

Study plan – BA Film & Motion Design

Students without previous work experience, who have completed the 3D & Animation program at Kristiania Professional College will need to complete the below listed courses at University of Europe for Applied Sciences in order to graduate with a Bachelors Degree in Film & Motion Design. The courses that students will take are a mix of courses from year 1, 2 and 3 at UE.

For the courses Tools & Technology and Project in the first semester, students will need to discuss with the course leader which of the options that will be most suitable.

Course details are found in the Module Manual. The relevant courses are marked with yellow.

Winter semester 2022/23 – September 2022

Theory 1	5 Credit points
Theory 3	5 Credit points
Theory 4	5 Credit points
Tools & Technology (1, 2 or 3)	5 Credit points
<u>1 Project (One of 1-6)</u>	<u>10 Credit points</u>
Total:	30 Credit points

Summer Semester 2023 – March 2023

<u>Practice/Internship</u>	<u>30 Credit points</u>
Total:	30 Credit points

Winter semester 2023/24 – September 2023

<u>BA Project (old curriculum)</u>	<u>30 Credit points</u>
Total:	30 Credit points

Total number of credits for completion: 90 Credit points

MODULE MANUAL

Film + Motion Design (B.A.)

at the

University of Europe for Applied Sciences



PREFERENTIAL NOTE

In this module manual you will find all the important information and study contents for your study programme. Would you like to find out more about your individual modules and the associated courses as well as the required examination credits? Then you should consult this module manual.

This module manual is supplemented by the currently valid examination regulations.

We wish you much pleasure and success in your studies,
the lecturers of the Film + Motion Design (B.A.) programme.

Status: November 2020

Your contacts for questions regarding this study programme are the programme coordinator for all locations, the local programme leader at the location and the chairman of the examination committee.

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* select from one of the other Art & Design BA programmes

² at least 2 of the projects 3 to 6 have to be chosen from this study programme

1 QUALIFICATION GOALS OF THE STUDY PROGRAM

The bachelor's study programme **Film + Motion Design** is offered by the department of **Art & Design**.

The structure of the study programme with its modules, the corresponding courses and examinations serves to achieve the following overriding qualification objectives of the study programme:

The graduates...

- ➔ explore analytically and linguistically confidently an independent, design-relevant question.
- ➔ can convincingly derive and justify their creative actions.
- ➔ acquire a sound knowledge and technical skills in the field of time-based design.
- ➔ use current media technologies in the conception and implementation of project work in a reliable and targeted manner.
- ➔ independently design and develop practical projects.
- ➔ critically analyse and evaluate their own working methods and results in the context of existing concepts and genres.
- ➔ are enabled to work independently and professionally.
- ➔ meet the essential criteria of professional qualification in the current creative industry.

2 CURRICULUM / STUDY PLAN

Curriculum¹ Film + Motion Design (B.A.) For Intakes starting Winter Term 2020/21													
Module / Course	Kind of Module / Method of Teaching	Credit Points per Semester						Credit-points per module	Hours per week (HWS)	Workload (in h)			Language
		1.	2.	3.	4.	5.	6.			Total	Hours in Class	Hours Self-Study	
Theory 1	M							5					english
		5							3	125	36	89	
General Foundations	M							5					english
		5							3	125	36	89	
Program Foundations 1: Compositing	M							5					english
		5							3	125	36	89	
Foundation Project 1: Motion Design & Animation	M							10					english
		10							6	250	72	178	
Tools & Technologies 1	CE							5					english
		5							3	125	36	89	
Theory 2	M							5					english
		5							3	125	36	89	
Studium Generale: Essentials*	CE							5					english
		5							3	125	36	89	
Program Foundations 2: Cinematography	M							5					english
		5							3	125	36	89	
Foundation Project 2: Film Editing & Film Project	M							10					english
		10							6	250	72	178	
Tools & Technologies 2	CE							5					english
		5							3	125	36	89	
Theory 3	M							5					english
			5						3	125	36	89	
Project 3 ²	CE							10					english
			10						6	250	72	178	
Project 4 ²	CE							10					english
			10						6	250	72	178	
Tools & Technologies 3	CE							5					english
			5						3	125	36	89	
Theory 4: BA Proposal	M							5					english
				5					3	125	36	89	
Project 5 ²	CE							10					english
				10					6	250	72	178	
Project 6 ²	CE							10					english
				10					6	250	72	178	
Professional Practice	CE							5					english
				5					3	125	36	89	
Semester Abroad / Internship Semester	CE							30					english
						30				750		750	
Curatorial Practice	M							5					english
							5		3	125	36	89	
BA Project	M							25					english
BA Thesis							8			200		200	
BA Visualization							12			300		300	
BA Documentation / Presentation							5			125		125	
Total		30	30	30	30	30	30	180	75	4.500	900	3.600	
¹ due to changes ² at least 2 of the projects 3 to 6 have to be chosen from this study programme * select from one of the other Art & Design BA programmes													
List of abbreviations Kind of module: M = mandatory, CE = compulsory elective HWS: Hours per week (1 hour = 45 min.)													

3 MODULE DESCRIPTION

3.1. Theory 1

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • have basic and specialised knowledge in the fields of art, design and cultural studies • analyse specific concepts from the disciplines of art, design and cultural studies • know technical terms and expressions • use technical terms and expressions • present scientific contents • moderate scientific discussions • know scientific methods (research, scientific reading, excerpts, proof and argumentation) • distinguish in the application of scientific methods (research, scientific reading, excerpts, proof and argumentation) • characterise scientific theories • differentiate scientific theories from each other • contextualise the discipline and history of audiovisual culture
Courses (LV) of the module	
Teaching form and title LV:	Scientific Seminar + Exercises
Contents LV:	<p>Thematic seminars with exercises for scientific work</p> <ul style="list-style-type: none"> • History of image and text media, their conditions of production and presentation • Development and delimitation of basic concepts and questions of visual culture • Theorisation & methodologically sound analysis of historical and current image examples • Introduction to scientific work (1)

3.2. General Foundations

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • learn to see - perceive • are able to think for themselves • are able to initiate and reflect on artistic and creative processes of action and development through creative interaction • are proficient in the theory of shape and colour • use analogue and digital media sensibly • can describe and interpret visually. • have further developed their competences in composition theory - principles of order - laws of design - figure-ground relationship - negative-positive relationship - body-space relationship - own language - organisation of design processes - creation methods etc. • understand the basic principles and elements of design • acquire basic technical skills and know how to apply them in the following projects due to a meaningful semantics • can appreciate errors and coincidence as productive parts of a design process • can experiment, transform and link • can 'confidently speculate in design' and implement projects step by step • can combine object relationships and narrative elements and differentiate visual categories • are critical of themselves and their comillitos and think visually and conceptually through corrective work • have developed their social, communication and interaction skills • have understood what Long Life Learning means for the design profession and have consolidated their design personality • can express their perception in a creative way • understand visual content on a functional level in interactive and digital contexts • analyse and understand current trends and statements of contemporary design <p>create an analogue sketchbook</p>
Courses (LV) of the module	
Teaching form and title LV:	Practical seminar with lectures and presentations.

Contents LV:	<ul style="list-style-type: none"> • Design theory is analogue - digital - experimental - conceptual - processual - practical - theoretical • Students learn to see - perceive - analyse - transform - structure - link - compare - evaluate - select - document - present • Students operate with point - line - area - colour - texture - space - time - narration - repetition - variation - movement - system - algorithm • Students investigate rhythm - balance - symmetry - asymmetry - contrast - proportion • Students acquire competences in the theory of composition - principles of order - laws of design - figure-ground relationship - negative-positive relationship - body-space relationship - own language - organisation of design processes - creation methods - the use of narrative object relationships • Students use drawing - photography - game - film/video - print - painting - intervention - performance - montage - language - text - Adobe CS
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3.3. Program Foundations 1: Compositing

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	no
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • know basic principles and methods of digital compositing • know historical trends and current tendencies in the field of compositing • design typographic and graphic concepts for time-based media • realise moving image collages and animation sequences • apply digital compositing techniques in a targeted manner • understand the method of layer-based work • know the principles of pixel-based display and understand the relationship between image transparency and alpha channel • understand the principle of chromakeying and try it out in a green screen exercise • know different tracking techniques and apply them practically • test methods of digital compositing for the production of a hybrid film sequence
Courses (LV) of the module	
Teaching form and title LV:	Seminar / Compositing

Contents LV:	<ul style="list-style-type: none"> • Introduction to digital compositing for time-based media including montage and collageIntroduction to green screen technology and chromakeyingIntroduction to the basics of different tracking techniquesAnalysis of moving image sequences with regard to compositing elements • layer technique, channels, masks, keyframing, 2.5D animation, colour correction
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3.4. Foundation Project 1: Motion Design & Animation

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	10
Work in h:	total workload 250/ classroom teaching 72/ self study and exam preparation 178
Requirements for participation:	none
Availability:	no
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • can formulate the content and design requirements of their own subject • analyse and differentiate different moving image concepts • understand the basic principles of design • have solid basic knowledge in the field of moving image design • conceive and realise animation sequences • understand basic animation principles • develop and animate characters, objects and sets for animation • use digital and/or analogue animation techniques in a targeted manner • can copy and transform existing design concepts in the context of time-based media • develop audiovisual narrative structures and dramaturgical concepts using media-specific methodological competence

Courses (LV) of the module

Teaching form and title LV:	Seminar and Exercise / Motion Design Basics / Seminar and Practical work / Animation
Contents LV:	<ul style="list-style-type: none"> • Introduction to animation principles using digital and/or analogue animation techniques • Teaching the practical skills for the realisation of an animation • Overview of animation history and technologies • Teaching and testing of technology and material-specific animation practices • Fundamentals of filmic narrative forms and genre conventions • Introduction to the conception and aesthetics of time-based design • Conception and realisation of an animated miniature

	<ul style="list-style-type: none"> • Teaching of basic methods and practices with regard to applied design processes (project and process management) • Teaching basic aspects of project presentation and documentation of the production process
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3.5. Tools & Technologies 1

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • are knowing the relevant tools and technologies and their historic background • can differentiate between various technological design methodologies • can plan and implement design approaches with the help of tools • can use up-to-date soft- and hardware to generate and edit typography, images, moving images, sounds and software (games, etc.) • have a substantial general technological knowledge in their respective area • understand relevant pipelines and workflows • are knowing the relevant industry standards in their respective field • are further developing their existing technological knowledge and expertise • have a general knowledge and understanding of tool design and its consequences • can apply analogue and digital tools purposefully

Courses (LV) of the module

Teaching form and title LV:	Integrated (lectures, exercises, seminar): Tools & Technologies 1
Contents LV:	<ul style="list-style-type: none"> • Teaching of the hands-on technological basics of the respective fields • Experimenting with analogue and digital tools and their possibilities • Hands-on exercises <p>Contents are announced at the beginning of the semester. Some contents are recommended for particular study programs.</p> <p>Possible subject areas may include:</p> <ul style="list-style-type: none"> • History, evolution and basics of version control systems (Git, etc.) and tracking tools (Jira, Track, etc.) • History, evolution and basics of game engines (Unity, Unreal, etc.) • Project management tools (Trello, etc.)

	<ul style="list-style-type: none"> • Basics of generating 3D objects and related tools (modeling, texturing, rigging, animation, rendering, etc.) • History, evolution and basics of pixel (Photoshop) and vector-based (Illustrator) image and graphic editing • History, evolution and basics of typographic, layout and presentation software (InDesign, Keynote) • User Experience prototyping software and User Interface development software • Coding, compiling, code editing • Game design tools, narrative design tools • Sound design (voice recording, audio editing, foleys & noises) • Motion graphics and film editing software (Premiere, After Effects, Final Cut Pro) • Procedural asset generation (Houdini), generative visuals (TouchDesigner) • Creative mapping (MadMapper), motion capture, data visualization • Hybridfilm / Greenscreen-Compositing • Analog 8mm / 16mm film tools (camera, film development and printing techniques) • Analog Stop Motion Techniques • Analog film tools (camera, film development and black and white printing techniques in the photographic darkroom) • Analog and Digital printing tools (printmaking & letterpress, silkscreen, file preparation for risography; bookbinding...) • Digital photographic tools (image editing, composing and retouching with Photoshop) • State-of-the-art tools may be added depending on general trends in the relevant fields
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3.6. Theory 2

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • show media competence • demonstrate analysis and transfer capability • argue safely on a scientific basis • present role flexibility as part of their argumentation • use scientific methods and standards

	<ul style="list-style-type: none"> • deepen their knowledge of scientific methods and standards • recognise historical and systematic interrelations between different media and their social and cultural significance • differentiate relevant theoretical approaches in media studies and cultural theory • develop their own attitude in the context of social discourses (e.g. globalisation, digitalisation) with regard to media from past and present.
Courses (LV) of the module	
Teaching form and title LV:	Scientific seminar + exercises.
Contents LV:	<p>Thematic seminars with in-depth exercises on scientific work</p> <ul style="list-style-type: none"> • Development of historical and current theories and discourses in the field of media and cultural theory • Critical reflection and reference of central media and cultural theoretical concepts to practical application • Communication of structures and effects on perception and society through central media forms • theoretically reflecting and criticising trans- and intermedial design strategies • Consolidation of scientific work (2)

3.7. Studium Generale: Essentials*

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	no
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The Students...</p> <ul style="list-style-type: none"> • are able to formulate the content and design requirements of the Film & Motion Design department • have basic knowledge in the field of moving image design • know basic principles of audiovisual film design • know basic animation principles • use analogue and digital techniques • carry out exercises using the latest technologies • have basic knowledge of post production • have basic knowledge of digital compositing • realise short film and/or animation sequences • strengthen the interdisciplinary competence of the ability to work in a team

Courses (LV) of the module	
Teaching form and title LV:	Seminar / Program Essentials FMD
Contents LV:	<ul style="list-style-type: none"> • Introduction to the structure and content of the Film + Motion Design department • Introduction to the conception and aesthetics of time-based design • Training in visual and audiovisual storytelling • Application in practical exercises

3.8. Program Foundations 2: Cinematography

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	no
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • know film terminology and workflows • understand basic principles of audiovisual film design • use specialist terminology to describe and analyse film sequences • differentiate setting sizes and camera perspectives within film resolutions • know and differentiate characteristic design features of various fictional and non-fictional film genres • differentiate cinematographic design approaches in common film formats (fictional/non-fictional) • realize different exercises using the latest video and audio technologies • are proficient in the latest software and hardware for recording and editing video and audio material • know and differentiate different video formats and video codecs • develop a practical workflow for non-fictional short film production

Courses (LV) of the module	
Teaching form and title LV:	Seminar / Cinematography
Contents LV:	<p>Imparting theoretical and practical knowledge on the design of moving images</p> <ul style="list-style-type: none"> • Training in visual and audiovisual storytelling • Teaching the theoretical and technical principles of lighting design • Teaching the basics of original sound recording and the design of the sound layer of a non-fictional film project • Imparting electronic and safety knowledge in dealing with audio and video technology

- Application in practical exercises

3.9. Foundation Project 2: Film Editing & Film Project

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	10
Work in h:	total workload 250/ classroom teaching 72/ self study and exam preparation 178
Requirements for participation:	none
Availability:	no
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • know and use film terminology to describe film sequences • recognise the basic principles of filmic design • understand and test workflows in the areas of production and post-production • identify basic dramaturgical design concepts and cinematic narrative forms • analyse and interpret cinematic resolutions with regard to audiovisual montage • organise, structure and edit video and audio material using the latest editing and post-production software • conceive and realise a non-fictional short film in teamwork, taking into account dramaturgical and rhythmic design principles • strengthen the interdisciplinary competence of the ability to work in a team • learn to reflect critically on their own working methods and results • analyse and compare basic dramaturgical concepts • develop the film content in various formats (e.g. exposé, abstract, treatment) • know cinematographic design approaches and basic montage concepts in common film formats and genres • develop the practical workflow for non-fictional film formats either alone or in teamwork
Courses (LV) of the module	
Teaching form and title LV:	Seminar and Exercise / Film editing / Seminar and Practical Work / Film project
Contents LV:	<ul style="list-style-type: none"> • Imparting knowledge of film terminology and workflows • Introduction to common media technologies • Teaching basic concepts of filmic montage and narrative attitudes • Analysis and interpretation of film sequences with regard to setting sizes, articulation and rhythm • Teaching common methods for organising film material

	<ul style="list-style-type: none"> • Structuring of image and sound material taking into account dramaturgical and rhythmic design principles • Output and proper coding of film sequences for various media and formats • Teaching the theoretical and conceptual skills required for the realisation of a non-fictional short film • Basic aspects of project management and teambuilding • Development and reflection of a project-related workflow • Insight into the basic principles of storytelling and conceptualisation of the film content in various formats (including exposé, abstract, treatment) • Concept and realisation of a non-fictional short film
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3.10. Tools & Technologies 2

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • are knowing the relevant tools and technologies and their historic background • can differentiate between various technological design methodologies • can plan and implement design approaches with the help of tools • can use up-to-date soft- and hardware to generate and edit typography, images, moving images, sounds and software (games, etc.) • have a substantial general technological knowledge in their respective area • understand relevant pipelines and workflows • are knowing the relevant industry standards in their respective field • are further developing their existing technological knowledge and expertise • have a general knowledge and understanding of tool design and its consequences • can apply analogue and digital tools purposefully
Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, seminar): Tools & Technologies 2
Contents LV:	<ul style="list-style-type: none"> • Teaching of the hands-on technological basics of the respective fields • Experimenting with analogue and digital tools and their possibilities • Hands-on exercises

	<p>Contents are announced at the beginning of the semester. Some contents are recommended for particular study programs.</p> <p>Possible subject areas may include:</p> <ul style="list-style-type: none"> • History, evolution and basics of version control systems (Git, etc.) and tracking tools (Jira, Track, etc.) • History, evolution and basics of game engines (Unity, Unreal, etc.) • Project management tools (Trello, etc.) • Basics of generating 3D objects and related tools (modeling, texturing, rigging, animation, rendering, etc.) • History, evolution and basics of pixel (Photoshop) and vector-based (Illustrator) image and graphic editing • History, evolution and basics of typographic, layout and presentation software (InDesign, Keynote) • User Experience prototyping software and User Interface development software • Coding, compiling, code editing • Game design tools, narrative design tools • Sound design (voice recording, audio editing, foleys & noises) • Motion graphics and film editing software (Premiere, After Effects, Final Cut Pro) • Procedural asset generation (Houdini), generative visuals (TouchDesigner) • Creative mapping (MadMapper), motion capture, data visualization • Hybridfilm / Greenscreen-Compositing • Analog 8mm / 16mm film tools (camera, film development and printing techniques) • Analog Stop Motion Techniques • Analog film tools (camera, film development and black and white printing techniques in the photographic darkroom) • Analog and Digital printing tools (printmaking & letterpress, silkscreen, file preparation for risography; bookbinding...) • Digital photographic tools (image editing, composing and retouching with Photoshop) • State-of-the-art tools may be added depending on general trends in the relevant fields
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3.11. Theory 3

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	yes
Grading:	graded

Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • think abstractly and networked • specify interdisciplinary expertise • extend the analysis and transfer capability • show self-reflection and critical faculties • strengthen presentation and argumentation skills • are sensitive to social and intercultural contexts and changes and have a sense of values • deepen the knowledge and differentiation of historical and systematic lines of development within philosophical disciplines (aesthetics, ethics, etc.) • optimise the reflection and application of scientific research methods and standards in the context of artistic and creative research and with regard to the Bachelor's degree • draft and discuss proposed topics for project work • critically evaluate their own creative work in relation to other positions from artistic and creative practice • develop and locate their own attitude in the context of aesthetic and ethical discourses from history and the present
Courses (LV) of the module	
Teaching form and title LV:	Scientific seminar + colloquium.
Contents LV:	<p>Thematic seminars with exercises to find topics and ideas</p> <ul style="list-style-type: none"> • Philosophy, critical discourses • Central theoretical questions from philosophical areas with reference to artistic and creative practice • Deepening historical and current discourses in aesthetics, ethics, art and design research as well as media and cultural theory • Forms of knowledge, possibilities of knowledge production and the development and justification of value standards

3.12. Project 3²

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	10
Work in h:	total workload 250/ classroom teaching 72/ self study and exam preparation 178
Requirements for participation:	none
Availability:	no
Grading:	graded
Admission requirements for the examination:	none

Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • deepen their knowledge and skills in a special field of time-based design • get to know historical currents and current trends in the fields of film and motion design • use current media technologies in the conception and formulation of a design task in a reliable and targeted manner • design and develop a practical project in a professional and goal-oriented manner • develop and test the workflow for a practical project • know technical terminology in the respective subject area • learn about formal standards and conventions of professional project management • critically analyse and evaluate their own working methods and results in the context of existing concepts and genres • position the own designer personality in the context of current design professions • strengthen the interdisciplinary competence of the ability to work in a team
Courses (LV) of the module	
Teaching form and title LV:	integrated (Lecture, Exercises, Seminar) / Project 3
Contents LV:	<p>The content of the project results from current developments and trends within the fields of film and motion design or from cooperation with partners from industry, culture and research. The concrete module contents will be announced during registration before the start of the semester.</p> <p>Possible subject areas: Motion Graphics, Media Space, Cinematic Strategies, Experimental Film, Explainer, Music Video & Visual Music, Hybrid Film, Animation Film</p> <ul style="list-style-type: none"> • Development of the project through an analysis of existing design patterns depending on the design field • Introduction and historical overview of the design field • Research and evaluation of methods and resources for the realisation of the project work • Experimental development of design approaches • Time and organisational planning and implementation of a design project as well as setting and meeting milestones and deadlines • Conception and realisation of an own project based on a given task

3.13. Project 4²

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	10
Work in h:	total workload 250/ classroom teaching 72/ self study and exam preparation 178
Requirements for participation:	none
Availability:	no
Grading:	graded

Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • deepen their knowledge and skills in a special field of time-based design • get to know historical currents and current trends in the fields of film and motion design • use current media technologies in the conception and formulation of a design task in a reliable and targeted manner • design and develop a practical project in a professional and goal-oriented manner • develop and test the workflow for a practical project • know technical terminology in the respective subject area • learn about formal standards and conventions of professional project management • critically analyse and evaluate their own working methods and results in the context of existing concepts and genres • position the own designer personality in the context of current design professions • strengthen the interdisciplinary competence of the ability to work in a team
Courses (LV) of the module	
Teaching form and title LV:	integrated (Lecture, Exercises, Seminar) / Project 4
Contents LV:	<p>The content of the project results from current developments and trends within the fields of film and motion design or from cooperation with partners from industry, culture and research. The concrete module contents will be announced during registration before the start of the semester.</p> <p>Possible subject areas: Motion Graphics, Media Space, Cinematic Strategies, Experimental Film, Explainer, Music Video & Visual Music, Hybrid Film, Animation Film</p> <ul style="list-style-type: none"> • Development of the project through an analysis of existing design patterns depending on the design field • Introduction and historical overview of the design field • Research and evaluation of methods and resources for the realisation of the project work • Experimental development of design approaches • Time and organisational planning and implementation of a design project as well as setting and meeting milestones and deadlines • Conception and realisation of an own project based on a given task

3.14. Tools & Technologies 3

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none

Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • are knowing the relevant tools and technologies and their historic background • can differentiate between various technological design methodologies • can plan and implement design approaches with the help of tools • can use up-to-date soft- and hardware to generate and edit typography, images, moving images, sounds and software (games, etc.) • have a substantial general technological knowledge in their respective area • understand relevant pipelines and workflows • are knowing the relevant industry standards in their respective field • are further developing their existing technological knowledge and expertise • have a general knowledge and understanding of tool design and its consequences • can apply analogue and digital tools purposefully
Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, seminar): Tools & Technologies 3
Contents LV:	<ul style="list-style-type: none"> • Teaching of the hands-on technological basics of the respective fields • Experimenting with analogue and digital tools and their possibilities • Hands-on exercises <p>Contents are announced at the beginning of the semester. Some contents are recommended for particular study programs.</p> <p>Possible subject areas may include:</p> <ul style="list-style-type: none"> • History, evolution and basics of version control systems (Git, etc.) and tracking tools (Jira, Track, etc.) • History, evolution and basics of game engines (Unity, Unreal, etc.) • Project management tools (Trello, etc.) • Basics of generating 3D objects and related tools (modeling, texturing, rigging, animation, rendering, etc.) • History, evolution and basics of pixel (Photoshop) and vector-based (Illustrator) image and graphic editing • History, evolution and basics of typographic, layout and presentation software (InDesign, Keynote) • User Experience prototyping software and User Interface development software • Coding, compiling, code editing • Game design tools, narrative design tools • Sound design (voice recording, audio editing, foleys & noises) • Motion graphics and film editing software (Premiere, After Effects, Final Cut Pro) • Procedural asset generation (Houdini), generative visuals (TouchDesigner) • Creative mapping (MadMapper), motion capture, data visualization

	<ul style="list-style-type: none"> • Hybridfilm / Greenscreen-Compositing • Analog 8mm / 16mm film tools (camera, film development and printing techniques) • Analog Stop Motion Techniques • Analog film tools (camera, film development and black and white printing techniques in the photographic darkroom) • Analog and Digital printing tools (printmaking & letterpress, silkscreen, file preparation for risography; bookbinding...) • Digital photographic tools (image editing, composing and retouching with Photoshop) • State-of-the-art tools may be added depending on general trends in the relevant fields
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3.15. Theory 4: BA Proposal

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • improve the ability to make arguments • deepen the formation of concepts and theses • optimise presentation and moderation skills • generate problem-solving skills for project development • demonstrate and refine organisational skills • reflect design ability • transfer and link scientific theory and design practice • contextualise their own theory formation and creative practice • extend the methodological competence • develop social competence in the context of project and exhibition work
Courses (LV) of the module	
Teaching form and title LV:	Workshop, Colloquium, Exercises.
Contents LV:	<ul style="list-style-type: none"> • Conceptual, structural and content-related preparation for the BA project • Development of a theory-relevant and practice-oriented question and thesis • Development of a concept for the BA project based on the scientific and design principles of the respective degree programme • Reflection on methods for linking the content of scientific theory and artistic and creative practice

3.16. Project 5²

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	10
Work in h:	total workload 250/ classroom teaching 72/ self study and exam preparation 178
Requirements for participation:	none
Availability:	no
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • deepen their knowledge and skills in a special field of time-based design • get to know historical currents and current trends in the fields of film and motion design • use current media technologies in the conception and formulation of a design task in a reliable and targeted manner • design and develop a practical project in a professional and goal-oriented manner • develop and test the workflow for a practical project • know technical terminology in the respective subject area • learn about formal standards and conventions of professional project management • critically analyse and evaluate their own working methods and -results in the context of existing concepts and genres • position the own designer personality in the context of current design professions • strengthen the interdisciplinary competence of the ability to work in a team
Courses (LV) of the module	
Teaching form and title LV:	Integrated (Lecture, Exercises, Seminar) / Project 5
Contents LV:	<p>The content of the project results from current developments and trends within the fields of film and motion design or from cooperation with partners from industry, culture and research. The concrete module contents will be announced during registration before the start of the semester.</p> <p>Possible subject areas: Motion Graphics, Media Space, Cinematic Strategies, Experimental Film, Explainer, Music Video & Visual Music, Hybrid Film, Animation Film</p> <ul style="list-style-type: none"> • Development of the project through an analysis of existing design patterns depending on the design field • Introduction and historical overview of the design field • Research and evaluation of methods and resources for the realisation of the project work • Experimental development of design approaches • Time and organisational planning and implementation of a design project as well as setting and meeting milestones and deadlines • Conception and realisation of an own project based on a given task

3.17. Project 6²

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	10
Work in h:	total workload 250/ classroom teaching 72/ self study and exam preparation 178
Requirements for participation:	none
Availability:	no
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • deepen their knowledge and skills in a special field of time-based design • get to know historical currents and current trends in the fields of film and motion design • use current media technologies in the conception and formulation of a design task in a reliable and targeted manner • design and develop a practical project in a professional and goal-oriented manner • develop and test the workflow for a practical project • know technical terminology in the respective subject area • learn about formal standards and conventions of professional project management • critically analyse and evaluate their own working methods and -results in the context of existing concepts and genres • position the own designer personality in the context of current design professions • strengthen the interdisciplinary competence of the ability to work in a team
Courses (LV) of the module	
Teaching form and title LV:	Integrated (Lecture, Exercises, Seminar) / Project 6
Contents LV:	<p>The content of the project results from current developments and trends within the fields of film and motion design or from cooperation with partners from industry, culture and research. The concrete module contents will be announced during registration before the start of the semester.</p> <p>Possible subject areas: Motion Graphics, Media Space, Cinematic Strategies, Experimental Film, Explainer, Music Video & Visual Music, Hybrid Film, Animation Film</p> <ul style="list-style-type: none"> • Development of the project through an analysis of existing design patterns depending on the design field • Introduction and historical overview of the design field • Research and evaluation of methods and resources for the realisation of the project work • Experimental development of design approaches • Time and organisational planning and implementation of a design project as well as setting and meeting milestones and deadlines • Conception and realisation of an own project based on a given task

3.18. Professional Practice

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • are knowing the key players, institutions (founding, etc.), change processes and possible future developments at work in their respective media industry • are able to use various project management methods to develop their projects • are prepared to enter and position themselves in their respective media industry • are able to present themselves to potential client or employer • are able to present project ideas to potential investors, donors, founders • are understanding and are able to respond appropriately to the laws governing their creative activity • are demonstrating an understanding of the financial elements of a design project • are demonstrating an understanding of the organizational elements of a design project • are understanding the interrelatedness of time, budget and scope • are able to define marketing concepts for different target groups and to implement marketing activities
Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, seminar): Professional Practice
Contents LV:	<ul style="list-style-type: none"> • Teaching and researching the basics, methods and principles of the respective media fields and industries • Hands-on exercises <p>Contents are announced at the beginning of the semester. Some contents are recommended for particular study programs.</p> <p>Possible subject areas may include:</p> <ul style="list-style-type: none"> • Overview of the most important local and international key players of the respective media industries (central platforms, target markets, etc.) • Organizational skills for planning and implementing a project (iterative processes, agile development methods), creative production • Team dynamics, personnel management, collaborative frameworks • Finance, budgeting, project calculation, invoicing and application practice

	<ul style="list-style-type: none"> • Contracts for media creators (letter of intent, project agreement, project agreement, milestone regulation) • Legal forms of businesses, basic overview on taxing system • Portfolio design in the respective media fields • Business development, networking, marketing and social media perspectives • Law for photographers (Medienrecht, working with visual content industry, open sources vs copyright law, international vs national legal considerations) • Design ethics and sustainability
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3.19. Semester Abroad/ Internship Semester

3.19.1 Semester Abroad

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	30
Work in h:	total workload 750
Requirements for participation:	The admission requirements for the semester abroad are regulated in the international guidelines.
Availability:	yes, but only for the study programs of the Art & Design Family
Grading:	ungraded
Admission requirements for the examination:	The admission requirements for the examination are regulated by the foreign university.
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • expand their international network • deepen their knowledge in the respective area of competence • understand the economy and culture of the respective country • recognise historical cultural connections • allocate artistic strategies of other countries • develop their language skills • review their own artistic and applied strategies • compare different teaching concepts • develop own strategies of authorship in comparison with other cultures • work out a representative presentation and summary of what has been learned • reassess their own cultural landscape
Courses (LV) of the module	
Teaching form and title LV:	Semester abroad
Contents LV:	The contents can be found in the module descriptions of the respective partner university

3.19.2 Internship Semester

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	30
Work in h:	total workload 750
Requirements for participation:	Basics and methodological subjects of the first four semesters.
Availability:	yes, but only for the study programs of the Art & Design Family
Grading:	ungraded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>Students apply the acquired knowledge and methods in the context of real work assignments and in interaction with a team in an accurate and resource-conscious manner.</p> <p>Students participate actively in all phases of the design process.</p> <p>The students themselves formulate solutions and concepts within the framework of real scenarios.</p> <p>Students present professional drafts and results and take feedback into account.</p> <p>The students deepen their handling of methods and media adapted to the communication objective.</p> <p>Students are able to design in a way that is appropriate for the target group and to apply their acquired skills accordingly.</p> <p>The students are familiar with the diverse conditions and requirements of professional design practice.</p> <p>The students develop a professional attitude and responsibility.</p> <p>Students are able to communicate with business partners and colleagues in a situation-appropriate and targeted manner.</p> <p>Through their experience in a specific working environment, students concretise their perspective for the time after graduation and prepare for the start of their own professional practice.</p>
Courses (LV) of the module	
Teaching form and title LV:	Internship semester
Contents LV:	An internship in the creative industries in which the skills acquired in the course of studies so far can be tested under market conditions.

3.20. Curatorial Practice

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	5
Work in h:	total workload 125/ classroom teaching 36/ self study and exam preparation 89
Requirements for participation:	none
Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • design a corporate identity for their graduate projects. • develop a guidance system for an exhibition. • design exhibition posters. • discuss strategies for an appearance in social networks. • recognise the interaction of different media. • develop curatorial concepts. • conceive narrative structures for the room, the wall and for digital platforms. • analyse publicity measures to promote their interdisciplinary exhibition projects. • organise the final event in intercultural and interdisciplinary groups. • cooperate with partners of the university
Courses (LV) of the module	
Teaching form and title LV:	Curatorial practice
Contents LV:	The course discusses and teaches curatorial methods. In group works a corporate identity as well as a guidance system for a group exhibition versus forms of presentation for digital platforms will be conceived and realised.

3.21. BA Project

Frequency of supply:	at least once a year
Duration:	1 Semester
ECTS-Credit Points:	25
Work in h:	total workload 625
Requirements for participation:	none
Availability:	yes
Grading:	graded
Admission requirements for the examination:	none
Qualification objectives of the module:	<p>The students...</p> <ul style="list-style-type: none"> • provide evidence of the competences gained in the course of study for independent work. • discuss a design issue. • apply scientific methods and standards. • characterise and implement scientific theories. • analyse and interpret the artistic context of their question. • develop a design concept which is (prototypically) implemented. • conceive strategies for the realisation of a complex project. • check their own artistic and applied strategies and apply them. • show their own attitude in the context of social discourses in relation to their field of expertise. • prepare a representative documentation and summary of the bachelor project.
Courses (LV) of the module	
Teaching form and title LV:	BA Bachelor Project
Contents LV:	<p>BA Thesis (Total effort 200/ ECTS-Credit Points: 8) The bachelor thesis discusses a design issue in consideration of scientific methods. This can be worked on from a research-examining as well as a design perspective. The thesis thus serves as a theoretical foundation and an extension of the content of the practical Bachelor's project.</p> <p>BA Visualization (Total effort 300/ ECTS-Credit Points: 12) Theoretical principles are brought into practical application. In the practical and technical discussion, both tried and tested and experimental paths can be taken. In individual as well as group consultations, the status of the work is discussed and the following work steps are discussed.</p> <p>BA Documentation / Presentation (Total effort 125/ ECTS-Credits: 5) Public presentation and defence as well as a written, designed documentation of the course of the project.</p>