Hochschule München University of Applied Sciences

Courses in English
Course Description

Department	MUC.DAI
Course title	AI in Culture and Arts (AICA) - Project Workshop
Course number	802
Hours per week (SWS)	Three three-day workshop phases, 72 contact hours
Number of ECTS credits	6
Course objective	Artificial intelligence (AI) is finding application throughout the cultural and creative industries, changing the creation, production, distribution, and marketing of art and culture. This course brings together students from diverse disciplines (STEM, creative studies, music, business, and more) to develop tangible AI solutions for the challenges and opportunities present in the cultural and creative industries. Students gain competencies enabling them to comprehend and shape AI-driven processes across artistic and creative fields, while also reflecting on and appreciating the evolving impact of AI within the cultural and creative sectors.
Prerequisites	Aimed at students enrolled in a third-year Bachelor's program at Hochschule München (HM) or the Hochschule für Musik und Theater München (HMTM); Master's students are also welcome (interdisciplinary venue). Prior experience and basic knowledge of machine learning is required (for HM students); the project-based character requires high levels of intrinsic motivation and willingness to actively participate.
Recommended reading	– Anantrasirichai, N.; Bull, D. (2022). *Artificial intelligence in the creative industries: a review.* Artificial Intelligence Review – Caramiaux, B. et al. (2019). AI in the media and creative industries. New European Media (NEM) – Géron, A. (2019). Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow
Teaching methods	The module incorporates service-learning and project-based learning within an agile framework: Workshops and Teamwork (teams develop practical AI solutions with support from technology and culture experts as well as agile coaches); Challenges (project ideas may originate from students themselves or be proposed by stakeholders in the cultural and creative sectors); presentational skills honed through the need to present both ongoing and final results
Assessment methods	Project (in German: Modularbeit). At the end of the project workshop, students present their projects in a final colloquium (open to students from both universities as well as representatives from the education, research, culture, and creative sectors). Teams also compile a 10-page group paper outlining the project's evolution and progress. The project, the presentation, and the resulting artifacts are graded.
Language of instruction	English
Name of lecturer	Team of coaches and experts (Responsible: Prof. Dr. Gudrun Socher, FK07; Dr. Benedikt Zönnchen, MUC.DAI)
Email	zoennchen.benedikt@hm.edu
Link	https://aica-wavelab.github.io/project-workshop/
Course content	https://aica-wavelab.github.io/project-workshop/
Remarks	Note that this is a block course