her own semester abroad in Paris.

Serena Student Assistant

Originally from Italy, Serena came to Germany a few years ago to work as an Au-Pair, where she got to know the German language and culture. She works as a student assistant in the International Office and coordinates our Buddy Programme.



OUR SERVICES

FOR EXCHANGE STUDENTS

ACCOMMODATION

We cooperate with Studierendenwerk Stuttgart (Student Services), which owns and maintains several student dorms in Stuttgart, many of them situated near to or on campus. For more information please visit: www.studentenwerk-stuttgart.de/en/accommodation

UPON ARRIVAL

When you are new to a city, finding your way around can be quite difficult and daunting in the beginning. Don't worry - you will be absolutely fine! We are here to help you.

If you are going to be staying in our halls of residence, your Buddy (an HdM student helper) will pick you up at the airport or at the train station in Stuttgart, and take you to your accommodation. In order for the Buddies to plan for the meet and greet, we will contact all exchange students for their arrival details.

Should you prefer to find your own way to your accommodation (university halls of residence), please let your Buddy know this, so that we can arrange for the pick-up of your room keys.

BUDDY PROGRAMME

Starting at a new university can be a challenging time, especially if you are also traveling to a new country or even continent! Your Buddy (a current HdM student) will make this experience a positive and rewarding one from the moment you arrive here in Stuttgart.

The overall purpose of the Buddy Programme is to support the mutual integration of the international students and the HdM students, as well as to create new friendships and introduce the exchange students to life at HdM. Our wonderful Buddies will share their local knowledge and accompany you to various offices. They are also there for you should you need help with the German language or any other new things you will explore in the beginning of your semester.

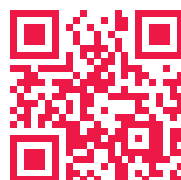
These are just some of the many things your Buddy is very happy to support you with:

- meet & greet on your arrival
- helping with the move-in if you live in the dormitories
- registering with the City
- opening a German bank account (a must if you live in the halls and/or have a German health insurance)
- visiting the City Immigration Office if you need to extend your visa/residence permit
- setting up your study schedule online and helping with the HdM email access
- activating your HdM Student ID & arranging for your ticket for the Stuttgart public transport network VVS
- going to social events with you
- Any other questions you might have

WELCOME DAY

In the beginning of the semester, we will organise a Welcome Day for all new exchange students. You will have the opportunity to meet the International Office team, to ask any questions, and to have a nice breakfast with us all!

Later during the orientation week, we will take care of practicalities and you will attend Social Programme.



Find out more



ERASMUS STUDENT NETWORK

There will be a number of events organised by the HdM Exchange Network and the Erasmus Student Network ESN's Stuttgart chapter that you can go to with your Buddies. This is a great way to make friends from all over the world! Find out more about ESN here:

https://www.instagram.com/esn_stuttgart/





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COME WITH US ON A STUTTGART ADVENTURE!

Stuttgart is known for its rich automotive history, scenic vineyards, and dynamic cultural scene. Follow us on this journey showing you all the hidden gems this city has to offer!



Schlossplatz

© Stuttgart-Marketing GmbH

Let's begin with our day on the iconic Schlossplatz, the **beating heart of Stuttgart**. Schlossplatz has something cool for every season, making it a fun way to kick off your time in Stuttgart. **In summer**, it's great for picnics and enjoying the sun. **In winter**, check out the Christmas markets and take a ride on the Ferris wheel for an awesome view!

From Schlossplatz, you can walk down the **Königstrasse**, a **busy shopping street** that showcases the city's vibrant energy. Explore various shops and cosy cafes, visit an art gallery, or sit down for a drink in one of the brewery pubs.

For those wanting to shop until they drop, we also recommend visiting the **Milaneo shopping mall** at the Mailänder Platz square.



Königstraße

© Stuttgart-Marketing GmbH



Visit this urban corner of the city with its stunning city library **Stadtbibliothek**. This architectural gem represents Stuttgart of today: modern, vibrant, and dedicated to culture and education.



Mailänder Platz

© Stuttgart-Marketing GmbH



Stadtbibliothek

To escape the urban buzz and immerse yourself in nature, head to **Killesberg Park**, a green oasis in the heart of the city. This enchanting park offers a space to relax, enjoy a picnic, or take a leisurely stroll.



Killesberg

© Stuttgart-Marketing GmbH

Don't miss the chance to climb the tower for a panoramic view of Stuttgart!

In summer time, you can admire the most beautiful sunsets at the **Teehaus in Weißenburgpark**. This is the perfect place to be with your friends, enjoying some drinks and relaxing.



Teehaus

As the founding city of Porsche you can find the **Porsche Museum** here in Stuttgart. The museum offers an **immersive journey** through the iconic brand's history, showcasing over **80 legendary vehicles** and cutting-edge exhibits. A must see for every car enthusiast!



Porsche Museum

© Stuttgart-Marketing GmbH





DAY TRIP GEMS!

Southern Germany is a region of breathtaking landscapes, historic towns, and vibrant cultural traditions, blending picturesque Alpine scenery with rich medieval architecture. Known for its fairytale castles, world-renowned festivals like Oktoberfest, and charming cities, the South of Germany offers many opportunities for unforgettable day trips!

TÜBINGEN

Located close to Stuttgart, Tübingen is a beautiful, lively student town on the Neckar river. Music fans visit the renowned **Jazz & Klassik Tage** festival every October. If you are a chocolate lover, the **ChocolART** Festival is definitely a must for you! It is the largest chocolate festival in Germany taking place annually in early December, followed by the beautiful and atmospheric Christmas market.



LAKE CONSTANCE



The Lake Constance, or Bodensee in German, connects Germany, Austria, and Switzerland and offers beautiful views of crystal-clear waters and beautiful landscapes.

The city of Konstanz is a mix of history, modern innovations and nature. The medieval architecture of the old town centre contrasts with the harbour and bustling markets, vintage shops, and stylish rooftop bars with unparalleled views.

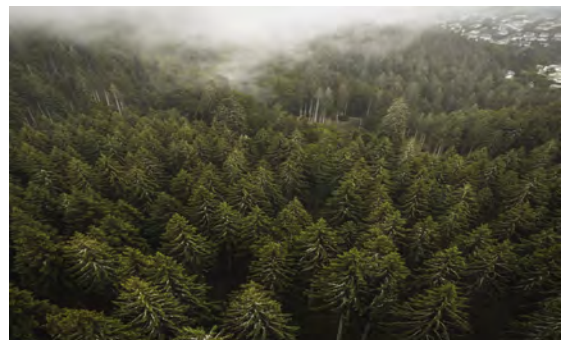
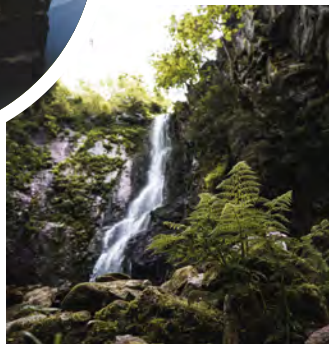
HEIDELBERG

Located on the Neckar River Heidelberg blends both tradition and contemporary culture, making it an ideal destination to visit for a day. The city's medieval alleys and the iconic **Heidelberg Castle** give a glimpse into the past, while the **Altstadt** is a great place to hang out in cafes and shops. The city of Heidelberg is home to one of Germany's oldest universities, Heidelberg University. The city has a lot of intellectual diversity, which attracts students from all over the world.



BLACK FOREST

If you are looking for an adventure, you need to visit Schwarzwald, the Black Forest. The region is known for its dense, evergreen forests and offers a variety of hiking trails, charming villages, and peaceful lakes. This outdoor experience will let you explore quaint villages and see the Triberg waterfalls. Don't forget to try the region's gastronomic treasures, such as the **Black Forest ham** and the world-famous **Schwarzwälder Kirschtorte**, Black Forest Gateau.



ALUMNI STORY

EUNKYUNG SONG



Eunkyung Song took the brave step and moved from South Korea to Stuttgart for her exchange year at HdM in 2020. Now an advertising professional, she looks back on this time as one of the most influential periods of her life and encourages others to embrace similar experiences abroad.

Time truly flies - it's been nearly 4 years since my exchange student days in Germany. Although time has passed, the time I spent in Stuttgart is remembered as one of the most cherished & memorable moments in my life. I often find myself reminiscing about those days and hopefully wish to go back to Stuttgart to travel and recapture the feelings I had during my stay there.

Recalling my memories back then, Stuttgart had such a nice weather. I resided in Filderbahnplatz, conveniently located near HdM, along with many other exchange students. The communal kitchen in our flat was a hub of activity, where cooking and playing games forged great friendships. Unfortunately, the COVID-19 pandemic hit Europe a few months after I arrived, causing a delay to the start of our semester. Initially disheartened, I tried not to waste my days confined indoors. Before classes began, I explored Stuttgart's open spaces with my camera, discovering tranquil parks where I could safely wander, listen to music, and take photographs. The Unterer Schlossgarten, with its lush greenery and colourful flowers, quickly became my favorite place.

Our semester eventually started, but as the COVID-19 situation worsened, we had to shift to online classes.

I took an Advertising course, and all the classes were quite interesting. My favorite was 'Photography', where one of our topics was 'social distancing'. I went to Schlossplatz to capture scenes of people maintaining distance while still enjoying time with their loved ones. The class covered a variety of themes each week, allowing us to express our unique perspectives through our photographs.

I also spent every weekend traveling, which was my favorite part of my exchange life. I traveled within Germany and to other European countries, using Flixbus and Flixbahn for affordable transportation. Locally, I discovered Stuttgart's hidden gems like Karlshöhe, Schloss Solitude, and Killesberg Park. I always took my camera along, recorded the beautiful scenery, and used those clips for my project in a Media Production class. Whenever I miss Stuttgart, watching these videos helps me reconnect with those invaluable moments.

Whenever someone asks about the most memorable time in my life, I don't hesitate to say it was my life as an exchange student in Germany. I learned a lot, felt deeply, experienced much, and met wonderful people to share it all with. Since graduating in 2022, I've joined a global advertising agency as an account executive, where I plan and execute advertising campaigns for various brands, and solve problems they face.

Stuttgart remains close to my heart, and I often think back to my days there. I really want to visit again in the near future. For anyone considering an exchange programme in Stuttgart at HdM, I strongly recommend it, and I'm sure it would be one of the best experiences of your life!

Tschüß!



Eunkyung during her time at HdM!

ALUMNI STORY

Hendrix



Follow Hendrix's journey to Stuttgart, Germany, where his passion for product design and exploration led to both academic and personal growth.

Diving into my Erasmus journey, Germany stood out as the perfect destination for someone passionate about product design. The prospect of immersing myself in a country renowned for its design legacy was undeniably exciting.

As I recall the anticipation at the airport, awaiting my flight, I couldn't help but feel a mix of nerves and eagerness. While I wasn't a stranger to living abroad, this venture promised a new challenge: navigating a country where my grasp of the language was rusty at best. Despite my previous exposure to German during secondary school, it felt like ages ago, and my proficiency had waned considerably. Moreover, I had little knowledge about Stuttgart, the city I would soon call home for a while. Yet, armed with curiosity and optimism, I embarked on this adventure, hoping for the best.

Arriving in Stuttgart-Möhringen, I found myself pleasantly surprised by its charm - a blend of modernity, greenery, and tranquillity. My accommodation, boasting spacious quarters - a far cry from the cramped UK living spaces - was conveniently located near essential amenities like Kaufland and Lidl. Equipped with the basics, I ventured into Stuttgart-Mitte with my sister in search of a router, discovering a cityscape that left me in awe. Stuttgart's grandeur surpassed my expectations, cementing its place as a city I would eagerly explore during my stay.

My academic journey at HDM was extremely enriching. Having taken the product design minor, I found myself surprised by the array of modules on offer - a departure from the rigid structures I had encountered back home. Semester by semester, I delved into diverse subjects like usability engineering, innovation management, and photography, relishing the opportunity to broaden my skill set. The design projects presented challenges that fueled my creativity, yielding some of my most fulfilling work to date. Notably, the usability engineering course sparked my interest in UX/UI design, a skill I now leverage in my current role as a graduate designer.

Beyond academia, living in Germany proved to be an invaluable experience, even amidst the global upheaval of COVID-19. It allowed me to expand my horizons and forge lasting friendships with individuals from diverse backgrounds. As I reflect on those memorable moments, I can't help but envision returning to Germany someday, eager to rediscover its allure.

My time in Germany wasn't just an academic pursuit; it was a transformative journey that reshaped my perspective and enriched my life in ways I'll forever cherish.



Hendrix during his time at HdM!

ALUMNI STORY

Vejune



Discover how Vejune followed her lifelong dream of studying abroad, which led her from her home country to the UK and then to Stuttgart, Germany, for an exchange programme at HdM.

Since I was young, I've always dreamed of studying abroad. When I left Lithuania to study in the United Kingdom, it was clear to me that one country wouldn't be enough. So, as soon as I heard about the opportunity for an exchange programme at another university in yet another country, HdM was my top pick!

This exchange programme wouldn't have been as unforgettable without my Buddy. Travelling alone to a new country felt less intimidating this time, knowing I wouldn't be alone. She not only made the whole experience better but also became a lifelong friend; truly one of the most wonderful people I've ever met.

Despite the curfews and cancelled events because of the COVID-19 regulations, I still made the most of every opportunity! From celebrating my birthday at the pumpkin festival to enjoying a pretzel in Lindau, and even facing my fear of heights at Fernsehturm (definitely not recommended on windy days!), each experience was incredibly memorable. And the definite must-visit was a pig museum - such a weirdly, but fun experience!

During my time in Stuttgart, I studied Moving Images and Media Creation & Management, and even though I had to study online, I learned so much. Thanks to HdM, I even got my first-ever marketing internship at Steinbeis Europa Zentrum, which was a blast!

After completing my Bachelor's degree in Digital Media at Coventry University, my journey continued not as a student anymore, but as a lecturer in the social media module at the same University. I'm currently pursuing my Digital Marketing master's degree and working for a Digital Marketing agency, creating campaigns for well-known brands and experts, ranging from screenwriting professionals at Warner Brothers to successful multimillion-dollar businesses.



Vejune during her time at HdM!



Vejune with her Buddy!

ESN

STUTT GART

ESN Stuttgart is part of the **Europe-wide student Exchange Network** organising and supporting group events during your time at HdM.

Their mission is to **enrich your study abroad experience**. During the semester, a number of different cultural events and social activities will be organised by their international team.

Whether it's a **themed party, a language exchange programme, or an exciting city tour**, ESN Stuttgart's diverse events cater to all tastes.

A group of **student volunteers** works hard to build a community where international and domestic students mix and **make lasting cross-cultural connections**.

We highly recommend all exchange students to join the ESN events, as it helps you to **find friends, to network with like-minded students** in Stuttgart and beyond, and to explore Germany during your time at HdM.

Let's make HdMemories together!

* ESN

Erasmus Student Network
Stuttgart



YOUR STEPS

TO AN AMAZING SEMESTER ABROAD

- Join ESN's Whatsapp-Group where they keep you updated about their events and where you can easily contact other exchange students!
- Follow us ESN on Instagram and use #ESNstuttgart to share your experiences with them!
- Like ESN on Facebook and join their Facebook group to connect to all the other international students in Stuttgart!



GET INVOLVED!



esn-stuttgart.de



fb.com/ESNStuttgart



stuttgart@esn-germany.de



@esn_stuttgart



NOW IT'S YOUR TURN!

We'd love to get to know you, so please do get in touch with our team! You can find our contact information below.

We would also love you to follow us on social media!

CONTACT US



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Tag us on any social media posts about your exchange semester with us and use **#HdMemories**

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Erasmus+



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