Manual production processes are a thing of the past. Image and text data, along with related business information, are now exchanged digitally via the internet between industrial customers and printing companies. Concepts such as cross-media publishing, web-based manufacturing and e-business are established and are constantly evolving. Manufacturing processes are increasingly characterised by digital networking, automation and the highest quality standards. Technological developments on the path towards e-paper are expected to involve substrates with integrated digital properties in the future. In functional printing, newly developed materials are processed into complex components that are used in fields such as logistics, electronics and security technology.

Integration of the latest technologies offers many options for creative engineers. The profit-oriented focus of printing companies and automation of industrial manufacturing in an increasingly competitive international environment provide many opportunities for managers who have extensive knowledge in business fields such as accounting, marketing and process optimisation.

The Print and Media Technology Bachelor's programme is designed in line with industry requirements and is a recognised course of education for the professional careers mentioned above.

You should study with us if you

- are inspired by print and media products,
- find machine technology and computer applications exciting,
- enjoy mathematics, natural sciences and computer science,
- are fascinated by effective design or a perfect marketing strategy,
- can combine the above with business thinking and a market-oriented approach.

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