Study plan – BA Communication Design

Students without previous work experience who have completed the Graphic Design 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 Communication 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
1 Project (one of 1-6)	10 Credit points
Total:	30 Credit points

Summer Semester 2023 – March 2023

Practice/Internship	30 Credit points
Total:	30 Credit points

Winter semester 2023/24 – September 2023

BA Project (old curriculum)	30 Credit points
Total:	30 Credit points

Total number of credits for completion: 90 Credit points

MODULE MANUAL

Communication Design (B.A.)

at the

University of Europe for Applied Sciences

valid from winter semester 2020/2021

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 Communication 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.

INHALT

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* select from one of the other Art & Design BA programmes
² at least 2 of the projects 3 to 6 habve to be chosen from this study programme

1   QUALIFICATION OBJECTIVES OF THE COURSE

The bachelor's study programme Communication 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…

➔ know and understand the underlying principles and stages of communication design such as
  o narrative & sequential principles.
  o generative processes such as ideation & protoyping and design thinking.
  o contextual and problem-solving philosophies from critical design & Human-Centered design.

➔ know and understand the interrelatedness of research, context, concept, craft and presentation.

➔ know and understand communication design as an expressive medium…
  o in its formal and functional aspects.
  o in the context of media culture.
  o in its socio-cultural context.

➔ comprehend the interrelatedness of analogue and digital mediums.

➔ can conceive, shape and create the relevant parts of a complex, cross-medial design project
  o as related to print, online, user experience and interactive media.
  o with rigorous attention to detail, craft, and messaging.
  o with the ability to assess from an ethical perspective.

➔ can apply own ideas, visions and concepts to a complex project.

➔ can identify problems, ask pressing questions, and utilize both analogue and digital medium within design as the conduit.

➔ have a broad knowledge of the design industry applications and future trends.

➔ can identify and assess new technological developments.

➔ can articulate professional points of view based on research and their design expertise.

2 CURRICULUM / STUDIENVERLAUFSPLAN

Curriculum[1]
Communication Design (B.A.)
For Intakes starting Winter Term 2020/21

Module / Course	Kind of Module / Method of Teaching	1.	2.	3.	4.	5.	6.	Credit-points per module	Hours per week (HWS)	Total	Hours in Class	Hours Self-Study	Language
Theory 1	M							5					english
		5							3	125	36	89	
General Foundations	M							5					english
		5							3	125	36	89	
Program Foundations 1: Language & Typography	M							5					english
		5							3	125	36	89	
Foundation Project 1: Design Processes	M							10					english
		10				y			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: Interactions	M							5					english
			5						3	125	36	89	
Foundation Project 2: Narrative Design	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 OVERVIEW

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:	The students… • 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:	Thematic seminars with exercises for scientific work • 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:	The students… • 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 • create an analogue sketchbook
Courses (LV) of the module	
Teaching form and title LV:	Practical seminar with lectures and presentations.

Contents LV:	- 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

3.3. Program Foundations 1: Language & Typography

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:	The students... - Learn to structure both their thoughts and outside reference materials, reflect upon, and analyse their perspectives, and express these ideas in an effective, complex manner - Develop and refine an understanding of the effectiveness of different writing styles and forms of expression - Determine how language and design tools can be used to enhance self-expression - Learnings and/or practical making in the field of analogue and digital printing techniques - Explore how verbal expression and visual design can work together to enhance communication (the intersection of language and design) - Reach an awareness of both the historical and cultural context of language and communication, particularly as it applies to design. - Reach an awareness of typography as code - Explore the formal qualities of typography as image - Acquire an understanding of basic typographic terms, as well as gain knowledge of font classifications, the process of selecting suitable fonts, and techniques for typesetting text

	• Acquire professionalism in creating context, atmosphere, and impact through language and typography
Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, seminar): Typography & Language
Contents LV:	• Focus on practise-oriented projects that examine the connection between language, communication, and typography • Establish meaningful connections between language and type. • Begin to explore the concept of experimentation in visual design processes. • Practice experimental and creative writing techniques and explore the visual aspects of communication concepts. • Examine through an emphasis on analogue craft how typographic characters are created and understood with regards to the technical requirements of a diverse selection of media. • Develop research questions surrounding the use of language and typography in contemporary design and consider the relevance of these questions to students' own work.

3.4. Foundation Project 1: Design Processes

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:	The students... • understand, accept, initiate, conceive the design process as such and transferring it into a design project • further develop their core competences in the creative-communicative process • are able to formulate and implement realistic design processes and goals in playful or fictional situations • formulate independently, question critically and know how they are constantly evolving • know different methods of organising, planning and implementing a design circle • are able to reflect critically on themselves and work in a goal-oriented dialogue in teams

	• formulate creative-communicative tasks and confidently accept them with their professional and social skills • can formulate and organise their own design goals • play their role as designers in the design process • calculate and realise the product
Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, seminar): Design Process / (Workshop, exercises): Design Making
Contents LV:	• locate a complex design project • learning of research strategies • accept the process as such / plan and design • Conception of an adequate process methodology • develop a creative attitude • Contextualisation of your design solutions and processes • develop content perspectives and concepts, verify them and integrate them into the design process • Handling of order discussions and process moderation • Development of prototypical approaches with iterative repetitions • -Training of critical faculties. (Workshop, exercises): Design Making: • integrating alternation, experimentation and speculation • research and orientate in the digital (over)supply • clarifying the adequate content and design parameters • accompany the process with set parameters (exposé, minutes, writing and discussion as part of the creative process) • recognise the connection between analogue and digital tools -> (interdisciplinary work in the workshops/Adobe CS) • designing the concept from the idea to the visual identity / draft • creating a documentation of the project • Writing of a critical self-reflection of the entire process

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:	The students...

	• 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:	• Teaching of the hands-on technological basics of the respective fields • Experimenting with analogue and digital tools and their possibilities • Hands-on exercises Contents are announced at the beginning of the semester. Some contents are recommended for particular study programs. Possible subject areas may include: • 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

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:	The students… • 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 • 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:	Thematic seminars with in-depth exercises on scientific work • 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:	The students... • demonstrate a basic knowledge of communication design principles, methods, tools, and perspectives to engage in the discipline with general understanding of the field • make connections between the values, methods, and processes from communication design and other programs (A&D and BiTs) • engage with the design process in both analogue (letterpress; silkscreen; printmaking) and digital applications (InDesign; Illustrator, Photoshop) • articulate a critical understanding of the content-related, functional, and historical aspects of the design practice • formulate independent, self-contained concepts in terms of language and design • use context-oriented research and reflection as a method • apply a basic working knowledge of type, image, and layout • show a basic understanding of the ideation & prototyping process • demonstrate a basic understanding of interaction (UX) design principles • make connections between communication design and other disciplines

Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, seminar, presentation): Studium Generale Communikation design
Contents LV:	• Introduction to the design process, understood as an iterative, conceptual, and communicative practice that can create experiences, solve problems and questions norms. • Through continuous research, ideation, and prototyping, students will expand their intuitive and creative tool kit. • Introduction to various formal methods and tools used by designers such as typography, image generation, colour, pattern, and composition. • Introduction to basic UX principles such as generative design, Human-Centered Design and coding principles.

3.8. Program Foundations 2: Interactions

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:	The students: • can demonstrate a foundational knowledge of the Human-Centered Design process • should experience how people relate to other people through the mediating influence of products • become familiar with the technical fundamentals for developing complex new media projects • can evaluate projects prototypically by means of iterative processes • can identify the principles of web services • gain an understanding for generative design & creative coding and put them to use in specific projects • can analyse the hierarchies, sequences of a service design • understand, and illustrate the flows of digital applications • can grasp the programmatic distinction between content, design, and functionality • can demonstrate that service design should primarily relate to its intended function and purpose
Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, seminar): Interactions
Contents LV:	Through discussion, exercises and workshops, the course will cover the basics and foundational principles of Interaction Design (IxD) • Understand a service design from concept to implementation • Develop solutions in the form of comprehensive concepts • Implement interaction concepts in agency, research or exhibition contexts in a more creative way • Implement a prototype for a digital service design.

3.9. Foundation Project 2: Narrative Design

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:	The students... • recognise individual and project-related narratives as a prerequisite in the creative process • analyse historical and contemporary forms of storytelling • develop new communication concepts with the help of narrative strategies • analyse, develop and apply textual, linguistic and visual narrative forms • use image-text combinations to structure and convey complex content in a narrative manner • explore new ways of storytelling in the context of cross-media campaigns • explore of narrative structures in the navigation of analogue or dynamic content and physical-spatial constellations • acquire skills in dealing with complex, scientific and social topics and their translation into accessible formats through narrative mediation • gain confidence in all forms of written, verbal and media presentation of one's own work • manage projects and calculate in relation to the professional profile of design and art direction • extend software knowledge in InDesign, Photoshop, Illustrator and others
Courses (LV) of the module	
Teaching form and title LV:	Integrated (Lectures, Exercises, Seminars, Workshops): Research and Theory
Contents LV:	In this seminar, project-related research and analysis will be carried out and conceptual and visual solutions will be examined. In group discussions it is discussed whether the respective proposed solutions are in line with their respective tasks. Projects are from classical as well as digital, audiovisual and interactive fields, such as advertising, editorial, identity, integrated communication. Seminar, Project: Practice and documentation: Conception and realisation of an own project based on a given task. The result and the process must be documented.

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:	The students... - 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:	- Teaching of the hands-on technological basics of the respective fields - Experimenting with analogue and digital tools and their possibilities - Hands-on exercises Contents are announced at the beginning of the semester. Some contents are recommended for particular study programs. Possible subject areas may include: - 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

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:	The students… • 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:	Thematic seminars with exercises to find topics and ideas • 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 3[2]

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:	The students… • describe technical terms and key frameworks in applied design • comprehend complex strategies and applications across various touchpoints, media, and distribution channels • demonstrate a strong understanding of project-based problem-solving methods, and a rooted understanding of cross-media interactions • show competence for technical methods and procedures to implement a visual project successfully • integrate historical, international, and contemporary trends and positions in the field of visual communication and information design, identity design, service design and recent social media channels into their projects • differentiate the feasibility, designability and potential outcomes of their applied projects • evaluate the impact and relevance of real-world design phenomena and their historical context

	• moderate and present with self-confidence and professionalism • critically analyse their work methods and results
Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, seminar): Research and Theory
Contents LV:	• Introduction to historical, contemporary, and emerging trends in the design field • Analysis and evaluation of applied best-case design projects • Put relevant phenomena and developments in economy, culture, politics, and society into a design context • Hands-on series of research, ideation, and prototyping exercises to familiarize students with tools, topics, and techniques. • Formulation of a hypothesis on an observable phenomenon or problem • Discussion and familiarization of systematic thinking and best practice in the professional context Contents are announced at the beginning of the semester. Possible subject areas may include: Identity Systems; Brand Strategy; Art Direction; Experience Design, Service Design; Packaging Design; Information Design, and beyond... • Exploration and iteration of a project-based topic • Discussion and evaluation of (interim) results • Development and Implementation of complex visual, textual, and interactive systems for varied applications • Realization and documentation for an individual or group project based on a specified set task. • Final presentations and extended considerations responding to the professional field

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:	The students... • understand the user-centered design approach • critically assess UX and interaction design guidelines and principles, from a range of perspectives e.g., Universal Design. • understand user personas and reason their importance in an exemplary project. • summarise and evaluate different techniques for gathering project requirements.

	• apply a range of different interface validation techniques with an assessment of the key phases • develop an awareness of how cognition and perception relate • examine the role of context, emotion, and social interactions • design and evaluate a low-fidelity digital prototype using appropriate design guidelines, and usability testing methods. • analyse, design and critically assess information architectures of existing and new products. • select adequate test methods for user interaction
Courses (LV) of the module	
Teaching form and title LV:	Integrated (Seminar, Lecture and Exercises): Introduction to UX
Contents LV:	• Basics of User Experience (UX) • Differentiation of User Experience (UX) Design, Service Design and Design Thinking • Correct use & development of personas • User Experience (UX) as business strategy • Analysis of behaviour and collection of opinions • Getting to know and applying UX test methods and techniques • Product concept development based on concrete user goals (jobs-to-be-done) • Influence of artificial intelligence (AI) on user experience (UX) Project Work: • Introduction to Rapid Prototyping • Digital Prototyping Tools briefly • Practical application of suitable questions in user interviews • Successful execution of usability tests • Continuous review of development steps of a concrete project regarding target group acceptance and usability. • Gamification as a means of user retention • Use of UX in agile project management (e.g. with Scrum) • Lean Start-up & UX: Experimental and iterative product development

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:	The students...
	• 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:	• Teaching of the hands-on technological basics of the respective fields
	• Experimenting with analogue and digital tools and their possibilities
	• Hands-on exercises
	Contents are announced at the beginning of the semester. Some contents are recommended for particular study programs.
	Possible subject areas may include:
	• 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

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:	The students… • 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:	• 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:	The students... • express the need for an expanded notion of design's role in our society — in both discussion and in creative production. • understand the evolving role of designer as being not only a maker and problem-solver, but also an organizer, connector, and catalyst. • show a deepened understanding of design as a problem-solving and question-asking discipline. • engage analytically, critically, and self-reflexively with interdisciplinary, experimental, and multi-dimensional approaches to research, ideation, and implementation. • research, critically assess and apply insights, theories, observations and methods to be used in a final project. • design and evaluate a complex, cross-media project in response to research and related discourses. • consider de-centred, performative and participatory practices in both the research and creative production. • differentiate the feasibility, designability and potential outcomes of their final projects. • articulate an in-depth analysis of their research, creative process, and final presentation. • work together well with their peers, cooperating through the research, ideation, iteration, production, and presentation phases of the project.
Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, workshops, seminar): Research and Theory
Contents LV:	• Historical, contemporary, and future trends within the design practice dealing with criticality, experimentation, and complexity. • Engage in discourse and practices from other disciplines addressing society and culture such as sociology, anthropology, museum studies, linguistics, politics, the visual and performing arts, and beyond. • Exercises, workshops, and seminars exploring an expanded notion of the role of design in our complex world, and its ability to respond to cultural, societal, ethical, environmental, and other global phenomena. • Develop a creative approach rooted in inquiry and research to allow for more interdisciplinary, participatory, multi-dimensional, and cross-platform outcomes. • Ground complex design approaches within a real-world format

Contents are announced at the beginning of the semester. Possible subject areas may include: Critical Design; Exhibition Design and Curating; Social and Humanitarian Design; Artistic Practice; Participatory Design; Visibility and Design and beyond

- Exploration, iteration, and implementation of a project-based topic rooted in specified parameters.
- Discussion and evaluation of (interim) results.
- Realization, reflection, and documentation of the process and project
- Final presentation and extended professional considerations

3.17. Project 6[2]

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:	The students... - discuss and express the fact that design and innovations are a priori speculations on the future - present and discuss the main design positions in the history of design and differentiate development trajectories between historical and contemporary positions - apply concepts of current international design discourses such as Speculative Design, Design Fiction, Discursive Design e.g. and develop an own point of view - adopt methods and tools of such discursive approaches onto their own project - discuss the area of conflict between technology, business, and design - identify and justify the necessity for the development of design as an independent science. In general, as well as with regarding one's own positioning in the field of design - engage in communication with stakeholders from other sciences and integrate insights into the design process - make decisions in relation to tasks and communication goals and explain in which contexts the work must be presented to achieve the formulated goals - demonstrate ideas of innovation through individual and collective research methods such as: User Centered Design, Cultural Probes or CoCreation. - understand inspiration, intuition, and cooperation as a strategic design tools of research and innovation

Courses (LV) of the module	
Teaching form and title LV:	Integrated (lectures, exercises, workshops, seminar): Research and Theory
Contents LV:	This course focuses on the question of what future we want to live in. • Students will receive an understanding of the history of design and the possible derivations of current design discourses. • Phenomena such as speculative design, design fiction, discursive design are presented and discussed. In a second step, • Students investigate current technological developments and scientific discourses, e.g. from AI research, neuroscience, biotechnology or nanotechnology. • We will discuss possible effects on our living environment and the resulting social, political, and economic effects and ethical implications. What consequences do these developments have for our privacy? On our cities? On our conception of love, work and death? The planet? Seminar, Project: • Realization and documentation for an individual or group project based on a specified set task. • Final presentations and extended considerations responding to the professional field. • the students formulate an independent challenge in the context of media, technology and science. • In teamwork and with the involvement of external stakeholders, possible speculative future scenarios, services, products, films or even advertising campaigns are developed in an iterative working process. • Digital technologies such as Artificial Intelligence AI, Virtual Reality VR, Augmented Reality AR, sensors or drones are preferred for the development of these prototypes. The aim is to take part in or stimulate public discourses.

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:	The students...

	• 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:	• Teaching and researching the basics, methods and principles of the respective media fields and industries • Hands-on exercises Contents are announced at the beginning of the semester. Some contents are recommended for particular study programs. Possible subject areas may include: • 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 • 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

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:	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:	The students… • 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:	750 hours, of which 16 weeks of internship with at least 35 hours working time per week
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:	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.
	Students participate actively in all phases of the design process.
	The students themselves formulate solutions and concepts within the framework of real scenarios.
	Students present professional drafts and results and take feedback into account.
	The students deepen their handling of methods and media adapted to the communication objective.
	Students are able to design in a way that is appropriate for the target group and to apply their acquired skills accordingly.
	The students are familiar with the diverse conditions and requirements of professional design practice.
	The students develop a professional attitude and responsibility.
	Students are able to communicate with business partners and colleagues in a situation-appropriate and targeted manner.
	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.

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:	The students… • 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:	The students… - 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:	**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. **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. **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.