

Study plan – BA Communication Design

Students without previous work experience who have completed the Advertising program at Kristiania Professional College will need to complete the following 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
<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

Illustration (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 Illustration (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

1	QUALIFICATION OBJECTIVES OF THE COURSE	4
2	CURRICULUM / STUDIENVERLAUFSPLAN	5
	MODULE OVERVIEW	6
3.1.	Theory 1.....	6
3.2.	General Foundations	7
3.3.	Program Foundations 1: Illustration Basics.....	8
3.4.	Foundation Project 1: Figure & Life drawing.....	9
3.5.	Tools & Technologies 1.....	10
3.6.	Theory 2.....	11
3.7.	Studium Generale: Essentials*	12
3.8.	Program Foundations 2: Body and Space	14
3.9.	Foundation Project 2: Experimental Illustration	15
3.10.	Tools & Technologies 2.....	16
3.11.	Theory 3.....	17
3.12.	Project 3 ²	18
3.13.	Project 4 ²	19
3.14.	Tools & Technologies 3.....	20
3.15.	Theory 4: BA Proposal	22
3.16.	Project 5 ²	23
3.17.	Project 6 ²	24
3.18.	Professional Practice	25
3.19.	Semester Abroad / Internship Semester.....	26
3.19.1	Semester Abroad.....	26
3.19.2	Internship Semester	27
3.20.	Curatorial Practice	28
3.21.	BA Project	29

* 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 OBJECTIVES OF THE COURSE

The **bachelor's study programme Illustration** 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...

- ➔ learn to use media conceptually and creatively for the creation of content and receive basic training in graphic forms of representation and illustrative expression.
- ➔ learn about image-finding techniques and are encouraged to think visually as a continuous process.

Further Qualification objectives:

- ➔ Methodological competence in the creative exploration of illustrative narrative forms
- ➔ Persuasiveness in illustrative representations
- ➔ Appropriate implementation of the concepts with regard to the choice of suitable materials, techniques, media
- ➔ Ratio of expenses to income
- ➔ Originality
- ➔ Independence in implementation, independent aesthetics, authenticity, a conceptual level, innovation in possible expression, ingenuity and inventiveness
- ➔ Development of an independent position: Independent development of unused aesthetics and narrative forms

2 CURRICULUM / STUDIENVERLAUFSPLAN

Curriculum¹ Illustration (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: Illustration Basics	M							5					english
		5							3	125	36	89	
Foundation Project 1: Figure & Life drawing	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: Body and Space	M							5					english
			5						3	125	36	89	
Foundation Project 2: Experimental Illustration	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.)													

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:	<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 • create an analogue sketchbook
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: Illustration Basics

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"> • review the history of illustration in the context of the history of art and culture • know current trends in the field of illustration. • understand different fields of application and forms of illustration as well as styles and aesthetics. • assign the basic knowledge about the message of images to their specific use. • are aware of drawing as a receptive and productive skill as well as the possibility of visual thinking and understanding. • apply basic design skills in drawing and painting by traditional and contemporary means. • formulate the content and design requirements of their own subject. • analyse and differentiate between different graphic concepts. • understand the basic principles of design. • problematise and penetrate current theories of text-image-understanding in the relationship of dependence between image and language.

Courses (LV) of the module	
Teaching form and title LV:	Illustration Basics
Contents LV:	<ul style="list-style-type: none"> • Imparting illustration-specific historical, aesthetic and theoretical knowledge, their fields of application and characteristics • Examination of the relationship between language and image • Analysis of the effect and message of images and their targeted use by exploring various topics • Application from the conception to the design sketch to the design in practical exercises

3.4. Foundation Project 1: Figure & Life drawing

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"> • use intuitive and analytical drawing methods. • capture proportionality, spatiality and structure of the human body. • assign different drawing materials to their effect and use them in a targeted manner. • grasp, understand and draw the human body and head in proportions, spatial extension and expression. • develop their own drawing style in a wide range of different ways. • have the possibility to design human figures freely without a template. • analyse and reflect historical and contemporary examples of use and apply their knowledge in their own drawing practice. • are able to further develop their experience with the human figure independently. • are able to transform human figures in the context of space and dynamics. • use facial expressions and mimics in a targeted manner. • achieve portrait accuracy or physiognomic similarity of a portrait in accordance with the portrayed face.
Courses (LV) of the module	
Teaching form and title LV:	Figure, Portrait, Nude
Contents LV:	<ul style="list-style-type: none"> • Graphic examination of the human body as an occupation with being human.

	<ul style="list-style-type: none"> • Free drawing and drawing after model with structure, proportions, anatomy, plasticity, texture and dynamics • Dealing with peculiarities of the human body and its expression. • Basics of body representation and formulation. • Drawing of the figure according to a model. • Character representation, expression, posture and dynamics of human bodies. • Free visualisation of the figure from the imagination. • Development of own approaches and possibilities of expression. Starting from the drawing capture over the anatomical investigation up to the graphic and pictorial interpretation of the body own approaches and possibilities of expression
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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

	<ul style="list-style-type: none"> • 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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3.6. 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 • 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 use subject-related theories and methods of illustration to assess current developments.

	<ul style="list-style-type: none"> • sensitize their perception in dealing with different painting and drawing techniques in order to be able to fall back on a broad technical repertoire. • experience the view of illustration as a gain in decision-making competence and are able to link the comprehensive insights into the subject of illustration in a future-oriented and interdisciplinary manner with their specialist knowledge. • have the ability to independently familiarise themselves with the theories and methods of illustration, to reflect on them critically and to apply them in different contexts. • are capable of intellectual transfer and (self-)reflection as well as the independent development of questions and approaches to solutions through the conceptual and practical implementation of illustration content. • recognise the added value that can be gained through illustration from a cross-disciplinary perspective and are capable of (sub)cross-disciplinary communication and cooperation on a solid professional basis. • are prepared for illustrative tasks and a design appropriate to the subject. • are capable of effectively applying principles and methods of visualisation in design processes. • are able to express their ideas in a comprehensible and vivid way. • are able to depict simple volumes from the imagination freely and confidently. • test and experience their design possibilities with regard to their own work conception and realisation.
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Courses (LV) of the module

Teaching form and title LV:	Studium Generale Illustration
Contents LV:	<ul style="list-style-type: none"> • Overview of art and cultural history as well as insights into current trends in the field of illustration. • Introduction to the fields of application and forms of illustration as well as styles and aesthetics. • Exercises and examples from illustration practices • Drawing, seeing and understanding as receptive skills of the eye and productive training of the hand as well as a possibility for visual thinking, understanding and problem solving • The aesthetic dimension of the everyday environment and the means to respond to it adequately. • Different paradigms of illustration as a necessary process for strategies and methods of idea generation. • Opening and widening the view beyond your professional studies. • Breaking up routines and entrenched habits in order to discover new talents within yourself and to work together with fellow students from other disciplines. <p>Through the occupation with illustration, new perspectives and strategies can be developed and experimentally transferred to one's own work. Targeted tasks enable an individual design variety.</p>

3.8. Program Foundations 2: Body and Space

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 effectively apply principles and methods of spatial visualisation in design processes and to express them in a comprehensible and vivid way • are able to draw a spatial situation from the perspective of the observer and to present perspective, proportion and construction according to the conventions conveyed. • are able to depict simple volumes freely and confidently, even from the imagination. • know basic phenomena of light and shadow and are able to use this knowledge to model simple spaces / objects. • understand spatial perception and the laws of perspective as an assistance system for application and effect. • acquire basic knowledge and skills in the drawing of space by understanding spatiality, proportionality and structure. • reflect and analyse their own drawing practice and its further development. • include historical and contemporary examples of the use of space in their repertoire. • develop an imaginative imagination and an understanding of the constructive and functional connections of illusionistic spatial representation. • are able to adapt to the project task and a design appropriate to the matter. • deal with visual concepts.
Courses (LV) of the module	
Teaching form and title LV:	Body and Space
Contents LV:	<p>The examination of graphic forms of representation of space and body enables us to visualise contents and to expand them in a context-related pictorial way. Methods of graphic analysis and representation of spaces are taught and integrated into the students' own graphic language. The aim of the seminar is to deepen the drawing skills in the field of perspective drawing and to develop a visual imagination and formulating power. The finding and testing of own strategies in the representation of spaces is realised in a simple project.</p>

	<p>The basics of spatial perception are taught such as</p> <ul style="list-style-type: none"> • Perspective as an assistance system - getting to know and trying out different conventions. • Understanding form and space from the point of view of drawing. • Modelling through light and shadow. • Staging of space from the imagination. • Use of spatial models in the design process. • Analysis of historical and contemporary examples of use.
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3.9. Foundation Project 2: Experimental Illustration

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 historical currents and current trends in the field of experimental design. • analyse and structure image media from archives with regard to their aesthetic and narrative potential. • expand their experimental range by acquiring various artistic techniques, working methods and design approaches. • are able to apply various styles, artistic techniques and aesthetics for the illustrative realisation of a theme. • conceive and realise their own experimental designs based on given or free tasks. • can classify their working methods and results through critical analysis. • effectively apply artistic techniques and methods of visualisation in design processes. • understand the interaction of content and visual implementation through artistic techniques in relation to the visual message. • grasp the basics of the various design approaches in terms of plasticity, texture and dynamics. • find new and individual possibilities of representation through independent experimentation. • acquire a fundamental awareness of the traditional, experimental and innovative possibilities of the genres of painting and graphic art and their different media and procedures.

	<ul style="list-style-type: none"> • deepen their practical and theoretical knowledge in dealing with different painting and graphic-drawing techniques by means of set and self-chosen tasks and exercises.
Courses (LV) of the module	
Teaching form and title LV:	Experimental Illustration
Contents LV:	The seminar includes lectures, exemplary demonstrations and practical exercises. Students will learn illustration techniques and how to handle them according to their individual inclinations. By experimenting, they acquire the creative and technological skills to realise illustrations through various current media formats on the basis of given tasks.

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

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:	<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"> • know historical and current trends in the field of illustration design. • are proficient in penetrating a given content and supplementing it with illustrative means • understand the interaction between content and form, text and image. • find their own visual language. • critically reflect and analyse their own working methods and results. • generate ideas and develop visual solutions for successful communication to the viewer. • are sensitised to the mutual relationship between visual impact, image conception and image perception. • are familiar with various content-related and formal criteria in the perception and location of artistic works. • are familiar with methods of finding relevant sources of information, filtering, collecting and exploiting information in order to use it successfully in their artistic work. • have largely developed an original working approach with an individual visual language.
Courses (LV) of the module	
Teaching form and title LV:	Project Modul / Applied Illustration
Contents LV:	<ul style="list-style-type: none"> • Introduction to editing and publication. • Types of applied illustration, varying from magazine to newspaper to book covers, from portrait to fiction to journalism and from interpretative to explanatory. • Independent research on illustrators and institutions of the past and present who have made significant contributions in the field of illustration. • Realisation of an own project in the field of editorial illustration.

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"> • survey historical currents and current trends in the design of narrative pictorial contexts. • master traditional and contemporary media in the conception and realisation of narrative sequences.

	<ul style="list-style-type: none"> • apply knowledge of basic perception processes in a sequential application context through image-strategic thinking in the ongoing process of sequential illustration. • are capable of developing individual design methods and image strategies in the field of sequential illustration. • consolidate and expand their drawing skills. • acquire basic practical and theoretical knowledge, technical skills and abilities in the field of sequential design through exercises and tasks. • have linguistic basics of image and object observation • develop an awareness of the problem of the specific ways of expressing different narrative representations. • have competences for the collection and exploitation of individually relevant information for their projects. • know the criteria for discussing their own design work. • are able to critically reflect on the methods of sequential image design and to apply them in different contexts. • have a command of the technical and formal means required for sequential applications and implement their ideas in a technically adept manner with an independent artistic working attitude.
Courses (LV) of the module	
Teaching form and title LV:	Project Modul / Narrative Illustration
Contents LV:	<p>From sketch to picture, from picture to picture sequence, from sequence to structure:</p> <p>The most important contents of this project seminar are the creative and dramaturgical basics of sequential image concepts (comic, storyboard, picture books etc.). Classical approaches as well as new hybrid picture counting forms will be taught by means of examples and practical exercises. Various artistic positions in narrative illustration in their historical and contemporary development will be presented and discussed in order to broaden the spectrum and to stimulate the participants to find their own artistic solutions. The final result is a multi-page sequential picture story.</p>

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

	<ul style="list-style-type: none"> • 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 • 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...)

	<ul style="list-style-type: none"> • 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:	5
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 historical currents and current trends in the field of visualisation design. • know the most important terms used to describe visualisation methods and strategies. • are able to penetrate complex issues and illustrate them with visualisation methods. • are able to select methods and media adapted to the communication goal, to communicate in a target group-oriented manner and to visualise accurately according to their requirements. • gain a deeper understanding of the interaction between content and visual form. • learn to plan a design process and implement it until the result is achieved, to develop and maintain a motivated working attitude and to make decisions within the process. • take feedback on their design process into account, formulate their own feedback to other course participants, present their concepts professionally and justify their own decisions. • reflect critically on their own working methods and results.
Courses (LV) of the module	
Teaching form and title LV:	Theory and Practice
Contents LV:	<p>Development of the project through an analysis of existing design patterns in infographics, (popular) scientific illustration and visualisation. Introduction and historical overview of the history of documentary, explanatory or indicative illustration, graphic and design solutions. Research and evaluation of methods and resources for the realisation of project work. Exercises and experiments to acquire skills / approaches important for the project. Experimental and independent development of design approaches.</p> <p>Project work:</p> <p>Conception and realisation of an own project based on a given task: analytical and artistic development of innovative and independent design solutions for the communication goals of the respective cooperation partners or for the fictitious task. Result and process must be documented.</p>

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"> • have knowledge of the historical origin and development of animation or illustrative moving images. • have an overview of current trends and the range of artistic expression in moving images. • incorporate traditional principles of graphic character animation into their repertoire. • recognise possible applications in current design contexts. • realise creative tasks in the field of character animation. • are able to apply basic design principles in audiovisual media in a media-specific manner and to independently work on design tasks with analogue and digital design tools. • are able to apply elementary design principles in a targeted manner for audiovisual media and to justify them conceptually. • develop an independent film idea from a briefing. • plan and dramaturgically implement a simple animated film. • understand basic knowledge of the history of animated film and visual effects.
Courses (LV) of the module	
Teaching form and title LV:	Project Modul / Drawn Animation
Contents LV:	<p>Starting from the integration of the animation course into the Illustration course, the focus in this module is on the field of drawn animation or animation. Theoretical and drawing-animation basics of the movement of a human figure and special cinematic laws are taught step by step through practical exercises and examples. An important part of the seminar is the presentation of current and historical examples from the world of artistic animation - especially animated film. The final individual result is a composite "showreel" of the individual animation tasks. Result and process are to be documented.</p>

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:	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:	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:	<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>