



# How to create a media hit?

Exchange programme | Enschede



# How to create a media hit?

Formatting media into a big hit is an innovative and adventures business. Production companies and broadcasters from all over the world are always looking for young people with new ideas, new angles, new shapes and new business models. Formats such as The Voice, Big Brother and Fear Factor are well known worldwide. But how complicated is it to create the same success for media platforms like YouTube or Instagram?

general

The road to success is to create an innovative approach for storytelling on modern media platforms. How to become a successful storyteller on a media platform like YouTube or Instagram is a dream of many young professionals. The programme “How to create a media hit?” will help you build your career.

**ECTS : 30**

Semester : February - June

Location : Enschede

## Course content

The exchange program “How to create a media hit” supplies all the courses needed to create a potential media hit. We start with developing your talent, ambition and creativity. Adding knowledge and skills is the next step. Design thinking, exploring creativity, applying learned skills and prototyping are the next steps. In the first part you will learn how to develop a television format. In the second part of the program we’ll look into the world of contemporary platforms like YouTube and Instagram.



In this programme you'll analyse international formats, you'll learn how to recognise trends in society, you'll learn how to find and use your creativity and how to create a new media format through design thinking. And it's your professional's craftsmanship to make sure the format is suited for the correct target group segment.

## programme

‘The road to success is to create an innovative approach for storytelling on modern media platforms.’

Successful media innovations are not brand-new but created with existing elements of older media. So, once you understand how to develop a television format, you will be able to connect elements in different ways and create a media format for several different media

platforms. It's the professional's craftsmanship to make sure the format is suited for the correct target group segment. You learn to create the best design, the best visualisation, the best shape and off course the best tagline. Your format may even become a media hit!



## Examination

Various assessments with a total of 6 x 5 ECTS.

## Enrolment requirements

This exchange programme is meant for second- or higher year bachelor students in the creative field of media, information, communication and/or marketing and economics. Students from other studies can also participate but it is recommended to have experience in the media industry and/or concept development. Please note that students must explain their personal motivation with respect to storytelling and/or visualisation in terms of ambition in English writing.

## Deadlines for enrolment

Deadline to enrol is November 1 (if housing is required).

## Additional expenses

Please take into account that this program requires additional traveling expenses and expenses for activities.



## Get Ready for a Smart World

Technological innovations have an impact not only on your social life but on your future professional life too.

At Saxion University of Applied Sciences, we teach you how these innovations impact your future professional field and how you can apply technology to perform your work even better, so no matter which programme you choose, you will be prepared for a world that is getting smarter.

Studying at Saxion also means growing as a person. Who are you as a person? Where do your talents lie and what do you want to excel at? We will help you develop a moral compass, build your self-confidence and broaden your horizon.

You will learn a lot by doing a work placement or by taking a minor in another programme here, elsewhere in the Netherlands or abroad. This way, you will learn to take responsibility and prepare yourself for a business endeavour or a challenging job. You are in control!

## More information

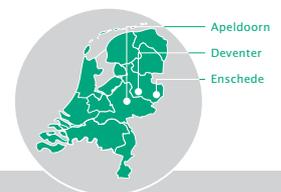
For more information about the How to create a media hit? Exchange programme, please contact Sarah Bosch: [s.bosch@saxion.nl](mailto:s.bosch@saxion.nl) or Tinka Gijzen: [t.gijzen@saxion.nl](mailto:t.gijzen@saxion.nl)

Would you like to apply? Start your application procedure at [saxion.edu/application-form](http://saxion.edu/application-form).

## Saxion Enschede

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## Saxion partners



# information

