



National Research University Higher School of Economics (HSE)

Basic Curriculum

Field of study 42.04.05 Media Communications

Educational Programme ""

Trajectories: "Digital Production in Creative Industries", "Experimental Formats and Innovative Strategies in Media"

Implementing unit: Faculty of Creative Industries, HSE - Moscow

Years of Study: 2025/2026 - 2026/2027

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

APPROVED

29.04.2025

Vice Rector

ROSHCHIN S.Y.

Signed with EDS

Block Code	Course	Subject type	Credits	Credits by Years		Planned Educational Programme Development Results
				1	2	
	Degree Programme		120,00	60,00	60,00	
	General Components		28,00	28,00		
	Key Seminars		4,00	4,00		
1	Project Seminar "Multimedia Book"	C	3,00	3,00		GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-2, PC-21, PC-22, PC-23, PC-24, PC-25, PC-27, PC-3, PC-30, PC-31, PC-33, PC-34, PC-4, PC-5, PC-6, PC-7, UC-2, UC-3, UC-4
2	Mentor's Seminar	C	1,00	1,00		GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-2, PC-27, PC-3, PC-30, PC-5, PC-9, UC-1, UC-6
	Internship					
	Free					
	Preparation of the Graduate Thesis					
	Fixed					
	Major		24,00	24,00		
	Components of the Field of Study		12,00	12,00		

1	Contemporary Approaches to Media Studies	C	3,00	3,00		GPC-2.APR, GPC-3.MCM, GPC-5.MCM, GPC-7.APR, PC-11, PC-13, PC-2, PC-32, UC-1, UC-4, UC-5
2	Legal Aspects of Media	C	3,00	3,00		GPC-5.MCM, PC-1, PC-11, PC-12, PC-24, PC-5, PC-8, UC-1, UC-4, UC-5
3	Artificial intelligence and digital technologies in media	C	3,00	3,00		GPC-1.APR, GPC-2.APR, GPC-4.APR, GPC-5.MCM, GPC-6.APR, PC-11, PC-12, PC-15, PC-16, PC-2, PC-22, PC-27, PC-28, PC-31, PC-33, PC-34, UC-1, UC-3, UC-4
4	Media Economics	C	3,00	3,00		GPC-2.APR, PC-11, PC-12, PC-14, PC-26, PC-5, UC-1, UC-4, UC-5
Elective Courses 1st year			3,00	3,00		
1	Memes in the Structure of Viral Communication	C	3,00	3,00		GPC-1.APR, GPC-3.MCM, GPC-4.APR, PC-16, PC-23, PC-28, PC-9, UC-4, UC-5
2	Emotions. Media. Culture	C	3,00	3,00		GPC-1.APR, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-1, PC-16, PC-20, PC-22, PC-34, PC-6, PC-7, UC-2, UC-3, UC-5
3	Cultural Event Management Considering Regional Context	C	3,00	3,00		GPC-2.APR, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-1, PC-2, PC-4, PC-5, UC-3
Disciplines of the Degree Programme			9,00	9,00		
1	Management and Marketing of Media	C	3,00	3,00		GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-7.APR, PC-19, PC-20, PC-28, PC-29, PC-30, PC-31, PC-34, PC-8, UC-1, UC-6
2	Storytelling of media projects	C	6,00	6,00		GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-7.APR, PC-2, PC-7, PC-8, UC-1, UC-5
Magolego						
Digital Production in Creative Industries (Applied track)			116,00	60,00	60,00	
Key Seminars			23,00	12,00	15,00	
1	Project Seminar "Digital Production in Creative Industries"	C	6,00	6,00		GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-19, PC-2, PC-20, PC-23, PC-24, PC-25, PC-26, PC-27, PC-28, PC-29, PC-3, PC-30, PC-33, PC-34, PC-35, PC-36, PC-37, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-2, UC-3, UC-4

2	Research Seminar	C	6,00		6,00	GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-3, PC-30, PC-33, PC-5, PC-9, UC-1, UC-6
3	Project Seminar	C	6,00		6,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-19, PC-2, PC-20, PC-23, PC-24, PC-25, PC-26, PC-27, PC-28, PC-29, PC-3, PC-30, PC-33, PC-34, PC-35, PC-36, PC-37, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-2, UC-3, UC-4
4	Mentor's Seminar "Digital Production in the Creative Industries"	C	5,00	2,00	3,00	GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-2, PC-3, PC-30, PC-33, PC-5, PC-9, UC-1, UC-6
	Internship		24,00	6,00	18,00	
	Free		6,00		6,00	
1	Projects	C	6,00		6,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-2, PC-23, PC-24, PC-25, PC-26, PC-27, PC-3, PC-30, PC-33, PC-34, PC-36, PC-37, PC-4, PC-5, PC-6, PC-7, UC-2, UC-3, UC-4
	Preparation of the Graduate Thesis		12,00		12,00	
1	Thesis Preparation	C	12,00		12,00	GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-2, PC-3, PC-30, PC-33, PC-5, UC-2, UC-3, UC-4
	Fixed		6,00	6,00		
1	Work Experience Internship	C	3,00	3,00		GPC-3.MCM, GPC-4.APR, GPC-7.APR, PC-11, PC-16, PC-19, PC-23, PC-24, PC-25, PC-26, PC-29, PC-3, PC-30, PC-33, PC-34, PC-4, PC-5, PC-7, UC-2, UC-3, UC-4
2	Term Paper	C	3,00	3,00		GPC-2.APR, GPC-3.MCM, GPC-5.MCM, GPC-7.APR, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-2, PC-30, PC-33, PC-5, UC-2, UC-3, UC-4

	Major		57,00	39,00	18,00	
	Components of the Track		24,00	15,00	9,00	
1	Audiovisual Production	C	6,00	6,00		GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-2, UC-3, UC-4
2	Producing Transmedia Musical Projects	C	3,00	3,00		GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-2, UC-3, UC-4
3	Producing Transmedia Projects in the Field of Theater, Culture and Museology	C	6,00	6,00		GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-2, UC-3, UC-4
4	Contract Issues in the Media Industry	C	3,00		3,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-1, PC-26, PC-8, UC-2, UC-3, UC-4
5	Sound Design in the Media Industry	C	3,00		3,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-16, PC-29, UC-2, UC-3, UC-4
6	Storytelling of Interactive Projects	C	3,00		3,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-2, PC-23, UC-2, UC-3, UC-4, UC-6
	Elective mooc (2 year)		3,00		3,00	
1	Understanding Russian Economy. Problems of Transition (offered in a foreign language)	E	3,00		3,00	GPC-2.APR, PC-12, PC-14, PC-21, PC-26, UC-1
2	Contemporary Data Analysis: Survey and Best Practices (offered in a foreign language)	E	3,00		3,00	GPC-2.APR, GPC-7.APR, PC-11, PC-12, PC-15, PC-28, UC-1
	Specialized Elective Courses		6,00		6,00	
1	CultTech: Intersection of Culture and Technology	E	6,00		6,00	GPC-3.MCM, GPC-6.APR, PC-24, PC-30, PC-35, PC-36, PC-37, PC-7, UC-2
2	Biofiction in Literature, Film and Media	E	6,00		6,00	GPC-1.APR, GPC-3.MCM, GPC-5.MCM, GPC-7.APR, PC-16, PC-23, PC-25, PC-30, PC-35, PC-6, PC-9, UC-2, UC-3, UC-5

3	Drama Series Producing	E	6,00		6,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-2, PC-24, PC-25, PC-26, PC-27, PC-3, PC-30, PC-33, PC-34, PC-36, PC-37, PC-4, PC-5, PC-6, PC-7, UC-2, UC-3, UC-4
	Magolego		9,00	3,00	6,00	
1	All-university Pool MAGOLEGO Courses	E	9,00	3,00	6,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-1, PC-10, PC-11, PC-12, PC-13, PC-14, PC-15, PC-16, PC-17, PC-18, PC-19, PC-2, PC-20, PC-21, PC-22, PC-23, PC-24, PC-25, PC-26, PC-27, PC-28, PC-29, PC-3, PC-30, PC-31, PC-32, PC-33, PC-34, PC-35, PC-36, PC-37, PC-38, PC-4, PC-5, PC-6, PC-7, PC-8, PC-9, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-2.APR, GPC-3.MCM, PC-11, PC-12, PC-4, PC-6, PC-7, UC-1
	Experimental Formats and Innovative Strategies in Media (Applied track)		120,00	60,00	60,00	
	Key Seminars		21,00	12,00	9,00	
1	Project Seminar "Experimental Formats and Innovative Strategies in Media"	C	6,00	6,00		GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
2	Research Seminar	C	3,00		3,00	GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-2, PC-3, UC-1, UC-6
3	Project Seminar	C	3,00		3,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
4	Mentor's Seminar "Experimental Formats and Innovative Strategies in Media"	C	5,00	2,00	3,00	GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-1, UC-6
	Internship		24,00	9,00	15,00	
	Free		6,00	3,00	3,00	

1	Projects	C	6,00	3,00	3,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, UC-2, UC-3, UC-4
	Preparation of the Graduate Thesis		12,00		12,00	
1	Thesis Preparation	C	12,00		12,00	GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-7.APR, PC-1, PC-3, PC-4, PC-7, UC-2, UC-3, UC-4
	Fixed		6,00	6,00		
1	Term Paper	C	3,00	3,00		GPC-2.APR, GPC-3.MCM, GPC-5.MCM, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-7, UC-2, UC-3, UC-4
2	Work Experience Internship	C	3,00	3,00		GPC-3.MCM, GPC-4.APR, GPC-7.APR, PC-1, PC-2, PC-4, UC-2, UC-3, UC-4
	Major		63,00	33,00	30,00	
	Components of the Track		21,00	9,00	12,00	
1	Gamification, Game Design and Digital Industries	C	3,00	3,00		GPC-2.APR, GPC-6.APR, PC-2, PC-4, PC-6, UC-4
2	Experimental media formats	C	3,00	3,00		GPC-4.APR, GPC-5.MCM, GPC-6.APR, PC-2, PC-3, UC-4, UC-5
3	Contract Issues in the Media Industry	C	3,00		3,00	GPC-2.APR, GPC-5.MCM, GPC-7.APR, PC-3, PC-8, UC-1, UC-6
4	CultTech: Intersection of Culture and Technology	C	6,00		6,00	GPC-3.MCM, GPC-6.APR, PC-2, UC-2
5	Storytelling and Newer Media	C	3,00		3,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, PC-2, PC-3, PC-4, PC-6, UC-1
6	Interactivity and Digitalization of the Exhibition Spaces	C	3,00	3,00		GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-5, PC-6, UC-4
	Elective mooc (2 year)					
1	Understanding Russian Economy. Problems of Transition (offered in a foreign language)	E	3,00		3,00	GPC-2.APR, PC-3, UC-1
2	Contemporary Data Analysis: Survey and Best Practices (offered in a foreign language)	E	3,00		3,00	GPC-2.APR, GPC-7.APR, PC-3, PC-4, UC-1
	Specialized Elective Courses		18,00		18,00	
1	Creation and Promotion of a Startup	E	6,00		6,00	GPC-4.APR, GPC-6.APR, GPC-7.APR, PC-2, PC-3, PC-8, UC-2, UC-4
2	Sound Design in Video Games: Theory and Practice	E	6,00		6,00	GPC-1.APR, GPC-6.APR, PC-2, PC-3, PC-7, UC-2, UC-5
3	Media Innovation Management	E	6,00		6,00	GPC-1.APR, GPC-4.APR, GPC-6.APR, PC-2, PC-3, UC-1, UC-5
	Magolego		9,00	6,00	3,00	

1	All-university Pool MAGOLEGO Courses	E	9,00	6,00	3,00	GPC-1.APR, GPC-2.APR, GPC-3.MCM, GPC-4.APR, GPC-5.MCM, GPC-6.APR, GPC-7.APR, PC-1, PC-2, PC-3, PC-4, PC-5, PC-6, PC-7, PC-8, UC-1, UC-2, UC-3, UC-4, UC-5, UC-6
	Final State Certification (FSC)		3,00		3,00	
1	Final Qualification Paper	C	3,00		3,00	GPC-2.APR, GPC-3.MCM, PC-1, PC-4, PC-6, PC-8, UC-1, UC-2

Curriculum agreed:

Academic Supervisor Новикова А.А. 16.04.2025

Dean BYSTRITSKIY A.G. 18.04.2025

Head of Centre for
Educational Model Design LEPESHKIN I.A. 28.04.2025

* Subject type:

Compulsory course C

Elective course E