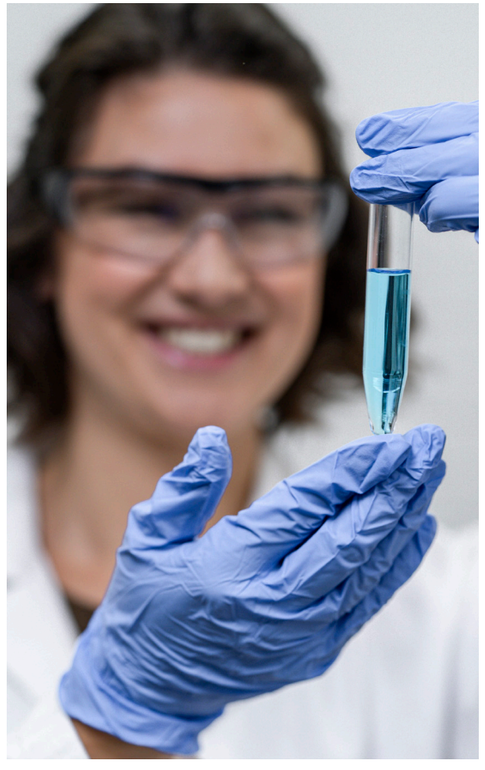


Your Launchpad for a Global Career

The curriculum is designed to develop not only deep technical expertise but also critical thinking, leadership, and presentation skills. Alumni go on to succeed in senior engineering, management, and marketing roles within global companies across the media and packaging industries.

Are you interested in studying with us? We are here to help throughout your application process!

Our Admissions Team will support you from your first enquiry until your first day of study.

Visit our website **pp-bachelor.hdm-stuttgart.de** and learn more about the application steps.

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admissions@hdm-stuttgart.de

Head of the Programme
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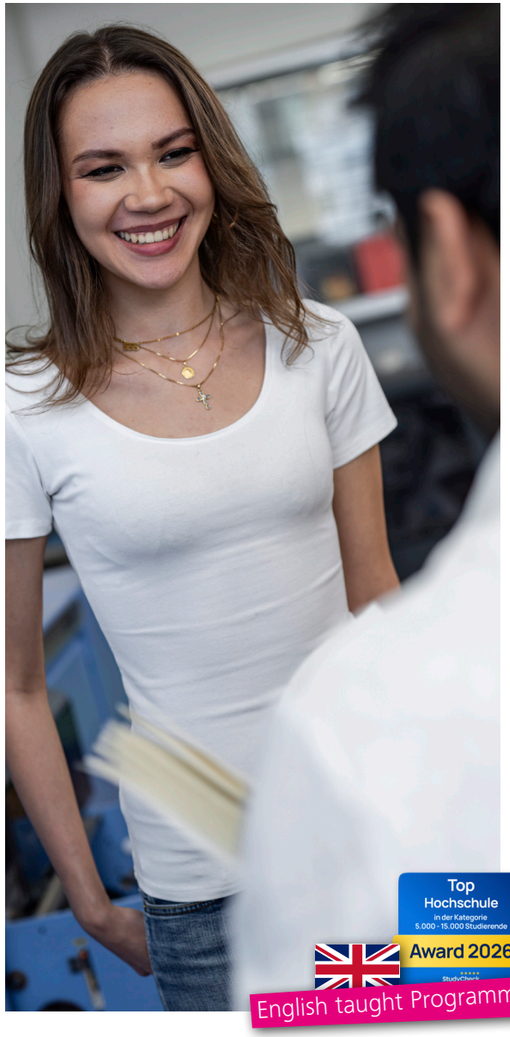
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Bachelor of Engineering (B.Eng)

Print Media and Packaging Technologies



Germany's Premier International Programme in Media Engineering

Print Media and Packaging Technologies is Germany's first–and still only–international undergraduate engineering programme dedicated entirely to media. Taught exclusively in English, it leads to the Bachelor of Engineering degree and welcomes students from around the world. This interdisciplinary curriculum combines scientific and technical foundations, business management, intercultural competence, and language skills.

Hands-On Engineering with Global Relevance

In the initial semesters, students build a strong foundation in media engineering, packaging technology, and core scientific principles,while also developing their communication and management abilities.

A project-based internship in the fifth semester bridges academic theory with real-world application. Students then choose from a variety of electives or spend a semester abroad or attending a Blended Intensive Learning programme at one of our partner universities before completing their Bachelor's thesis.

Throughout the programme, students work on practical projects in state-of-the-art media labs equipped with the latest printing and packaging technologies.

Print and Packaging is everywhere, on nearly everything we interact with in daily life, wherever we are. In this efficient digital age, print& packaging makes our lives more colourful. We love colour! The symbiosis between the Internet and print media has revolutionised the way we communicate, which has triggered new marketing strategies and a whole range of exciting new printed products.

Our ultimate objective is to transform a shared vision into a tangible, professionally realised product. Through close collaboration, creative exchange and the systematic development of ideas, we translate abstract concepts into a meaningful and distinctive work of art.



1	Introduction to Media Technology [1] 3	Material Science [1] 3	Fundamentals of Engineering [1] 5	Mathematics 7 Mathematics for Engineers, Excersises	Information Technology 6 Information Techn., Exercises	Traineeship in Printing [1] 3	Language Course [1] 4
2	Introduction to Media Technology [2] 2	Material Science [2] 5	Pre-Media Techn. and Color 8 Pre-Medi Techn, Exercises		Physics for Engineers 7 Physics for Engineers, Exercises in Physics	Traineeship in Printing [2] 3	Language Course [2] 4
3	Digital Printing 5	3D Printing 5 3D-Printing/Additive Manufacturing 3D-CAD	Post Press Technologies 5		Fundamentals of Engineering [2] 7 Mech. Engineering, Technical Design	Product Development [1] 4	Language Course [3] 4
4	Industrial Printing 5	Sustainability and Environment 3	Metrology 6 Metrology, Traineeship in Metrology		Commercial and Packaging Printing 8 Lithographic, Flexographic, Gravure	Product Development [2] 4	Language Course [4] 4
5	Internship 30						
6	Elective Courses or Mobility Window 22					Academic Work 4	Language Course [5] 4
7	Bachelor Thesis 12				Advanced Research Projekts 8		Elective Courses 10

PRACTICAL SKILLS TECHNOLOGY LANGUAGE SKILLS SCIENCE

7 SEMESTER / 3,5 YEARS 210 ECTS / 30 p.s. 25 Elective Courses

All of the courses offered at Hochschule der Medien (University of Applied Sciences in Media) are credit-rated.

The programme runs over seven semesters (3½ years), and each semester is worth 30 ECTS.





Hochschule der Medien (HdM) is a public University of Applied Sciences renowned for its expertise in media, design, packaging, and related technologies. As a system-accredited institution by ACQUIN – one of Germany's leading accreditation agencies – HdM upholds the highest academic and professional standards across all programmes.

HdM consistently distinguishes itself through its specialized focus, interdisciplinary learning approach, and strong ties to industry. Our programme is characterized by practical orientation, cutting-edge facilities, and internationally recognized qualifications.

Hochschule der Medien is a founding member of Baden-Württemberg's doctoral association for applied sciences, offering a research pathway for outstanding Master's graduates to pursue PhD-level studies in collaboration with partner universities.