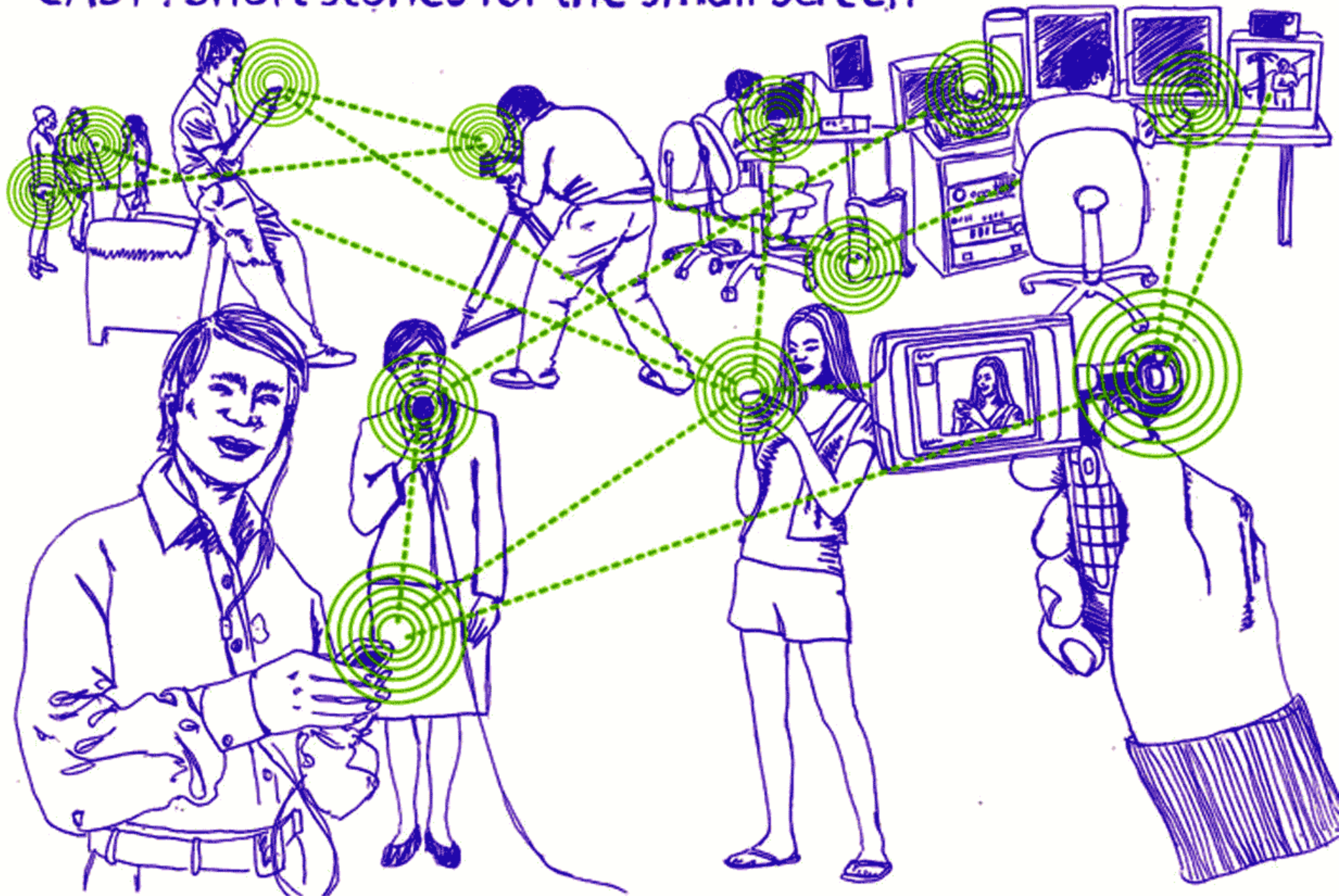


CAST : Short stories for the small screen



Zurich University of the Arts
Design Department

Zurich Universities of Applied Sciences and Arts

CAST: Short Stories for the Small Screen

CAST is a refreshing new statement by the Zurich University of the Arts / Design Department on the present and future media landscape. Derived from terms such as podcast, webcast, unicast or broadcast, CAST stands for the most revolutionary development of media genres since Gutenberg: in 2008, "broadcasting" professionally designed content is no longer the regulated right of an elite few, but rather a natural and affordable opportunity for many creative "publishers".

CAST builds on the conviction that the field of internet and mobile media needs trained designers rather than just "user generated content" on its trajectory from a text and image oriented medium to an audio-visual mobile medium. It needs generalists who are as familiar with editing, animation, and graphic software as they are with the camera and the microphone. It needs quick storytellers who know how to tell linear, non-linear and interactive stories. CAST students produce journalistic and fictional content and works concep-

tually with all the tools of the digital and mobile media world. CAST graduates are storytellers specialized in small and short formats: they create "short stories for the small screen" and focus on the needs and interests of media users.

Course of Studies Content

During the three year's study, students acquire the fundamentals for designing classic audiovisual media and apply these to new digital and mobile media. Classic radio know-how serves to create web radio and audio podcasts; classic television know-how helps produce IPTV, and professional theatre and film dramaturgy are the basis for creating interactive stories. The CAST faculty consists of new and old media practitioners with proven teaching experience, including directors, authors, radio producers, weblog experts, webagency owners, podcast and mobile television producers, trend experts, advertising and marketing specialists, and media philosophers.

The course of studies is structured in consecutive theory and practice

modules. The first year's design modules focus on the independent and collaborative production of digital content for linear and non-linear distribution channels. Various modes of journalism and chronicling are studied and practised with non-fictional content (for audio, video and text). The 2nd year focuses on fictional content as well as on planning and conceiving web platforms, web radios, and streaming media. The course of studies also includes theory modules that are designed to teach dramaturgical skills and various related modules in marketing, media economics and media trends.

Employment Opportunities

Typically, CAST graduates are employed in the online and new media departments of news and media corporations. They help traditional media corporations successfully make the transition to Web 2.0. CAST graduates also serve small, new media enterprises as change agents. They conceive and design audio and video podcasts, IPTV content, mobile television programmes, web radios, and multimedia platforms.

The Zurich University of the Arts

In August 2007 the School of Art and Design Zurich (HGKZ) and the Zurich School of Music, Drama and Dance (HMT) merged to become one of Europe's largest universities of the arts: the Zurich University of the Arts. Comprising more than 2000 students, the University offers a unique range of programmes in design, film, art, media, music, dance, theatre and art education.

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