

This English translation is intended to allow international readers a better understanding.
It is solely for information purposes and subject to change without notice.
In case of discrepancies, only the German version applies and prevails.

Please note:

In most courses, the language of instruction is German.

Please check the latest list of courses to find out which courses may be offered in English.

MODULE MANUAL

_ BA AND MA COMMUNICATION DESIGN

_ BA RETAIL DESIGN

_ BA AND MA NEW CRAFT OBJECT DESIGN

Hochschule Düsseldorf
University of Applied Sciences

HSD

Peter Behrens School of Arts
Faculty of Design



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Master of Arts Communication Design (MA KD)

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ABBREVIATIONS

| | |
|-------------|---|
| C | = compulsory |
| CE | = compulsory elective |
| ECTS | = credits according to the European Credit Transfer System |
| SWS | = credit hours per week |

Hochschule Düsseldorf
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BA COMMUNICATION DESIGN

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BA COMMUNICATION DESIGN

_ MODULES

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BA COMMUNICATION DESIGN

_ SAMPLE SYLLABI

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BA COMMUNICATION DESIGN

_ MODULE MANUAL

Design Techniques

| | |
|---|--|
| Module category | Basic module / C |
| Module number | 102 |
| Workload | |
| Credits | 14 ECTS |
| Semester | 1 / 2 / 3 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 200 h |
| Self-study | 220 h |
| Suggested group size | 60 |
| Courses | 1001 Practical and Theoretical Techniques 1002 Publication and Production 1003 Modelling and Manufacturing 1004 Visualisation and 3D Construction 1005 Photography, Video and Audio 1006 Digital Technologies |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | The module is deemed to be successfully completed once regular attendance at the courses is confirmed. |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Person responsible for the module | J. Zäh |
| Member of the regular teaching staff | F. Boddin / J. Brandt / E. Eibelshäuser / T. Hilliges / J. Reich / G. Schröder / Dr. K. Tillmanns / M. Wellen / J. Zäh |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects.</p> <p>The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches.</p> <p>The students are able to create designs using analogue and digital technologies in the fields of typeface, image, spatial, object and system design.</p> <p>The students have gained technical skills to relate communicative processes, shared characteristics, correspondences and interactions in these fields. They can critically apply academic insight to the processes, where useful, and apply the communicative processes to simple design projects.</p> <p>These broad technical and creative foundations form the basis for further generalist or specialised studies as well as respective career prospects.</p> |

Practical and Theoretical Techniques Publication and Production

| | |
|---|---|
| Courses | KD & RD & OD = compulsory |
| Module number | 1001 |
| Workload | |
| Credits | 2 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 20 h |
| Self-study | 40 h |
| Suggested group size | 20 |
| Forms of teaching | Seminar-like exercise (SE) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Workshop supervisor and research assistants |
| Learning outcomes / Contents | <p>The students have gained an overview of the activities of all workshops and laboratories of the Faculty of Design. They know the creative and technical means of the faculty for design work as well as the requirements to use the workshops, laboratories and techniques.</p> <p>The students have familiarised with the fundamentals of academic methodology, research techniques and the use of databases.</p> |

| | |
|---|---|
| Courses | KD = compulsory |
| Module number | 1002 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 1 / 2 / 3 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory technical design seminar (ITD) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD |
| Weighting for overall grade | None, not graded |
| Lecturer | T. Hilliges / G. Schröder |
| Learning outcomes / Contents | <p>The students have acquired the ability and competences to use their typographic knowledge in order to investigate the visual language of sign systems and type design in a broader context.</p> <p>In the context of application-oriented assignments, they have learned to understand typeface as the image of language and as an essential part of a design product. They can apply this understanding to practical work.</p> <p>The students have the necessary basic methodical competences for typographical analysis and expression. They know the fundamentals of standard book design and layout, can critically assess and creatively apply them in a given practical assignment. The students understand books, magazines, journals and their individual design-related and editorial characteristics respectively. They understand the importance of the right combination of editorial concepts, analogue and digital material design concepts as well as processing and production techniques. They can put these aspects into a historical context and use them productively in their own designs.</p> |

Design Techniques

| | |
|---|--|
| Module category | Basic module / C |
| Module number | 102 |
| Workload | |
| Credits | 14 ECTS |
| Semester | 1 / 2 / 3 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 200 h |
| Self-study | 220 h |
| Suggested group size | 60 |
| Courses | 1001 Practical and Theoretical Techniques 1002 Publication and Production 1003 Modelling and Manufacturing 1004 Visualisation and 3D Construction 1005 Photography, Video and Audio 1006 Digital Technologies |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | The module is deemed to be successfully completed once regular attendance at the courses is confirmed. |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Person responsible for the module | J. Zäh |
| Member of the regular teaching staff | F. Boddin / J. Brandt / E. Eibelshäuser / T. Hilliges / J. Reich / G. Schröder / Dr. K. Tillmanns / M. Wellen / J. Zäh |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects.</p> <p>The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches.</p> <p>The students are able to create designs using analogue and digital technologies in the fields of typeface, image, spatial, object and system design.</p> <p>The students have gained technical skills to relate communicative processes, shared characteristics, correspondences and interactions in these fields. They can critically apply academic insight to the processes, where useful, and apply the communicative processes to simple design projects.</p> <p>These broad technical and creative foundations form the basis for further generalist or specialised studies as well as respective career prospects.</p> |

Modelling and Manufacturing

| | |
|---|--|
| Courses | Course / KD = compulsory elective / RD = compulsory |
| Module number | 1003 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 1 / 2 / 3 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory technical design seminar (ITD) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD |
| Weighting for overall grade | None, not graded |
| Lecturer | J. Zäh |
| Learning outcomes / Contents | <p>The students have acquired fundamental skills to use different materials and constructive methods in the workshops of the Faculty of Design.</p> <p>They can combine analogue techniques with digital technological manufacturing techniques (CNC, rapid prototyping etc.). They also know the fundamentals of the interdependencies between analogue and digital modelling techniques in different scales. They can apply these skills and tailor them to various different technical and industrial processes, manufacturing techniques and contexts.</p> <p>In addition to the technical skills, the students – know fundamental strategies and methodical approaches to form finding and form generation processes and – have extensive perception skills sharpened by immediate experience.</p> <p>Based on their technical and creative knowledge and competences acquired during the course, the students can develop technically solid practical design concepts.</p> |

Visualisation and 3D Construction

| | |
|---|---|
| Courses | Course / KD = compulsory elective / RD = compulsory / OD = compulsory |
| Module number | 1004 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 1 / 2 / 3 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory technical design seminar (ITD) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | J. Brandt / M. Wellen / J. Zäh |
| Learning outcomes / Contents | <p>The students are aware of the wider possibilities in their visualisation of physical spaces and objects through the use of analogue and digital tools. They have basic knowledge and skills to apply digital 3D design and visualisation tools.</p> <p>They have acquired technical and creative expertise in analogue and digital 2D and 3D construction and design techniques (CAD) – in drawing and visualisation of objects and spatial designs (layout, sections, views, isometric drawings, perspectives). They are able to create renderings or animations and extend their knowledge, e.g. with methods of parametric modelling. Furthermore, they demonstrate knowledge in visual geometry and its analytical and constructive properties.</p> <p>The students have gained fundamental technical and creative experience in spatial and object design applying drawing processes. They can combine this experience with construction and manufacturing processes of different digital manufacturing techniques (computer-aided manufacturing – CAM) or different rapid-prototyping or cutting methods, 3D scan etc. They can translate projects from analogue to digital design and production processes, transfer their knowledge and skills to other technological discourses and make connections between different correlating visual environments.</p> <p>The students have developed the ability to apply their technical and artistic skills in the development of self-initiated design projects, model making, production and methodical form-finding processes. Based on their competences, they can further transfer those skills to actual real-life design projects and use them in a competent technically informed way within a wider communicative context.</p> |

Design Techniques

| | |
|---|--|
| Module category | Basic module / C |
| Module number | 102 |
| Workload | |
| Credits | 14 ECTS |
| Semester | 1 / 2 / 3 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 200 h |
| Self-study | 220 h |
| Suggested group size | 60 |
| Courses | 1001 Practical and Theoretical Techniques 1002 Publication and Production 1003 Modelling and Manufacturing 1004 Visualisation and 3D Construction 1005 Photography, Video and Audio 1006 Digital Technologies |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | The module is deemed to be successfully completed once regular attendance at the courses is confirmed. |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Person responsible for the module | J. Zäh |
| Member of the regular teaching staff | F. Boddin / J. Brandt / E. Eibelshäuser / T. Hilliges / J. Reich / G. Schröder / Dr. K. Tillmanns / M. Wellen / J. Zäh |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects.</p> <p>The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches.</p> <p>The students know the fundamentals of technical and industrial manufacturing methods, of how to use specific materials, of technical, aesthetic and communicative design processes. They can relate all of these aspects, critically apply academic insight, where useful, and apply them to design projects.</p> <p>This broad basis of competences is the prerequisite to gain further skills of generalist or specialised studies or career prospects.</p> |

Photography, Video and Audio

| | |
|---|---|
| Courses | Course / KD = compulsory elective |
| Module number | 1005 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 1 / 2 / 3 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory technical design seminar (ITD) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD |
| Weighting for overall grade | None, not graded |
| Lecturer | F. Boddin / E. Eibelshäuser / J. Reich / Dr. K. Tillmanns |
| Learning outcomes / Contents | <p>The students know the essential technical and methodical design-related aspects of analogue and digital visual and audiovisual media, their potential and limitations as well as their efficacy and creative power. They can analyse these visual worlds regarding their technical parameters, methodically reflect on the techniques used and critically apply them to practical design assignments.</p> <p>The students are able to leverage relevant parameters (spatial design, lighting, camera work, editing and timing) in their interaction from a creative as well as technical point of view. They have gained first experience in using the narrative and atmospheric potential of audiovisual media.</p> |

Digital Technologies

| | |
|---|---|
| Courses | Course / KD = compulsory elective / RD = compulsory / OD = compulsory |
| Module number | 1006 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 1 / 2 / 3 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory technical design seminar (ITD) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | tba |
| Learning outcomes / Contents | <p>The students know the fundamentals of digital 3D design and visualisation tools as well as their application. They can apply the competences acquired to practical design projects creating, realising and presenting suitable technical designs. They are also able to apply their competences to other design contexts.</p> <p>Using state-of-the-art technology, the students can create constructive spatial designs, apply various design techniques and visualise their designs for others. Furthermore, they demonstrate knowledge in visual geometry and its analytical and constructive properties.</p> <p>They have learned to combine analogue technologies (drawings of real objects) with digital technologies. In experimental work on analogue to digital transformation, the students have gained the creative potential to develop their own design tools.</p> <p>They can transfer their knowledge and skills to other technological discourses and make connections between different correlating visual environments (e.g. virtual 3D objects – real three-dimensional objects).</p> |

Design Laboratory: Surface and Spatial Design

| | |
|---|---|
| Module category | Basic module / C |
| Module number | 103 |
| Workload | |
| Credits | 10 ECTS |
| Semester | 1 / 2 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 180 h |
| Suggested group size | 40 |
| Courses | 1009 Form, Colour and Painting 1010 Object, Spatial and Structural Design |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 4.85 % |
| Person responsible for the module | tba (Caturelli) |
| Member of the regular teaching staff | Prof. L. Breuer / tba (Caturelli) / Prof. B. Franken / tba (Schillig) / Prof. P. Teufel |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects. The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches.</p> <p>The students are able to relate technical and aesthetic processes of communication design. They can critically apply academic insight to the processes, where useful, and apply the processes to complex design projects.</p> <p>In the Surface and Spatial Design laboratory, the students have gained fundamental competences in perception, practical realisation and design. These competences apply especially to the aesthetic, creative and conceptual realisation of the communication-oriented design of communication processes in the fields of surface spatial and object design. The students are able to understand relevant complex design processes in their basic conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own design practice in a self-reflective and critical manner. They can apply the fundamentals of design and conception to more complex processes, critically reflect on their social sustainability and independently refine the approaches.</p> <p>This broad basis of competences is the prerequisite to gain further skills of generalist or specialised studies or career prospects.</p> |

Form, Colour and Painting

| | |
|---|--|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1009 |
| Workload | |
| Credits | 5 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 90 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory creative design seminar (ICD) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 2.42 % |
| Lecturer | Prof. L. Breuer / tba (Caturelli) |
| Learning outcomes / Contents | <p>The students have gained basic aesthetic and design competences. They can develop their own creative processes to work with the essential parameters of two-dimensional design – surfaces, colours, forms, structures and materials.</p> <p>They have acquired basic skills in methodical and experimental research on manual as well as media-specific and cross-medial forms of expression. They have experienced the links between cognitive and intuitive understanding in aesthetic design processes and verified their experience in design experiments.</p> <p>The students have a fundamental understanding of creative practice and creative methodologies. Within the broad field of art and design, they can put these into the context of historical and current discourses and relate them to their own design practice.</p> |

Object, Spatial and Structural Design

| | |
|---|--|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1010 |
| Workload | |
| Credits | 5 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 90 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory creative design seminar (ICD) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 2.42 % |
| Lecturer | Prof. B. Franken / tba (Schillig) / Prof. P. Teufel |
| Learning outcomes / Contents | <p>The students have gained basic aesthetic, theoretical and practical design competences. They can apply individual approaches and applied creative methods of spatial and three-dimensional design.</p> <p>Their main competences include</p> <ul style="list-style-type: none"> – the ability to conduct experimental research on concept-based design methods and – broad knowledge of technical procedures in spatial and three-dimensional form finding. <p>The students have an urge to explore and gain knowledge, to fully understand creative design techniques and processes, materialities, geometries and objects. They strive to investigate their potential to develop structures, spatial designs as well as spatial movement and action.</p> <p>The students have studied analogue, three-dimensional models and spatial structures addressing visual, haptic, olfactory and auditory perception. They have acquired fundamental competences in interdisciplinary, multi-sensory perception and expression. They can apply these competences to the digital world, digital objects and digital structures.</p> <p>Their ability to experiment and further develop creative design approaches is an important basis for further (self-)education in experimental and applied fields of design.</p> |

Design Laboratory: Image and Narration

| | |
|---|--|
| Module category | Basic module / C |
| Module number | 104 |
| Workload | |
| Credits | 10 ECTS |
| Semester | 1 / 2 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 180 h |
| Suggested group size | 40 |
| Courses | 1011 Drawing and Illustration 1012 Photography |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 4.85 % |
| Person responsible for the module | Prof. M. Schliephack |
| Member of the regular teaching staff | E. Eibelshäuser / Prof. H. Fuchs / Prof. M. Foecking / Prof. M. Schliephack |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects. The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches.</p> <p>The students are able to relate technical and aesthetic processes of communication design. They can apply academic insight critically to the processes, where useful, and apply the processes to complex design projects.</p> <p>In the Image and Narration design laboratory, the students have gained competences in perception, practical realisation and design. These competences apply especially to the aesthetic, creative and conceptual realisation of narration-oriented designs in visual communication processes in various medial fields of drawing, illustration and photography. The students are able to understand relevant complex design processes in their basic conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own design practice in a self-reflective and critical manner, expressing their own attitude towards the world. They can apply the fundamentals of design and conception to more complex processes, critically reflect on their social sustainability and independently refine the approaches.</p> <p>This broad basis of competences is the prerequisite to gain further skills of generalist or specialised studies or career prospects. Learning outcomes / Contents</p> |

Drawing and Illustration

| | |
|---|---|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1011 |
| Workload | |
| Credits | 5 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 90 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory creative design seminar (ICD) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 2.42 % |
| Lecturer | Prof. H. Fuchs / Prof. M. Schliephack |
| Learning outcomes / Contents | <p>The students have gained basic artistic, graphic and illustrative composition and expression skills. They have developed essential, nuanced and self-reflective competences of artistic thinking and perception. They know various technical and creative methods of drawing and print as well as the expressiveness of different drawing materials, techniques and illustrative methods.</p> <p>The students can use and reflect on visual methods, techniques and elements, relevant historical developments and current practical contexts. They have learned to – critically reflect on and extend their own visual and perceptive habits, – rethink aesthetic criteria and –critically reflect on and extend their own drawing, graphic and illustrative forms of expression. They are able to combine analogue creative practices with the digital world and to apply the potential of one world to the other.</p> |

Photography

| | |
|---|--|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1012 |
| Workload | |
| Credits | 5 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 90 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory creative design seminar (ICD) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 2.42 % |
| Lecturer | E. Eibelshäuser / Prof. M. Foecking |
| Learning outcomes / Contents | <p>The students have acquired basic competences in photography thanks to the practical and theoretical study of historical and current topics of the field.</p> <p>They are able to assess current developments in photography and to reflect on their own practice in the context of historical developments and theoretical discourses. They can analyse, systemise and compare their applied and artistic contexts in different genres and synthesise them using practical design methods to gain a complex, adequate and fundamental understanding of photography and image-based communication in general.</p> <p>Based on these competences, they have acquired image design and technical skills (particularly digital technologies) of different genres of applied and experimental photography. They have practised, extended and strengthened these skills in playful, experimental projects of different genres and photographic fields of application.</p> |

Design Laboratory: Time and Interaction

| | |
|---|---|
| Module category | Basic module / C |
| Module number | 105 |
| Workload | |
| Credits | 10 ECTS |
| Semester | 1 / 2 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 180 h |
| Suggested group size | 40 |
| Courses | 1013 Moving Image and Sound 1014 Hypermedia and Interactive Systems |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | KD / RD |
| Weighting for overall grade | 4.85 % |
| Person responsible for the module | tba (Nachtwey) |
| Member of the regular teaching staff | Prof. C. Jendreiko / tba (Nachtwey) / Prof. A. Vormann / Prof. B. Wandaogo |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects. The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches.</p> <p>The students are able to relate technical and aesthetic processes of communication design. They can critically apply academic insight to the processes, where useful, and apply the processes to complex design projects.</p> <p>In the Time and Interaction design laboratory, the students have gained competences in perception, practical realisation and design. These competences apply especially to the aesthetic, creative and conceptual realisation of communication-oriented designs in time-based, interactive and digital communication processes. The students are able to understand relevant complex aesthetic and social design processes in their basic conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own design practice in a self-reflective and critical manner. They can apply the fundamentals of design and conception to more complex processes, critically reflect on their social sustainability and independently refine the approaches.</p> <p>This broad basis of competences is the prerequisite to gain further skills of generalist or specialised studies or career prospects.</p> |

Moving Image and Sound

| | |
|---|--|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1013 |
| Workload | |
| Credits | 5 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 90 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory creative design seminar (ICD) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 2.42 % |
| Lecturer | tba (Nachtwey) / Prof. A. Vormann / Prof. B. Wandaogo |
| Learning outcomes / Contents | <p>The students have the essential creative and technical skills and know the relevant methods to develop creative design products and productions within the interface of video and audiovisual (AV) media, animated illustration (2D and 3D animations) and other formats of digital AV media.</p> <p>The students have developed an urge to explore open and experimental, aesthetic design processes and their social contexts. They have developed essential, nuanced and self-reflective competences of artistic thinking and perception.</p> <p>They know the basic strategies of linear, non-linear and cross-medial narrations, their forms of expression and options of expression. They have practised, strengthened and realised them in experimental and applied projects, processes and small AV productions. They have studied and practised the methodical steps of concept development and experimental design practices.</p> |

Hypermedia and Interactive Systems

| | |
|---|---|
| Course / KD & RD | |
| Module number | 1014 |
| Workload | |
| Credits | 5 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 90 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory creative design seminar (ICD) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD |
| Weighting for overall grade | 2.42 % |
| Lecturer | Prof. C. Jendreiko |
| Learning outcomes / Contents | <p>The students have acquired fundamental theoretical, technical and aesthetic design competences in the development of hypermedial and interactive forms of communication. They have applied, practised and strengthened these competences in the context of experimentally oriented practical assignments.</p> <p>They understand digital technologies and related hard- and software as complex 'communication devices' enabling specific forms of gathering information and generating as well as representing knowledge. They can critically, theoretically and systematically relate these competences</p> <ul style="list-style-type: none"> – to historical developments as well as – to current issues of a 'more and more digitalised society'. |

Design Laboratory: Typeface and Text

| | |
|---|--|
| Module category | Basic module / C |
| Module number | 106 |
| Workload | |
| Credits | 10 ECTS |
| Semester | 1 / 2 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 180 h |
| Suggested group size | 40 |
| Courses | 1015 Language and Writing 1016 Typography and Layout |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | KD / RD |
| Weighting for overall grade | 4.85 % |
| Person responsible for the module | Prof. H. Jacobs |
| Member of the regular teaching staff | Prof. H. Jacobs / Prof. W. Korfmacher / Prof. V. Malsy / Prof. U. Reinhardt / Prof. A. Uebele / |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects. The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches.</p> <p>The students are able to relate technical and aesthetic processes of communication design. They can critically apply academic insight to the processes, where useful, and apply the processes to complex design projects.</p> <p>In the context of this design laboratory, the students have acquired competences to critically and constructively study phenomena of typeface, text and verbal communication. Having sharpened their perception and expression skills, they have acquired the competence to analyse language, typeface, text and typography as essential media and meta-media of communication and communication design. They have creatively and critically applied them in their own projects.</p> <p>The students have</p> <ul style="list-style-type: none"> – fundamental knowledge of content-oriented, semantic research, – extended competences in auditive and visual presentation of complex issues and – knowledge of adequate regularities for correspondence and communication. <p>This broad basis of competences is the prerequisite to gain further skills of generalist or specialised studies or career prospects.</p> |

Language and Writing

| | |
|---|---|
| Courses | Course / KD & RD |
| Module number | 1015 |
| Workload | |
| Credits | 5 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 90 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory creative design seminar (ICD) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD |
| Weighting for overall grade | 2.42 % |
| Lecturer | Prof. W. Korfmacher / Prof. U. Reinhardt |
| Learning outcomes / Contents | <p>The students have acquired essential cognitive and practical design skills in the fields of language, text and concept development. In individual projects and projects in groups, they have extended and systemised their methodical design competences in these fields – enriching their 'operational toolbox' for language and text. They have applied these methods in experimental, creative as well as in applied projects and assignments.</p> <p>In exercises, the students have acquired and thoroughly practised the fundamentals of researching and processing information as a method of design processes. Using language in a playful and experimental way, they have extended and refined their competences in conceptual thinking and conceptual development.</p> <p>In numerous contexts, assignments or processes, the students have experienced, critically reflected on and extended</p> <ul style="list-style-type: none"> – their social skills (understanding complex social group contexts, development of group-oriented discourse strategies, ability to work in a team) and – their self-competence in terms of empowerment to develop and lead individual or group-related processes. |

Typography and Layout

| | |
|---|---|
| Course / KD & RD & OD = compulsory | |
| Module number | 1016 |
| Workload | |
| Credits | 5 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 90 h |
| Suggested group size | 20 |
| Forms of teaching | Introductory creative design seminar (ICD) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 2.42 % |
| Lecturer | Prof. H. Jacobs / Prof. V. Malsy / Prof. A. Uebele |
| Learning outcomes / Contents | <p>Through consecutive assignments, the students have developed the ability, knowledge and competence to assess the functionality of type and typographic characters. They are able to apply basic typographic layout methods in their individual projects. Their acquired competences relate to all the basic building blocks of typography: the letter, the word, the text as well as more complex relations between text and image, layouts and the use of grid systems in analogue and digital applications.</p> <p>The students can combine manual design techniques and methods with digital skills in practical design processes. They can present their results and critically discuss them in a group. They have extended discourse skills regarding textual design processes and designed products in the context of complex design projects.</p> <p>The students can put historical and current forms of typography into the context of theoretical and current discourses. They can critically discuss the different forms and apply them to their own design projects.</p> |

Orientation

| | |
|---|--|
| Module category | Basic module / C |
| Module number | 109 |
| Workload | |
| Credits | 20 ECTS |
| Semester | 3 / 4 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 210 h |
| Self-study | 390 h |
| Suggested group size | 60 |
| Courses | One project from modules 1030–1037 One project from modules 1030–1037 One project from modules 1030–1050 1022 Mentoring |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 8.7 % |
| Person responsible for the module | Prof. U. Reinhardt |
| Member of the regular teaching staff | Anyone from the teaching staff of the core modules Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects. The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches. This broad basis of competences is the prerequisite to gain further skills of generalist or specialised studies or professional practice.</p> <p>In the Orientation design laboratory, the students have acquired critical and constructive competences in practical realisation, composition and form finding working on various complex design projects from the core modules. Through the wide variety of acquired practical subject-specific skills, they have become confident in decision-making and gained orientation for individual pathways in their future studies.</p> <p>In addition, the students have acquired knowledge of the interaction between social skills, self-competence and subject-specific skills regarding their own situation as a student and possible career prospects.</p> |

Project 1

| | |
|---|---|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 2.9 % |
| Lecturer | Anyone from the teaching staff of the core modules |
| Learning outcomes / Contents | see projects 1030–1037 |

Project 2

| | |
|---|---|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 2.9 % |
| Lecturer | Anyone from the teaching staff of the core modules |
| Learning outcomes / Contents | see projects 1030–1037 |

Orientation

| | |
|---|--|
| Module category | Basic module / C |
| Module number | 109 |
| Workload | |
| Credits | 20 ECTS |
| Semester | 3 / 4 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 210 h |
| Self-study | 390 h |
| Suggested group size | 60 |
| Courses | One project from modules 1030–1037 One project from modules 1030–1037 One project from modules 1030–1050 1022 Mentoring |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 8.7 % |
| Person responsible for the module | Prof. U. Reinhardt |
| Member of the regular teaching staff | Anyone from the teaching staff of the core modules Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects. The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches. This broad basis of competences is the prerequisite to gain further skills of generalist or specialised studies or professional practice.</p> <p>In the Orientation design laboratory, the students have acquired critical and constructive competences in practical realisation, composition and form finding working on various complex design projects from the core modules. Through the wide variety of acquired practical subject-specific skills, they have become confident in decision-making and gained orientation for individual pathways in their future studies.</p> <p>In addition, the students have acquired knowledge of the interaction between social skills, self-competence and subject-specific skills regarding their own situation as a student and possible career prospects.</p> |

Project 3

| | |
|---|---|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | 2.9 % |
| Lecturer | Anyone from the teaching staff of the core modules |
| Learning outcomes / Contents | see projects 1020–1050 |

Mentoring

| | |
|---|---|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1022 |
| Workload | |
| Credits | 2 ECTS |
| Semester | 3 |
| Offered | |
| Duration | 1 semester |
| Attendance | 30 h |
| Self-study | 30 h |
| Suggested group size | 15 |
| Forms of teaching | Bachelor's seminar (BS) |
| Prerequisites | None |
| Types of examination | No examination |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>Mentoring includes one-to-one talks and subject-related discussion outside the formal studies in order to advise on general personal development and professional orientation during the programme.</p> <p>The mentoring course teaches the students soft skills such as project management, rhetoric and conversation techniques, self-management for personal success and presentation techniques.</p> <p>The sessions deal with the students' questions and issues regarding curriculum and syllabus, individual course of study, internships, examination regulations, the programme and profession in general as well as their social situation as a student.</p> <p>A special focus is on issues concerning the transition from basic modules to individualised or generalist options in the core modules.</p> |

Perspectives

| | |
|---|---|
| Module category | Basic module / C |
| Module number | 110 |
| Workload | |
| Credits | 8 ECTS |
| Semester | 3 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 120 h |
| Suggested group size | 120 |
| Courses | 1023 Processes and Positions 1024 Research Strategies |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | The module is deemed to be successfully completed once regular attendance at the courses is confirmed. |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Person responsible for the module | Prof. Dr. Y. Doderer |
| Member of the regular teaching staff | Prof. Dr. S. Asmus / Prof. Dr. Y. Doderer / Prof. J. Fleischhut / Prof. L. Lacour / Prof. Dr. R. Zimmermann |
| Learning outcomes / Contents | <p>From the basic modules, the students know a broad variety of creative and technical techniques, methods and media relevant for further studies and professional practice.</p> <p>The students know creative, technical and theoretical fundamentals. They have applied and expanded this knowledge to practical projects, critically assessed and further developed relevant approaches. This broad basis of competences is the prerequisite to gain further skills of generalist or specialised studies or professional practice.</p> <p>In the Perspectives module, the students have learned that academic discourses on communication, design and media – as well as their specific design, communication and management processes – may vary depending on the underlying academic models and paradigms. In this context, they have also gained theoretical analysis skills.</p> <p>They can</p> <ul style="list-style-type: none"> – analyse the theoretical context of application-oriented argumentations and discourse strategies and – identify academic backgrounds and discuss them in a structured and systematic manner in the context of practical assignments. <p>They have acquired competences</p> <ul style="list-style-type: none"> – in systemic thinking or – in the perception of historical and current structures and positions relevant for the professional field and – in the perception and understanding of research strategies and research processes associated with the development of the professional field. <p>The competences acquired in the module Perspectives complement and complete the competences acquired in the module Orientation.</p> |

Processes and Positions

| | |
|---|--|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1023 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 3 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 60 |
| Forms of teaching | Lecture (L) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Prof. J. Fleischhut / Prof. L. Lacour / Prof. Dr. R. Zimmermann |
| Learning outcomes / Contents | <p>The lecture provides orientation for and teaches knowledge of</p> <ul style="list-style-type: none"> – conception and strategy of design processes and – positions of outstanding designers of the 20th and 21st century. The students have learned how conception and design can develop substantial as well as differentiating solutions – considering historical conditions, competition and market environment, art and aesthetics, society, politics and the environment. <p>They have gained an awareness of potential problems in setting up complex design processes and the competence to develop solutions. They know the fundamentals of strategy, branding and aesthetics. The students have acquired knowledge on and concrete approaches to processes and positions in design studying selected designers and design methods.</p> |

Research Strategies

| | |
|---|---|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1024 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 3 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 60 |
| Forms of teaching | Lecture (L) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Prof. Dr. S. Asmus / Prof. Dr. Y. Doderer |
| Learning outcomes / Contents | <p>The students have fundamental knowledge of</p> <ul style="list-style-type: none"> – strategies, methods and discourses of academic and creative working and researching processes and – methodical steps to work on research questions. They can analytically and critically relate their knowledge to historical developments and current as well as international positions in the context of art, design, media, architecture and communication strategies. <p>The students understand the diverging requirements, differences and similarities between theoretical and creative methods, processes and strategies and related questions and practice. They can focus their knowledge and skills on questions of design theory and design research and relate their criteria, categories and methods to other academic disciplines.</p> |

Cultural Studies

| | |
|---|---|
| Module category | Basic module / C |
| Module number | 111 |
| Workload | |
| Credits | 8 ECTS |
| Semester | 1 / 2 |
| Offered | Each semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 120 h |
| Suggested group size | 120 |
| Courses | 1025 Art Theory and Image Studies 1026 Design Theory and Philosophy |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | The module is deemed to be successfully completed once regular attendance at the courses is confirmed. |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Person responsible for the module | Prof. Dr. V. Vahrson |
| Member of the regular teaching staff | Prof. Dr. H. Kim / Prof. Dr. V. Vahrson |
| Learning outcomes / Contents | <p>The module Cultural Studies teaches subject-specific academic working practices.</p> <p>From the basic modules, the students know a broad variety of design techniques, methods and media. They can assess their relevance for further studies and professional practice and can apply them to practical projects. The students know the creative, technical and theoretical fundamentals of various fields of application of media. They can apply this knowledge to practical projects and further develop relevant approaches. This broad basis of competences is the prerequisite to gain further skills of generalist or specialised studies or professional practice.</p> <p>The students know the historical and theoretical fundamentals of art, design, media, communication history and theory. They have an understanding of historical and current, theoretical and creative aspects and positions of important protagonists. They can compare and analyse these aspects and positions, put them into the context of academic discourses and discuss them.</p> <p>They are able relate theoretical and academic methods and knowledge to creative practices and processes to critically assess, further develop and theoretically underpin them.</p> |

Art Theory and Image Studies

| | |
|---|--|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1025 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 60 |
| Forms of teaching | Lecture (L) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Prof. Dr. V Vahrson |
| Learning outcomes / Contents | <p>The lecture Art Theory and Image Studies teaches subject-specific academic working practices.</p> <p>The students have fundamental knowledge of art theory and image studies, acquired studying selected historical and current artwork and topics. They have fundamental knowledge of theories, methods and issues in art theory and image studies. They have analytical and apperceptive competences, which they can also apply in interdisciplinary professional discourses.</p> |

Design Theory and Philosophy

| | |
|---|---|
| Courses | Course / KD & RD & OD = compulsory |
| Module number | 1026 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 1 / 2 |
| Offered | |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 60 |
| Forms of teaching | Lecture (L) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Prof. Dr. H. Kim |
| Learning outcomes / Contents | <p>The lecture Design Theory and Philosophy teaches subject-specific academic working practices.</p> <p>The students have fundamental knowledge of basic conceptions of design theory and philosophy. This knowledge and their subject-specific knowledge enable them to develop a better understanding of design itself and the role of the designer in today's society. The students are able to investigate design from different philosophical perspectives – e.g. from aesthetic, ethical, cultural, social, technical and media philosophical perspectives.</p> <p>Thus, they are able to develop a deep understanding of design in its current complexity – an understanding accounting for the increasing social relevance of design and sociocultural development.</p> |

Design Practice

| | |
|---|---|
| Module category | Core module / C |
| Module number | 201 |
| Workload | |
| Credits | 30 ECTS |
| Semester | 4 |
| Offered | Once per academic year |
| Duration | 1 semester |
| Attendance | 0 h |
| Self-study | 900 h |
| Suggested group size | - |
| Courses | 1027 Semester Abroad 1028 External Practical Project 1029 Internal Practical Project |
| Prerequisites | Completed basic modules |
| Types of examination | None |
| Requirements for award of credits | Successful completion of the course |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Person responsible for the module | F. Boddin |
| Member of the regular teaching staff | Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>In the core modules, the students have acquired generalist or specialised creative, conceptual, theoretical and academic competences in communication design. They have studied methods and media relevant to their future professions within this field. The students are able to understand relevant complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-media design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches. In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> <p>In the Design Practice core module, the students have gained practical knowledge from experience. They have developed a deep understanding of the economic, subject-specific and social frameworks for design projects, using the example of a relevant business or institution in Germany or abroad. They master routine application of practical design methods and techniques and can assess and judge their own performance in professional practice.</p> |

Semester Abroad

| | |
|---|--|
| Courses | Courses / KD & RD & OD = compulsory elective |
| Module number | 1027 |
| Workload | |
| Credits | 30 ECTS |
| Semester | 4 |
| Offered | Once per academic year |
| Duration | 1 semester |
| Attendance | |
| Self-study | |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | Completed basic modules |
| Types of examination | Final report / project report |
| Requirements for award of credits | Final report / project report |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>The semester abroad takes place at one of the numerous partner universities of the Faculty of Design. The students may choose the semester abroad instead of the external or internal practical project. Examination achievements accomplished abroad must be recognised by the Examination Board.</p> <p>The students are able to make use of courses taught abroad. They are capable of integrating educational objectives and competences acquired abroad into their education at HSD and into social and professional practice. They are able to integrate their own design concepts into international contexts, to articulate, develop and present them on an international level. They have advanced language skills, intercultural understanding and soft skills for communication with people from other cultures and societies.</p> |

External Practical Project

| | |
|---|--|
| Courses / KD & RD & OD = compulsory elective | |
| Module number | 1028 |
| Workload | |
| Credits | 30 ECTS |
| Semester | 4 |
| Offered | Once per academic year |
| Duration | 1 semester |
| Attendance | |
| Self-study | |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | Completed basic modules |
| Types of examination | Final report / project report |
| Requirements for award of credits | Final report / project report |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>The students may choose the external practical project instead of the semester abroad or the internal practical project.</p> <p>The students may complete the external practical project in Germany or abroad in companies and institutions of the fields of art, culture, communication and advertising – e.g. design services, jewellery and product ateliers, publishing houses, museums and theatres, architectural or interior design firms, media companies, film and video productions, photographic studios etc.</p> <p>The students' activities and the competences acquired during the external practical project need to relate to relevant interdisciplinary influencing factors of complex design projects – including conception, development of design, realisation, structuring of the project, project management and communication within the project.</p> <p>The students have acquired relevant professional and practical competences in handling design projects. They have advanced soft skills and are able to work in a team. The students can apply their academic competences to projects in professional practice in a useful manner. They have also acquired the competence to address and discuss issues from professional practice in academic contexts.</p> |

Design Practice

| | |
|---|---|
| Module category | Core module / C |
| Module number | 201 |
| Workload | |
| Credits | 30 ECTS |
| Semester | 4 |
| Offered | Once per academic year |
| Duration | 1 semester |
| Attendance | 0 h |
| Self-study | 900 h |
| Suggested group size | - |
| Courses | 1027 Semester Abroad 1028 External Practical Project 1029 Internal Practical Project |
| Prerequisites | Completed basic modules |
| Types of examination | None |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Person responsible for the module | F. Boddin |
| Member of the regular teaching staff | Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>In the core modules, the students have acquired generalist or specialised creative, conceptual, theoretical and academic competences in communication design. They have studied methods and media relevant to a future profession within this field. The students are able to understand relevant complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-medial design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches. In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> <p>In the Design Practice core module, the students have gained practical knowledge from experience. They have developed a deep understanding of the economic, subject-specific and social frameworks for design projects, using the example of a relevant business or institution in Germany or abroad. They master routine application of practical design methods and techniques and can assess and judge their own performance in professional practice.</p> |

Internal Practical Project

| | |
|---|---|
| Courses | Courses / KD & RD & OD = compulsory elective |
| Module number | 1029 |
| Workload | |
| Credits | 30 ECTS |
| Semester | 4 |
| Offered | Once per academic year |
| Duration | 1 semester |
| Attendance | |
| Self-study | |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | Completed basic modules |
| Types of examination | Final report / project report |
| Requirements for award of credits | Final report / project report |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>The internal practical project should concern conception, design and realisation in the fields of communication design, new craft object design or retail design. The students may choose the internal practical project instead of the external practical project or the semester abroad.</p> <p>To complete the internal practical project, the students choose courses from the core modules. Alternatively, the students can complete the module – in cooperation with projects from other study programmes and faculties at HSD or – in cooperation with companies and institutions in the context of research and development projects.</p> <p>The relevant lecturer from the core modules provides supervision for the student in individual and group discussions. The achievements accomplished must be recognised as internal practical project by a member of the regular teaching staff.</p> <p>Having completed this module, the students are able to conceptualise and realise design assignments in interdisciplinary teams – with other students, teaching staff and in cooperation with partners in research and development.</p> |

Typeface Design

| | |
|---|--|
| Module category | Core module / CE |
| Module number | 202 |
| Workload | |
| Credits | 12 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 240 h |
| Suggested group size | 30 |
| Courses | 1030 Project 1 1031 Project 2 |
| Prerequisites | The design laboratories need to be successfully completed. |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 5.8 % |
| Person responsible for the module | Prof. A. Uebele |
| Member of the regular teaching staff | T. Hilliges / Prof. H. Jacobs / Prof. W. Korfmacher / Prof. V. Malsy / Prof. U. Reinhardt / G. Schröder / Prof. A. Uebele |
| Learning outcomes / Contents | <p>In the core modules, the students have acquired generalist or specialised creative, conceptual, theoretical and academic competences in communication design. They have studied methods and media relevant to a future profession within this field.</p> <p>The students are able to understand relevant complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-medial design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches.</p> <p>The students have applied, advanced and further developed their subject-specific competences in complex design projects and in relation to the professional fields of spatial typography, editorial design, book design, typography for the web and experimental typography and typeface design.</p> <p>In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> |

Project 1

| | |
|---|--|
| Courses | Course / KD & RD = compulsory elective |
| Module number | 1030 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 2.9 % |
| Lecturer | T. Hilliges / Prof. H. Jacobs / Prof. W. Korfmacher / Prof. V. Malsy / Prof. U. Reinhardt / G. Schröder / Prof. A. Uebele |
| Learning outcomes / Contents | <p>The students have acquired the knowledge and skills to work on complex assignments and projects individually or in groups. They can apply and further develop their competences to practical problems from the professional fields of spatial typography, editorial design, book design, typography for the web, experimental typography and typeface design.</p> <p>Depending on the contents of the projects chosen and the technology used, the students have advanced and extended their competences in digital as well as manual, analogue techniques.</p> <p>They have solid methodical, strategic and operative skills to solve, communicate and document complex, interdisciplinary assignments in communication design in an independent and solution-oriented manner.</p> |

Project 2

| | |
|---|--|
| Courses | Course / KD & RD = compulsory elective |
| Module number | 1031 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 2.9 % |
| Lecturer | T. Hilliges / Prof. H. Jacobs / Prof. W. Korfmacher / Prof. V. Malsy / Prof. U. Reinhardt / G. Schröder / Prof. A. Uebele |
| Learning outcomes / Contents | <p>The students have in-depth knowledge of methods of verbal and/or written communication which they have independently extended working on different topics. They are able to critically reflect on these methods and put them into the context of academic discourses.</p> <p>They have acquired advanced and differentiated, conceptual competences in the context of editorial and publishing fields, spatial and web design, print and audiovisual formats.</p> <p>The students have an in-depth understanding of language as a medium of design. They can apply and express it accordingly in complex assignments. They have differentiated knowledge of language as a meta-medial instrument for conception, presentation and documentation. They have practised and differentiated their knowledge working on their own projects in a project-oriented editorial and editing laboratory.</p> |

Image Design

| | |
|---|--|
| Module category | Core module / CE |
| Module number | 203 |
| Workload | |
| Credits | 12 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 240 h |
| Suggested group size | 30 |
| Courses | 1032 Project 3 1033 Project 4 |
| Prerequisites | The design laboratories need to be successfully completed. |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 5.8 % |
| Person responsible for the module | Prof. M. Foecking |
| Member of the regular teaching staff | tba (Caturelli) / E. Eibelshäuser / Prof. M. Foecking / Prof. H. Fuchs / tba (Nachtwey) / Prof. M. Schliephack / Prof. A. Vormann |
| Learning outcomes / Contents | <p>In the core modules, the students have acquired generalist or specialised creative, conceptual, theoretical and academic competences in communication design. They have studied methods and media relevant to a future profession within this field.</p> <p>The students are able to understand relevant complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-medial design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches.</p> <p>The students have the competence to reflect on the image as a meta-medium in its current and historical, medial and social complexity, in its media-related specifics and its intermedial diffusion. They are able to apply this understanding to their own complex assignments and projects in a self-reflective and critical manner.</p> <p>In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> |

Project 3

| | |
|---|--|
| Courses | Courses / KD & RD & OD = compulsory elective |
| Module number | 1032 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 2.9 % |
| Lecturer | tba (Caturelli) / E. Eibelshäuser / Prof. M. Foecking / Prof. H. Fuchs / tba (Nachtwey) / Prof. M. Schliephack / Prof. A. Vormann |
| Learning outcomes / Contents | <p>The students have acquired specialised or generalist competences with different foci, experience and skill sets respectively – particularly in the fields of illustration, photography, animation, audiovisual media of video and film as well as image-based interactive media. They are able to relate these competences to different professional fields and show them to their best advantage in different applications within a broad, open field between art and design.</p> <p>They have acquired the skills to turn ideas for images into comprehensive photographic, illustrative and/or moving-image concepts and to realise these concepts. They master both analogue and digital techniques, narrative and fictional, documentary and fact-oriented methods and formats of presentation and design. Thanks to different courses offered and different supervisors involved, the students have acquired cross-medial competences of the different technical and digital media, the visual media and image engineering techniques.</p> <p>The students have an experimental and research-oriented attitude towards design means and methods offered. They have consolidated it in different complex design projects or differentiated it with a generalist intention.</p> |

Project 4

| | |
|---|---|
| Courses / KD & RD & OD = compulsory elective | |
| Module number | 1033 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 2.9 % |
| Lecturer | tba (Caturelli) / E. Eibelshäuser / Prof. M. Foecking / Prof. H. Fuchs / tba (Nachtwey) / Prof. M. Schliephack / Prof. A. Vormann |
| Learning outcomes / Contents | <p>The students have acquired specialised or generalist competences with different foci, experience and skill sets respectively – particularly in the fields of illustration, photography, animation, audiovisual media of video and film as well as image-based interactive media. They are able to relate these competences to different professional fields and show them to their best advantage in different application within a broad, open field between art and design.</p> <p>They have acquired the skills to turn ideas for images into comprehensive photographic, illustrative and/or moving-image concepts and to realise these concepts. They master both analogue and digital techniques, narrative and fictional, documentary and fact-oriented methods and formats of presentation and design. Thanks to different courses offered and different supervisors involved, the students have acquired cross-medial competences of the different technical and digital media, the visual media and image engineering techniques.</p> <p>The students have an experimental and research-oriented attitude towards design means and methods offered. They have consolidated it in different complex design projects or differentiated it with a generalist intention.</p> |

Spatial Design

| | |
|---|---|
| Module category | Core module / CE |
| Module number | 204 |
| Workload | |
| Credits | 12 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 240 h |
| Suggested group size | 30 |
| Courses | 1034 Project 5 1035 Project 6 |
| Prerequisites | The design laboratories need to be successfully completed. |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 5,8 % |
| Person responsible for the module | tba (Schillig) |
| Member of the regular teaching staff | Prof. L. Breuer / Prof. B. Franken / tba (Schillig) / Prof. P. Teufel |
| Learning outcomes / Contents | <p>In the core modules, the students have acquired generalist or specialised creative, conceptual, theoretical and academic competences in communication design. They have studied methods and media relevant to a future profession within this field.</p> <p>The students are able to understand relevant complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-medial design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches.</p> <p>The students have the competence to reflect on space as a meta-medium in its current and historical, medial and social complexity, in its media-related specifics and its intermedial diffusion. They are able to apply this understanding to their own complex and experimental assignments and projects in a self-reflective and critical manner.</p> <p>In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> |

Project 5

| | |
|---|--|
| Courses | Courses / KD & RD & OD = compulsory elective |
| Module number | 1034 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 2,9 % |
| Lecturer | Prof. L. Breuer / Prof. B. Franken / tba (Schillig) / Prof. P. Teufel |
| Learning outcomes / Contents | <p>The students have extended, advanced and differentiated their knowledge of subject-specific fundamentals – particularly regarding contemporary, relevant and complex developments in design and spatial communication. They have practised, applied and further developed their knowledge in complex project-oriented assignments.</p> <p>They can apply the competences acquired in a methodical, structured and conceptual manner to complex projects on spatial and 3D communication – e.g. exhibitions, scenographies or product and brand communication as typical interface between architecture and design.</p> <p>They are able to develop conceptual, creative and spatial qualities of three-dimensional communication in different contexts – e.g. in urban spaces, interiors and institutional spatial contexts. In these contexts, they can design semiotic and typographic systems as a spatial image of language using their graphic and typographic expertise. They have advanced, specialised and focussed their knowledge and skills in comparison, analysis and application.</p> |

Project 6

| | |
|---|---|
| Courses / KD & RD & OD = compulsory elective | |
| Module number | 1035 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 2,9 % |
| Lecturer | Prof. L. Breuer / Prof. B. Franken / tba (Schillig) / Prof. P. Teufel |
| Learning outcomes / Contents | <p>The students have extended, advanced and differentiated their knowledge of subject-specific fundamentals, creative design methods and process-oriented, researching skills – particularly regarding contemporary, relevant and complex developments in design and spatial communication. They have practised, applied and further developed their knowledge in complex and experimental project-oriented assignments.</p> <p>They can apply the competences acquired in a methodical, structured and conceptual manner to complex projects on experimental spatial communication and the multidimensional use of materials, structures or spatial typography.</p> <p>They are able to develop conceptual, creative and spatial qualities of three-dimensional communication in different contexts and with speculative, experimental methodology. They master experimental design techniques and methods and can relate them to different urban spaces, interiors, institutional spatial contexts, performative spatial concepts as well as to the complex interrelations between spatial design, materials and different objects.</p> <p>They have advanced, specialised and focussed their knowledge and skills in comparison, analysis and application.</p> |

System Design

| | |
|---|---|
| Module category | Core module / CE |
| Module number | 205 |
| Workload | |
| Credits | 12 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 2 semesters |
| Attendance | 120 h |
| Self-study | 240 h |
| Suggested group size | 30 |
| Courses | 1036 Project 7 1037 Project 8 |
| Prerequisites | The design laboratories need to be successfully completed. |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 5.8 % |
| Person responsible for the module | Prof. Dr. S. Asmus |
| Member of the regular teaching staff | Prof. Dr. S. Asmus / Prof. C. Jendreiko / Prof. L. Lacour / Prof. Dr. R. Zimmermann |
| Learning outcomes / Contents | <p>In the core modules, the students have acquired generalist or specialised creative, conceptual, theoretical and academic competences in communication design. They have studied methods and media relevant to a future profession within this field.</p> <p>The students are able to understand relevant complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-medial design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches.</p> <p>The students are able to analyse and understand the digital transformation of society as a complex, systemic process, which they can relate to dimensions of design. They can react to complex challenges of social, economic and cultural systems by choosing from a broad set of systemically oriented, research-based, creative and experimental methods.</p> <p>They are prepared for a professional field within a multi-levelled and increasingly digital society which requires direction and creative competences in developing communication interfaces.</p> <p>In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> |

Project 7

| | |
|---|--|
| Courses | Courses / KD & RD & OD = compulsory elective |
| Module number | 1036 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 2.9 % |
| Lecturer | Prof. Dr. S. Asmus / Prof. C. Jendreiko / Prof. L. Lacour / Prof. Dr. R. Zimmermann |
| Learning outcomes / Contents | <p>The students have acquired advanced competences in handling various digital tools in an experimental, methodical manner based on relevant theory. They can contribute to interdisciplinary networking between different fields of design by using digital interfaces. They are able to design interfaces for human-machine interaction across different media and formats, i.e. image, object, spatial and sound design and elements of device control (e.g. gesture recognition).</p> <p>They understand, systemically analyse, moderate and shape complex communicative scenarios – aiming to facilitate knowledge transfer, develop new hybrid forms of communication, look at contents in intermediality from different perspectives and generate new forms of experience.</p> <p>They know the history and impact of media and have a critical, reflective understanding of society as a whole. Thus, they can use media in a suitable way (efficient technology-content ratio) considering social and economic aspects.</p> |

Project 8

| | |
|---|--|
| Courses / KD & RD & OD = compulsory elective | |
| Module number | 1037 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 3 / 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | BA KD / BA RD MA KD / MA OD |
| Weighting for overall grade | 2.9 % |
| Lecturer | Prof. Dr. S. Asmus / Prof. C. Jendreiko / Prof. L. Lacour / Prof. Dr. R. Zimmermann |
| Learning outcomes / Contents | <p>The core module teaches a theoretical and practical approach to the system of branding. It includes common traditional and current theories of branding as well as international best practice cases of small and large brands. In addition to theoretical studies, the students apply their knowledge acquired to practice. The students develop fictive brands and brand missions or rework existing ones designing communicative sample applications.</p> <p>The core module conveys knowledge, teaches the ability to actively participate in discourses on branding theory and practice as well as strategic and practical competences in independently developing and designing brands.</p> |

Design Management

| | |
|---|--|
| Module category | Core module / C |
| Module number | 214 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 2 semesters |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 120 |
| Courses | 1055 Project Organisation 1056 Business Start-Ups and Trends 1057 Law for Designers |
| Prerequisites | From semester 3 onwards |
| Types of examination | None |
| Requirements for award of credits | The module is deemed to be successfully completed once regular attendance at the courses is confirmed. |
| Module allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | None, not graded |
| Person responsible for the module | Prof. Dr. R. Zimmermann |
| Member of the regular teaching staff | Prof. D. Gorny |
| Learning outcomes / Contents | <p>In the core modules, the students have acquired generalist or specialised creative, conceptual, theoretical and academic competences in communication design. They have studied methods and media relevant to a future profession within this field.</p> <p>The students are able to understand relevant complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-medial design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches.</p> <p>As non-specialists in the fields of business administration and law, the students have acquired essential legal, economic and management competences to initiate, start up and maintain self-employment.</p> <p>In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> |

Project Organisation

| | |
|---|---|
| Courses | Course / KD & RD & OD = compulsory elective |
| Module number | 1055 |
| Workload | |
| Credits | 2 ECTS |
| Semester | 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 30 h |
| Self-study | 60 h |
| Suggested group size | 60 |
| Forms of teaching | Lecture (L) |
| Prerequisites | From semester 3 onwards |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Prof. D. Gorny |
| Learning outcomes / Contents | <p>The course provides insight into the historical, but also particularly the current technological, economic, creative and cultural developments in the field of media. The students have thus acquired in-depth knowledge of essential, communicative, economic and social functions of media.</p> <p>They have developed a deep understanding of interrelations between structural, content-related and economic aspects in complex projects and the projects' management structures. They can</p> <ul style="list-style-type: none"> – analyse and compare elements of such structures in best practices, – critically discuss these elements in the context of convergences, developments and networking in the media environment and communications industry and based on the model of integrated communication and – compare these elements to their own design practice. <p>The students have acquired advanced competences in project management and self-management.</p> |

Business Start-Ups and Trends

| | |
|---|---|
| Courses / KD & RD & OD = compulsory elective | |
| Module number | 1056 |
| Workload | |
| Credits | 2 ECTS |
| Semester | 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 30 h |
| Self-study | 60 h |
| Suggested group size | 60 |
| Forms of teaching | Lecture (L) |
| Prerequisites | From semester 3 onwards |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | None, not graded |
| Lecturer | |
| Learning outcomes / Contents | <p>The course teaches a broad variety of fundamentals of how the media and creative industries work – to discuss resulting questions on start-up concepts.</p> <p>The students have acquired expertise in</p> <ul style="list-style-type: none"> – methods and processes of a successful start-up as well as – alternative financing models for their start-ups, amongst others the options of public funding. This includes knowledge of how to independently set up a business plan including all necessary calculations. <p>The students can systemise and put together a start-up process based on the following aspects: networks, potential investors, public funding, structure of a business plan, five-year plan (personnel planning, planned investments and depreciation, profits and loss, balances, liquidity), setting up a business plan. They can adjust the process according to insights from current trend research.</p> |

Design Management

| | |
|---|--|
| Module category | Core module / C |
| Module number | 214 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 2 semesters |
| Attendance | 60 h |
| Self-study | 60 h |
| Suggested group size | 120 |
| Courses | 1055 Project Organisation 1056 Business Start-Ups and Trends 1057 Law for Designers |
| Prerequisites | From semester 3 onwards |
| Types of examination | None |
| Requirements for award of credits | The module is deemed to be successfully completed once regular attendance at the courses is confirmed. |
| Module allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | None, not graded |
| Person responsible for the module | Prof. Dr. R. Zimmermann |
| Member of the regular teaching staff | Prof. D. Gorny |
| Learning outcomes / Contents | <p>In the core modules, the students have acquired generalist or specialised creative, conceptual, theoretical and academic competences in communication design. They have studied methods and media relevant to a future profession within this field.</p> <p>The students are able to understand relevant complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-medial design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches.</p> <p>As non-specialists in the fields of business administration and law, the students have acquired essential legal, economic and management competences to initiate, start up and maintain self-employment.</p> <p>In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> |

Law for Designers

| | |
|---|--|
| Courses | Courses / KD & RD & OD = compulsory elective |
| Module number | 1057 |
| Workload | |
| Credits | 2 ECTS |
| Semester | 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 30 h |
| Self-study | 60 h |
| Suggested group size | 60 |
| Forms of teaching | Lecture (L) |
| Prerequisites | From semester 3 onwards |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | None, not graded |
| Lecturer | |
| Learning outcomes / Contents | <p>The students have acquired competences in handling the legal basics relevant to daily practice. This includes e.g. knowledge of civil, commercial and corporate law as well as copyright as legal basis for professional life in the cultural and creative industries.</p> <p>The course contents include different kinds of law, structure and fundamentals of the German Civil Code (BGB), legal capacity, contractual capacity and capacity for tort liability, legal entities, general contract law and defective performances, purchase agreement and other typical agreements, limitation of liability in time, general terms and conditions, power of attorney, unlawful acts and compensation for damage, possession and ownership, copyright, overview of collateral securities, basic concepts of commercial and corporate law, court collection proceedings.</p> <p>The students can apply these legal basics to the specifics of the cultural and creative industries and their focus on creative artwork designed by a creator and potentially interpreted by a third party.</p> |

Cultural Studies

| | |
|---|---|
| Module category | Core module / C |
| Module number | 215 |
| Workload | |
| Credits | 18 ECTS |
| Semester | 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 2 semesters |
| Attendance | 180 h |
| Self-study | 360 h |
| Suggested group size | 105 |
| Courses | 1058 Gender and Cultural Studies 1059 Art Theory and Image Studies 1060 Design Theory and Philosophy |
| Prerequisites | From semester 3 onwards |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | 8,7 % |
| Person responsible for the module | Prof. Dr. H. Kim |
| Member of the regular teaching staff | Prof. Dr. Y. Doderer / Prof. Dr. H. Kim / Prof. Dr. V. Vahrson |
| Learning outcomes / Contents | <p>The module Cultural Studies teaches subject-specific academic working practices.</p> <p>In the core module, the students have acquired generalist or specialised and advanced conceptual, theoretical and academic competences and have studied relevant methods and media.</p> <p>The students have extensive knowledge of the essential discourses in art, design and cultural theory. With this knowledge, they have developed a trained critical, historical and aesthetic perception and judgement.</p> <p>Thanks to these competences, the students are able to understand complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-medial design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches. In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> |

Gender and Cultural Studies

| | |
|---|--|
| Courses | Courses / KD & RD & OD = compulsory elective |
| Module number | 1058 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 35 |
| Forms of teaching | Bachelor's seminar (BS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation or written assignment or colloquium |
| Requirements for award of credits | Successful presentation or written assignment or colloquium |
| Course allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | 2,9 % |
| Lecturer | Prof. Dr. Y. Doderer |
| Learning outcomes / Contents | <p>The course Gender and Cultural Studies teaches subject-specific academic working practices.</p> <p>The students know the theoretical fundamentals of gender studies and their essential research questions with a special focus on design, media, art and architecture. They can relate the theories of cultural studies and their research questions on ideology, power, representation, class, ethnicity, interculturality to processes of subjectivisation.</p> <p>The students have knowledge of the category of gender in all its dimensions, particularly regarding the different fields and forms of culture production. The students know and can apply strategies to acquire gender, diversity and intercultural competences from an intersectional perspective. This perspective enables them to critically analyse political and social structures as well as processes and developments within the field of design.</p> |

Art Theory and Image Studies

| | |
|---|---|
| Courses / KD & RD & OD = compulsory elective | |
| Module number | 1059 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 35 |
| Forms of teaching | Bachelor's seminar (BS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation or written assignment or colloquium |
| Requirements for award of credits | Successful presentation or written assignment or colloquium |
| Course allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | 2,9 % |
| Lecturer | Prof. Dr. V. Vahrson |
| Learning outcomes / Contents | <p>The lecture Art Theory and Image Studies teaches subject-specific academic working practices.</p> <p>The students have a broad but focussed knowledge on art theory and image studies, acquired studying selected historical as well as current artworks and topics. They have – advanced knowledge of theories, methods and issues of art theory and image studies and – advanced analytical and apperceptive competences, which they can apply to current academic discourses on art theory and image studies as well as to discourses on interdisciplinary professional matters and practical design.</p> |

Cultural Studies

| | |
|---|---|
| Module category | Core module / C |
| Module number | 215 |
| Workload | |
| Credits | 18 ECTS |
| Semester | 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 2 semesters |
| Attendance | 180 h |
| Self-study | 360 h |
| Suggested group size | 105 |
| Courses | 1058 Gender and Cultural Studies 1059 Art Theory and Image Studies 1060 Design Theory and Philosophy |
| Prerequisites | From semester 3 onwards |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | 8,7 % |
| Person responsible for the module | Prof. Dr. H. Kim |
| Member of the regular teaching staff | Prof. Dr. V. Doderer / Prof. Dr. H. Kim / Prof. Dr. V. Vahrson |
| Learning outcomes / Contents | <p>The module Cultural Studies teaches subject-specific academic working practices.</p> <p>In the core module, the students have acquired generalist or specialised and advanced conceptual, theoretical and academic competences and have studied relevant methods and media.</p> <p>The students have extensive knowledge of the essential discourses in art, design and cultural theory. With this knowledge, they have developed a trained critical, historical and aesthetic perception and judgement.</p> <p>Thanks to these competences, the students are able to understand complex aesthetic and social design processes in their extensive conceptual, theoretical and aesthetic dimensions. They can apply these processes to their own comprehensive, media-specific or cross-medial design projects in a self-reflective and critical manner. They can critically reflect on their social sustainability and independently refine the approaches. In the core modules, the students have acquired the skills necessary to compile a bachelor's thesis.</p> |

Design Theory and Philosophy

| | |
|---|---|
| Courses | Courses / KD & RD & OD = compulsory elective |
| Module number | 1060 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 4 / 5 / 6 / 7 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 35 |
| Forms of teaching | Bachelor's seminar (BS) |
| Prerequisites | From semester 3 onwards |
| Types of examination | Presentation or written assignment or colloquium |
| Requirements for award of credits | Successful presentation or written assignment or colloquium |
| Course allocated to other study programmes | BA KD / BA RD / BA OD |
| Weighting for overall grade | 2,9 % |
| Lecturer | Prof. Dr. H. Kim |
| Learning outcomes / Contents | <p>The lecture Design Theory and Philosophy teaches subject-specific academic working practices.</p> <p>The module conveys in-depth knowledge of basic concepts of design theory and philosophy. The students know the subject-specific theoretical fundamentals of design. They have a nuanced understanding of design and the role of the designer in society.</p> <p>The students have differentiated theoretical knowledge and analytical methodical skills to analyse design from different perspectives. These include categories, criteria and perspectives from the fields of aesthetics, ethics, cultural, social and technical philosophy as well as philosophy of media. This broad knowledge allows a deep understanding of design in the context of its increasing relevance in society and sociocultural development prospects.</p> |

Bachelor's Thesis

Theoretical Assignment

Practical Design

| | |
|---|--|
| Module category | Core module / C |
| Module number | 216 |
| Workload | |
| Credits | 20 ECTS |
| Semester | 7 |
| Offered | Each semester |
| Duration | 1 semester |
| Attendance | - |
| Self-study | |
| Suggested group size | |
| Courses | 1061 Theoretical Assignment 1062 Practical Design 1063 Presentation and Colloquium 1064 Mentoring |
| Prerequisites | Completed modules of a minimum of 170 ECTS. To take the examination, the students must have completed all other modules. |
| Types of examination | The thesis consists of 1. confirmed, ungraded attendance at the mentoring course (2 ECTS), 2. a practical design (7 ECTS), 3. a theoretical assignment (7 ECTS) and 4. the presentation of the practical design and a colloquium (4 ECTS). Presentation and colloquium form one examination (duration in the bachelor's programmes: 40 min.). Parts 2, 3 and 4 are graded separately and every single part features a specific number of credits. The thesis module / thesis is deemed to be successfully completed once the students have achieved the credits and a grade of 4 ('sufficient' according to the German grading system) or better for parts 2, 3 and 4 respectively. The grade for the practical design is multiplied by 3. The grade for the theoretical assignment is multiplied by 2. The grade for the presentation and colloquium is multiplied by 1. The results of the multiplications of parts 2, 3 and 4 are added up and divided by 6. The result of these calculations determines the grade of the bachelor's thesis. The module is deemed to be completed once this grade is established. |
| Requirements for award of credits | Passed bachelor's thesis |
| Module allocated to other study programmes | BA KD |
| Weighting for overall grade | 40 % |
| Person responsible for the module Member of the regular teaching staff | Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff of the study programme. |
| Learning outcomes / Contents | The bachelor's thesis concludes the bachelor's programme. It combines and proves the competences acquired during the programme in a creative and theoretical assignment which the students work on independently. The students present the results, discuss and defend them in a colloquium. Presentation and colloquium serve to illustrate, communicate and reflect on the written thesis. In their written thesis, the students prove their competences to develop, analyse and put into words their own complex research question and topic. They can understand the topic in its entirety and find a creative and academic solution applying creative and academic methods. In the colloquium, they present their project and project results. Thus, they can prove their creative, communicative, academic and reflective competences and methodical skills. They can critically reflect on their subject-specific decisions considering creative and academic methodology and put these decisions into the context of current public and academic discourses. |

| | |
|---|---|
| Courses | Core module / C |
| Module number | 1061 |
| Workload | |
| Credits | 7 ECTS |
| Semester | 7 |
| Offered | Each semester |
| Duration | 1 semester |
| Attendance | |
| Self-study | |
| Suggested group size | |
| Forms of teaching | |
| Prerequisites | |
| Types of examination | |
| Requirements for award of credits | |
| Course allocated to other study programmes | |
| Weighting for overall grade | 13.3 % |
| Lecturer | Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff of the study programme. |
| Learning outcomes / Contents | The written theoretical assignment documents and illustrates the practical design including relevant research, conceptual development and justification as well as theoretical foundations based on academic methodology. With this written thesis, the students prove their theoretical and academic skills and competences to systematically analyse complex research questions in the field of design and to develop well-founded design concepts. |

| | |
|---|---|
| Core module / C | |
| Module number | 1062 |
| Workload | |
| Credits | 7 ECTS |
| Semester | 7 |
| Offered | Each semester |
| Duration | 1 semester |
| Attendance | |
| Self-study | |
| Suggested group size | |
| Forms of teaching | |
| Prerequisites | |
| Types of examination | |
| Requirements for award of credits | |
| Course allocated to other study programmes | |
| Weighting for overall grade | 20 % |
| Lecturer | Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff of the study programme. |
| Learning outcomes / Contents | The practical design is an individual, creative and innovative practical assignment. The students analyse complex problems to develop possible solutions based on creative design methodology and their design competence acquired. |

Bachelor's Thesis

| | |
|---|--|
| Module category | Core module / C |
| Module number | 216 |
| Workload | |
| Credits | 20 ECTS |
| Semester | 7 |
| Offered | Each semester |
| Duration | 1 semester |
| Attendance | - |
| Self-study | |
| Suggested group size | |
| Courses | 1061 Theoretical Assignment 1062 Practical Design 1063 Presentation and Colloquium 1064 Mentoring |
| Prerequisites | Completed modules of a minimum of 170 ECTS. To take the examination, the students must have completed all other modules. |
| Types of examination | The thesis consists of 1. confirmed, ungraded attendance at the mentoring course (2 ECTS), 2. a practical design (7 ECTS), 3. a theoretical assignment (7 ECTS) and 4. the presentation of the practical design and a colloquium (4 ECTS). Presentation and colloquium form one examination (duration in the bachelor's programmes: 40 min.). Parts 2, 3 and 4 are graded separately and every single part features a specific number of credits. The thesis module / thesis is deemed to be successfully completed once the students have achieved the credits and a grade of 4 ('sufficient' according to the German grading system) or better for parts 2, 3 and 4 respectively. The grade for the practical design is multiplied by 3. The grade for the theoretical assignment is multiplied by 2. The grade for the presentation and colloquium is multiplied by 1. The results of the multiplications of parts 2, 3 and 4 are added up and divided by 6. The result of these calculations determines the grade of the bachelor's thesis. The module is deemed to be completed once this grade is established. |
| Requirements for award of credits | Passed bachelor's thesis |
| Module allocated to other study programmes | BA KD |
| Weighting for overall grade | 40 % |
| Person responsible for the module | Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff of the study programme. |
| Member of the regular teaching staff | |
| Learning outcomes / Contents | The bachelor's thesis concludes the bachelor's programme. It combines and proves the competences acquired during the programme in a creative and theoretical assignment which the students work on independently. The students present the results, discuss and defend them in a colloquium. Presentation and colloquium serve to illustrate, communicate and reflect on the written thesis. In their written thesis, the students prove their competences to develop, analyse and put into words their own complex research question and topic. They can understand the topic in its entirety and find a creative and academic solution applying creative and academic methods. In the colloquium, they present their project and project results. Thus, they can prove their creative, communicative, academic and reflective competences and methodical skills. They can critically reflect on their subject-specific decisions considering creative and academic methodology and put these decisions into the context of current public and academic discourses. |

Presentation and Colloquium

| | |
|---|--|
| Courses | Core module / C |
| Module number | 1063 |
| Workload | |
| Credits | 4 ECTS |
| Semester | 7 |
| Offered | Each semester |
| Duration | 1 semester |
| Attendance | |
| Self-study | |
| Suggested group size | |
| Forms of teaching | |
| Prerequisites | |
| Types of examination | |
| Requirements for award of credits | |
| Course allocated to other study programmes | |
| Weighting for overall grade | 6.7 % |
| Lecturer | Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff of the study programme. |
| Learning outcomes / Contents | In the presentation, the students prove their acquired competences to present creative or theoretical work adequately. Their competences include creative, academic as well as communicative and interactive skills. In the colloquium, the students prove their competences to present and defend their thesis project in a critical academic discussion – regarding specific form, content as well as creative and/or academic methodology. Duration of the presentation and colloquium: 30 min. |

Mentoring

| | |
|---|--|
| Course / KD & RD & OD = compulsory | |
| Module number | 1064 |
| Workload | |
| Credits | 2 ECTS |
| Semester | 7 |
| Offered | Each semester |
| Duration | 1 semester |
| Attendance | |
| Self-study | |
| Suggested group size | 15 |
| Forms of teaching | Bachelor's seminar (BS) |
| Prerequisites | None |
| Types of examination | No examination |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | KD / RD / OD |
| Weighting for overall grade | None, not graded |
| Lecturer | Anyone from the regular teaching staff |
| Learning outcomes / Contents | Mentoring includes one-to-one talks and subject-related discussion outside the formal studies in order to advise on general personal development and professional orientation during the programme. The mentoring course teaches the students soft skills such as project management, rhetoric and conversation techniques, self-management for personal success and presentation techniques. The sessions deal with the students' questions and issues regarding curriculum and syllabus, individual course of study, internships, examination regulations, the programme and profession in general as well as their social situation as a student. A special focus is on issues concerning the transition from studies into professional practice or further qualifications from postgraduate study programmes. |

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HSD

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Last updated: May 2020/2019

MA COMMUNICATION DESIGN

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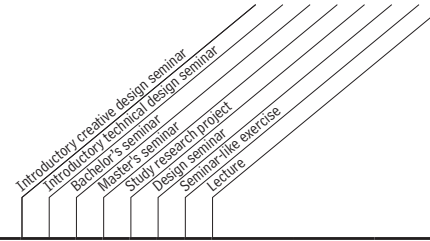
MA COMMUNICATION DESIGN

_ MODULES

MODULES

MASTER'S PROGRAMME COMMUNICATION DESIGN

90 ECTS



| MODULE CATEGORY | MODULE | COURSES | LECTURERS Offers | FORMS OF TEACHING | | | | | | | | | | | SWS C/CE | CRED- ITS | REGULATIONS | | | | | |
|-----------------|---|--|---|-------------------|-----|----|----|-----|----|----|---|----|---|----|-------------|--------------------------------|-------------|-----------------------|--------------------------------------|---|--|--|
| | | | | ICD | ITD | BS | MS | SRP | DS | SE | L | SE | L | SE | | | | | | | | |
| Master's module | C 301 Positions and Perspectives 18 ECTS | One project from modules 1030–1050 One project from modules 1030–1050 1072 International Perspectives and Positions | Anyone from the regular teaching staff Anyone from the regular teaching staff tba | | | | | | | | | | | | | | | | x x x | 4 C 4 C 4 C | 6 ECTS 6 ECTS 6 ECTS | The course requires regular attendance (see section 17 subsection 3 of the framework examination regulations) 18 ECTS 12 SWS |
| Master's module | C 302 Research Processes and Projects 30 ECTS | 1073 Studio 1: Graphic Design 1074 Studio 2: Civic Design 1075 Studio 3: Retail Design 1076 Studio 4: Experimental Design One project from modules 1078–1080 | Jacobs 2 courses / Uebele 2 courses Asmus 2 courses / Jendreiko 2 courses Franken 2 courses / Zimmermann 2 courses tba (Nachtwey) 2 courses / Vormann 2 courses Anyone from the teaching staff in new craft object design | | | | | | | | | | | | | | | x x x x x | 4 CE 4 CE 4 CE 4 CE 4 CE | 10 ECTS 10 ECTS 10 ECTS 10 ECTS 10 ECTS | The module is deemed to be successfully completed once three corresponding courses are successfully completed. The students may attend the same course three times. The students may choose one course from the master's programme New Craft Object Design (1078–1080). If a student chooses one of the studios (1073–1076) three times, the corresponding topic may be declared a specialisation on the certificate awarding the grade. 30 ECTS 12 SWS | |
| Master's module | C 303 Theory in Context 18 ECTS | 1081 Art Theory and Image Studies 1082 Design Theory and Philosophy 1083 Gender and Cultural Studies | Vahrson 2 courses Kim 2 courses Doderer 2 courses | | | | | | | | | | | | | | | x x x | 4 CE 4 CE 4 CE | 6 ECTS 6 ECTS 6 ECTS | The module is deemed to be successfully completed once three corresponding courses are successfully completed. The students may attend several courses using the same course number. 18 ECTS 12 SWS | |
| Master's module | C 305 Thesis 24 ECTS | 1084 Mentoring 1085 Theoretical Assignment 1086 Practical Design 1087 Presentation and Colloquium | Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff in the field of communication design. The first examiner must be a professor. | | | | | | | | | | | | | | | x | 2 C C C C | 2 ECTS 9 ECTS 9 ECTS 4 ECTS | Mentoring requires regular attendance (see section 17 subsection 3 of the framework examination regulations) 24 ECTS 2 SWS | |
| | | | | | | | | | | | | | | | | Total master's modules 90 ECTS | | | | | | |

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MA COMMUNICATION DESIGN

_ SAMPLE SYLLABI

GENERAL SAMPLE SYLLABUS

MASTER'S PROGRAMME COMMUNICATION DESIGN

90 ECTS

| MASTER'S MODULE | COURSES | SEMESTER 1 | SEMESTER 2 | SEMESTER 3 |
|---|--|-------------------------|------------------------|----------------------------|
| 301 Positions and Perspectives 18 ECTS C | One project from modules 1030–1050 One project from modules 1030–1050 1072 International Perspectives and Positions | DS 6 ECTS SRP 6 ECTS | DS 6 ECTS | |
| 302 Research Processes and Projects 30 ECTS C | 1073 Studio 1: Graphic Design 1074 Studio 2: Civic Design 1075 Studio 3: Retail Design 1076 Studio 4: Experimental Design | SRP 10 ECTS | SRP 10 ECTS | SRP 10 ECTS |
| 303 Theory in Context 18 ECTS C | 1081 Art Theory and Image Studies 1082 Design Theory and Philosophy 1083 Gender and Cultural Studies | MS 6 ECTS | MS 6 ECTS MS 6 ECTS | |
| 305 Thesis 24 ECTS C | 1084 Mentoring 1085 Theoretical Assignment 1086 Practical Design 1087 Presentation and Colloquium | | MS 2 ECTS | 9 ECTS 9 ECTS 4 ECTS |
| ECTS PER SEMESTER | | 28 ECTS | 30 ECTS | 32 ECTS |

TYPES OF EXAMINATION
 Presentation of the semester's work and colloquium
 Final report / project report
 Presentation of written assignment or colloquium
 None

| | | | | |
|---|--|--|---|---|
| x | | | | |
| x | | | | x |
| x | | | | |
| x | | | | |
| x | | | | |
| | | | x | |
| | | | x | |
| | | | x | |
| | | | | x |

ABBREVIATIONS

ICD = Introductory creative design seminar
 ITD = Introductory technical design seminar
 BS = Bachelor's seminar
 MS = Master's seminar
 SRP = Study research project
 DS = Design seminar
 SE = Seminar-like exercise
 L = Lecture

SPECIFIC SAMPLE SYLLABUS

(PROFESSIONAL FIELD: CIVIC DESIGN / COMMUNICATION DESIGN OR THE LIKE)

MASTER'S PROGRAMME COMMUNICATION DESIGN

90 ECTS

| MASTER'S MODULE | COURSES | SEMESTER 1 | SEMESTER 2 | SEMESTER 3 |
|---|--|------------------------|------------------------|----------------------------|
| 301 Positions and Perspectives 18 ECTS C | One project from modules 1030–1050 One project from modules 1030–1050 1072 International Perspectives and Positions | DS 6 ECTS DS 6 ECTS | SRP 6 ECTS | |
| 302 Research Processes and Projects 30 ECTS C | 1073 Studio 1: Graphic Design 1074 Studio 2: Civic Design 1075 Studio 3: Retail Design 1076 Studio 4: Experimental Design | SRP 10 ECTS | SRP 10 ECTS | SRP 10 ECTS |
| 303 Theory in Context 18 ECTS C | 1081 Art Theory and Image Studies 1082 Design Theory and Philosophy 1083 Gender and Cultural Studies | MS 6 ECTS | MS 6 ECTS MS 6 ECTS | |
| 305 Thesis 24 ECTS C | 1084 Mentoring 1085 Theoretical Assignment 1086 Practical Design 1087 Presentation and Colloquium | | MS 2 ECTS | 9 ECTS 9 ECTS 4 ECTS |
| ECTS PER SEMESTER | | 28 ECTS | 30 ECTS | 32 ECTS |

TYPES OF EXAMINATION
 Presentation of the semester's work and colloquium
 Final report / project report
 Presentation of written assignment or colloquium
 None

| | | | | |
|---|--|--|---|---|
| x | | | | |
| x | | | | x |
| x | | | | |
| x | | | | |
| x | | | | |
| | | | x | |
| | | | x | |
| | | | x | |
| | | | | x |

ABBREVIATIONS

ICD = Introductory creative design seminar
 ITD = Introductory technical design seminar
 BS = Bachelor's seminar
 MS = Master's seminar
 SRP = Study research project
 DS = Design seminar
 SE = Seminar-like exercise
 L = Lecture

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MA COMMUNICATION DESIGN

_ MODULE MANUAL

Positions and Perspectives

| | |
|---|---|
| Module category | Master's module / C |
| Module number | 301 |
| Workload | |
| Credits | 18 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 120 h |
| Self-study | 360 h |
| Suggested group size | 45 |
| Courses | One project from modules 1030–1050 One project from modules 1030–1050 1072 International Perspectives and Positions |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | 12 % |
| Person responsible for the module | Prof. A. Vormann |
| Member of the regular teaching staff | Anyone from the regular teaching staff or visiting professor |
| Learning outcomes / Contents | <p>In the modules of the master's programme, the students have acquired advanced, research-oriented creative, theoretical and academic competences in techniques, methods and media of complex design processes. These competences are of central importance for their future professional design and/or academic practice.</p> <p>The students have acquired complex and comprehensive creative and theoretical perception and design skills. They have applied, advanced and further developed these skills in comprehensive, intermedial, research-oriented projects. The students are able to analyse, manage and control design issues in open processes and various situations. They can try out solution strategies in an experimental manner and implement a responsible solution. They have acquired the skills to work independently, in teams and in temporary interdisciplinary cooperation and to generate original and unexpected solutions.</p> <p>They can critically reflect on their own competences and put them into a creative, academic and ethical context considering historical structures and current public discourses. In the Positions and Perspectives module, the students have learned that academic discourses on communication, design and media – as well as on the structure and management of these fields – may vary depending on the underlying academic models and paradigms. In this context, they have also gained theoretical analysis skills.</p> <p>They can</p> <ul style="list-style-type: none"> – analyse the theoretical context of application-oriented argumentations and discourse strategies, – identify academic paradigms and backgrounds and discuss them in a structured and systematic manner in the context of practical assignments, – contribute the competences acquired during their studies to study groups and group work, – share their knowledge and – further develop their expertise in a project- and research-oriented manner in critical reflection. |

Projects from the core modules

| | |
|---|--|
| Courses | Course / KD & OD = compulsory |
| Module number | |
| Workload | |
| Credits | 6 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | 6 % |
| Lecturer | Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>see projects 1020–1050</p> <p>The students have learned to use the competences and contents developed during the bachelor's thesis projects</p> <ul style="list-style-type: none"> – in advanced subject-specific contexts or in other disciplines as well as – in study groups and group work. <p>They are able to develop new approaches and adapt them in a self-critical manner depending on their research questions and projects.</p> <p>They have learned to reformulate a project idea, approach and outline, to bring them to new levels of development and competence and to refine them in continuous processes.</p> <p>The students have familiarised themselves with the various positions within the Faculty of Design, which may differ from their BA studies. They can use these for their self-education processes in the master's programme.</p> <p>The students should confirm their choice of core modules to complete with the teaching staff of the studios. The acquisition of competences should provide orientation, complement and extend existing expertise.</p> |

Projects from the core modules

| | |
|---|---|
| Courses | Course / KD & OD = compulsory |
| Module number | |
| Workload | |
| Credits | 6 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Design seminar (DS) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | 6 % |
| Lecturer | Anyone from the regular teaching staff |
| Learning outcomes / Contents | <p>see projects 1020–1050</p> <p>The students have learned to use the competences and contents developed during the bachelor's thesis projects</p> <ul style="list-style-type: none"> – in advanced subject-specific contexts or in other disciplines as well as – in study groups and group work. <p>They are able to develop new approaches and adapt them in a self-critical manner depending on their research questions and projects.</p> <p>They have learned to reformulate a project idea, approach and outline, to bring them to new levels of development and competence and to refine them in continuous processes. The students have familiarised themselves with the various positions within the Faculty of Design, which may differ from their BA studies. They can use these for their self-education processes in the master's programme.</p> <p>The students should confirm their choice of core modules to complete with the teaching staff of the studios. The acquisition of competences should provide orientation, complement and extend existing expertise.</p> |

Positions and Perspectives

| | |
|---|---|
| Module category | Master's module / C |
| Module number | 301 |
| Workload | |
| Credits | 18 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 120 h |
| Self-study | 360 h |
| Suggested group size | 45 |
| Courses | One project from modules 1030–1050 One project from modules 1030–1050 1072 International Perspectives and Positions |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | 12 % |
| Person responsible for the module | Prof. A. Vormann |
| Member of the regular teaching staff | Anyone from the regular teaching staff or visiting professor |
| Learning outcomes / Contents | <p>In the modules of the master's programme, the students have acquired advanced, research-oriented creative, theoretical and academic competences in techniques, methods and media of complex design processes. These competences are of central importance for their future professional design and/or academic practice.</p> <p>The students have acquired complex and comprehensive creative and theoretical perception and design skills. They have applied, advanced and further developed these skills in comprehensive, intermedial, research-oriented projects. The students are able to analyse, manage and control design issues in open processes and various situations. They can try out solution strategies in an experimental manner and implement a responsible solution. They have acquired the skills to work independently, in teams and in temporary interdisciplinary cooperation and to generate original and unexpected solutions.</p> <p>They can critically reflect on their own competences and put them into a creative, academic and ethical context considering historical structures and current public discourses. In the Positions and Perspectives module, the students have learned that academic discourses on communication, design and media – as well as on the structure and management of these fields – may vary depending on the underlying academic models and paradigms. In this context, they have also gained theoretical analysis skills.</p> <p>They can</p> <ul style="list-style-type: none"> – analyse the theoretical context of application-oriented argumentations and discourse strategies, – identify academic paradigms and backgrounds and discuss them in a structured and systematic manner in the context of practical assignments, – contribute the competences acquired during their studies to study groups and group work, – share their knowledge and – further develop their expertise in a project- and research-oriented manner in critical reflection. |

International Perspectives and Positions

| | |
|---|--|
| Courses | Course / KD & OD = compulsory |
| Module number | 1072 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Study research project (SRP) |
| Prerequisites | None |
| Types of examination | None |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | None, not graded |
| Lecturer | tba (visiting professor) |
| Learning outcomes / Contents | <p>The students know international artistic, creative, social and economic working environments and have gained detailed insight into other, culture-specific design methods and processes.</p> <p>They have experienced an exchange with visiting artists, designers and professors of different cultural and religious origins. They can apply this experience in the context of professional networking and further develop their knowledge in a practice-oriented manner.</p> <p>The students have extended and internationalised their perception which they can use for the refinement of their own design-related and personal perspectives. They have knowledge of and relevant contacts for the preparation of periods abroad – both in a university and a practical design context. They can use their knowledge acquired to</p> <ul style="list-style-type: none"> – critically reflect on design issues in the light of social, political, economic and cultural processes and – put them into the context of discourses on globalisation and digital transformation. <p>The students have advanced and differentiated their intercultural and language skills during the courses, partly in a foreign language.</p> |

Research Processes and Projects

| | |
|---|---|
| Module category | Master's module / C |
| Module number | 302 |
| Workload | |
| Credits | 30 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 3 semesters |
| Attendance | 180 h |
| Self-study | 720 h |
| Suggested group size | 45 |
| Courses | 1073 Studio 1: Graphic Design 1074 Studio 2: Civic Design 1075 Studio 3: Retail Design 1076 Studio 4: Experimental Design One project from modules 1078–1080 |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | MA KD |
| Weighting for overall grade | 30 % |
| Person responsible for the module | Person responsible for the module per studio: Prof. L. Lacour / Prof. Dr. S. Asmus / Prof. B. Franken / Prof. M. Schliephack |
| Member of the regular teaching staff | Prof. Dr. S. Asmus / Prof. B. Franken / Prof. H. Jacobs / Prof. C. Jendreiko / Prof. L. Lacour / tba (Nachtwey) / Prof. M. Schliephack / Prof. A. Uebele / Prof. Dr. R. Zimmermann / Any of the professors of new craft object design |
| Learning outcomes / Contents | <p>The master's studios run through the entire master's programme. Next to the mentoring courses, they provide orientation for the individual course of study particularly in semesters 1 and 3 (e.g. choice of core modules in semester 1).</p> <p>In the modules of the master's programme, the students have acquired advanced, research-oriented creative, theoretical and academic competences in techniques, methods and media of complex design processes. These competences are of central importance for their future professional design and/or academic practice.</p> <p>The students have acquired complex and comprehensive creative and theoretical perception and design skills. They have applied, advanced and further developed these skills in comprehensive, intermedial, research-oriented projects. The students are able to analyse, manage and control design issues in open processes and various situations. They can try out solution strategies in an experimental manner and implement a responsible solution. They have acquired the skills to work independently, in teams and in temporary interdisciplinary cooperation and to generate original and unexpected solutions. They can critically reflect on their own competences and put them into a creative, academic and ethical context considering historical structures and current public discourses.</p> <p>In the studios, the students have acquired the skills to work independently, in teams and in temporary interdisciplinary cooperation and to generate original and unexpected solutions. Depending on the students' choices, they have extended their generalist knowledge or focussed their advanced studies on a specific area. In case of advanced studies in one of the fields of the studios for three semesters, the corresponding topic may be declared a specialisation on the certificate awarding the grade.</p> |

Studio 1: Graphic Design

| | |
|---|--|
| Courses | Course / KD = compulsory elective |
| Module number | 1073 |
| Workload | |
| Credits | 10 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 240 h |
| Suggested group size | 15 |
| Forms of teaching | Study research project (SRP) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | MA KD |
| Weighting for overall grade | 10 % |
| Lecturer | Prof. H. Jacobs / Prof. A. Uebele |
| Learning outcomes / Contents | <p>The students have developed an extended and deep understanding of graphic design in the sense of contextual design. They understand design itself as a method of researching studies – as design and development practice supported by theoretical and creative methods – which is not primarily oriented towards object design, but towards the design of processes and communication structures.</p> <p>They know and can apply a differentiated, transdisciplinary set of analysis tools. They have knowledge of cognition research, ergonomics, sociology and other related disciplines. They can relate their knowledge to open and practical design processes and apply it to solve design issues.</p> <p>The students have developed their own complex design projects based on interdisciplinary research questions – by designing, in critical reflection and by applying open processes of experimental design. In the master's thesis, they document the creative and theoretical solution and resulting design of the project.</p> <p>They can critically reflect on their solution, put it into the context of essential social processes – globalisation, digital transformation and sustainability – and reveal unexpected perspectives.</p> |

Studio 2: Civic Design

| | |
|---|---|
| Courses | Course / KD = compulsory elective |
| Module number | 1074 |
| Workload | |
| Credits | 10 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 240 h |
| Suggested group size | 15 |
| Forms of teaching | Study research project (SRP) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | MA KD |
| Weighting for overall grade | 10 % |
| Lecturer | Prof. Dr. S. Asmus / Prof. C. Jendreiko |
| Learning outcomes / Contents | <p>The students have developed the ability to model and shape social, political and economic processes using creative means. They have learned to challenge methods and theories of art, cultural and media theory as well as aesthetics and relate them to fields of application of modern civil society.</p> <p>They have advanced skills in the investigation and application of current public discourses and relevant historical insights regarding their importance for current design activities.</p> <p>The students can make use of their theoretical knowledge and skills to improve design practice. For this purpose, they have acquired the competence to improve their artworks based on comprehensive theoretical justifications.</p> <p>They have also acquired – competences in the interrelations of digital communication, interaction and design technologies within analogue experiences as well as – the ability to combine conceptual design thinking and practice with an application-oriented research practice.</p> |

Research Processes and Projects

| | |
|---|---|
| Module category | Master's module / C |
| Module number | 302 |
| Workload | |
| Credits | 30 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 3 semesters |
| Attendance | 180 h |
| Self-study | 720 h |
| Suggested group size | 45 |
| Courses | 1073 Studio 1: Graphic Design 1074 Studio 2: Civic Design 1075 Studio 3: Retail Design 1076 Studio 4: Experimental Design One project from modules 1078–1080 |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | MA KD |
| Weighting for overall grade | 30 % |
| Person responsible for the module | Person responsible for the module per studio: Prof. L. Lacour / Prof. Dr. S. Asmus / Prof. B. Franken / Prof. M. Schliephack |
| Member of the regular teaching staff | Prof. Dr. S. Asmus / Prof. B. Franken / Prof. H. Jacobs / Prof. C. Jendreiko / Prof. L. Lacour / tba (Nachtwey) / Prof. M. Schliephack / Prof. A. Uebele / Prof. Dr. R. Zimmermann / Any of the professors of new craft object design |
| Learning outcomes / Contents | <p>The master's studios run through the entire master's programme. Next to the mentoring courses, they provide orientation for the individual course of study particularly in semesters 1 and 3 (e.g. choice of core modules in semester 1).</p> <p>In the modules of the master's programme, the students have acquired advanced, research-oriented creative, theoretical and academic competences in techniques, methods and media of complex design processes. These competences are of central importance for their future professional design and/or academic practice.</p> <p>The students have acquired complex and comprehensive creative and theoretical perception and design skills. They have applied, advanced and further developed these skills in comprehensive, intermedial, research-oriented projects. The students are able to analyse, manage and control design issues in open processes and various situations. They can try out solution strategies in an experimental manner and implement a responsible solution. They have acquired the skills to work independently, in teams and in temporary interdisciplinary cooperation and to generate original and unexpected solutions. They can critically reflect on their own competences and put them into a creative, academic and ethical context considering historical structures and current public discourses.</p> <p>In the studios, the students have acquired the skills to work independently, in teams and in temporary interdisciplinary cooperation and to generate original and unexpected solutions. Depending on the students' choices, they have extended their generalist knowledge or focussed their advanced studies on a specific area. In case of advanced studies in one of the fields of the studios for three semesters, the corresponding topic may be declared a specialisation on the certificate awarding the grade.</p> |

Studio 3: Retail Design

| | |
|---|--|
| Courses | Course / KD = compulsory elective |
| Module number | 1075 |
| Workload | |
| Credits | 10 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 240 h |
| Suggested group size | 15 |
| Forms of teaching | Study research project (SRP) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | MA KD |
| Weighting for overall grade | 10 % |
| Lecturer | Prof. B. Franken / Prof. Dr. R. Zimmermann |
| Learning outcomes / Contents | <p>Studio 3: Retail Design provides</p> <ul style="list-style-type: none"> – consecutive continuation of the bachelor's programme Retail Design on the one hand and – advanced studies for graduates from related bachelor's programmes in e.g. architecture, interior architecture, communication design or marketing as well as for experienced professionals from the retail industry. The students are able to use the different competences of diverse teams both in terms of self-qualification and in terms of group-specific process optimisation. <p>The students have a well-founded, holistic, complex and transdisciplinary understanding of social and design-related challenges in communication, design and marketing in retail trade.</p> <p>They know and can apply an advanced and differentiated set of methodical analysis and design tools for the typical fields of retail such as markets, magazines, museums, public space and shopping or shopping in a sociocultural context, digital transformation in retail trade, omnichannel and temporary distribution channels, pop-up stores, food and non-food retail as well as curated retail.</p> <p>They can analyse these fields from various points of view as well as the perspectives of different disciplines and translate specific tasks into concept-driven and strategically designed problem-solving processes. They are able to independently develop their master's thesis from these processes relating to spatial design, public space, retail design and branding.</p> |

Studio 4: Experimental Design

| | |
|---|--|
| Courses | Course / KD = compulsory elective |
| Module number | 1076 |
| Workload | |
| Credits | 10 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 240 h |
| Suggested group size | 15 |
| Forms of teaching | Study research project (SRP) |
| Prerequisites | None |
| Types of examination | Presentation of the semester's work and colloquium |
| Requirements for award of credits | Successful presentation of the semester's work and colloquium |
| Course allocated to other study programmes | MA KD |
| Weighting for overall grade | 10 % |
| Lecturer | Prof. M. Schliephack / tba (Nachtwey) |
| Learning outcomes / Contents | <p>The students understand design as a process of investigation, in which they do not only design visualisations, objects and communicative processes, but also critically examine their specific constitution respectively and question the methods used.</p> <p>The students have learned to</p> <ul style="list-style-type: none"> – combine design methods from art, design and everyday culture as well as from relevant related discipline in a cross-medial manner and – develop new communicative strategies from these methods applying an integrating, holistic way of thinking. <p>They can refine visual, auditive and haptic perception and expression skills in the context of the dimensions of time, space and objects and in self-regulated, open processes.</p> <p>The students have critically reflected on and refined their competences in the application of communication, interaction and design technologies in the context of projects. They have integrated these competences into their set of skills in the use of analogue techniques.</p> <p>In the context of design projects, the students have developed the competence to critically contribute to discourses on</p> <ul style="list-style-type: none"> – the relations of design and society, design and art, design and theory as well as – the corresponding and differing relations between technological and artisanal developments in design processes. |

Theory in Context

| | |
|---|---|
| Module category | Master's module / C |
| Module number | 303 |
| Workload | |
| Credits | 18 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 3 semesters |
| Attendance | 180 h |
| Self-study | 360 h |
| Suggested group size | 45 |
| Courses | 1081 Art Theory and Image Studies 1082 Design Theory and Philosophy 1083 Gender and Cultural Studies |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | 18 % |
| Person responsible for the module | Prof. Dr. H. Kim |
| Member of the regular teaching staff | Prof. Dr. Y. Doderer / Prof. Dr. H. Kim / Prof. Dr. V. Vahrson |
| Learning outcomes / Contents | <p>In the modules of the master's programme, the students have acquired advanced, research-oriented creative, theoretical and academic competences in techniques, methods and media of complex design processes. These competences are of central importance for their future professional design and/or academic practice.</p> <p>The students have acquired complex and comprehensive creative and theoretical perception and design skills. They have applied, advanced and further developed these skills in comprehensive, intermedial, research-oriented projects. The students are able to analyse, manage and control design issues in open processes and various situations. They can try out solution strategies in an experimental manner and implement a responsible solution. They have acquired the skills to work independently, in teams and in temporary interdisciplinary cooperation and to generate original and unexpected solutions.</p> <p>They can critically reflect on their own competences and put them into a creative, academic and ethical context considering historical structures and current public discourses.</p> <p>Depending on the students' choices, they have extended their generalist academic knowledge or focussed their advanced studies on a specific area.</p> |

Art Theory and Image Studies

| | |
|---|---|
| Courses | Course / KD & OD = compulsory elective |
| Module number | 1081 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Master's seminar (MS) |
| Prerequisites | None |
| Types of examination | Presentation or written assignment or colloquium |
| Requirements for award of credits | Successful presentation or written assignment or colloquium |
| Course allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | 6 % |
| Lecturer | Prof. Dr. V. Vahrson |
| Learning outcomes / Contents | <p>The students have in-depth knowledge of the most significant discourses on art theory and image studies. They have developed a trained critical aesthetic judgement, studying historical and current academic discourses – enabling them to work on complex research questions. They master specific methods of art theory and image studies to solve theoretical and practical design problems.</p> <p>The course introduces the students to research questions and prepares them for potential doctoral studies by providing individual support in advanced studies.</p> |

Design Theory and Philosophy

| | |
|---|---|
| Courses | Course / KD & OD = compulsory elective |
| Module number | 1082 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Master's seminar (MS) |
| Prerequisites | None |
| Types of examination | Presentation or written assignment or colloquium |
| Requirements for award of credits | Successful presentation or written assignment or colloquium |
| Course allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | 6 % |
| Lecturer | Prof. Dr. H. Kim |
| Learning outcomes / Contents | <p>The students have in-depth knowledge of design theory and philosophy as well as relevant historical and current discourses in these fields. They have an advanced, research-based understanding of design and the role of the designer in society. The theoretical competences acquired allow the students to approach investigations into design from different perspectives – including perspectives from the fields of aesthetics, ethics, cultural, social, technical philosophy as well as the philosophy of media. This allows the students to gain and keep refining their understanding of design in the context of its sociocultural developments reflecting its increasing relevance in society.</p> <p>The course introduces the students to research questions and prepares them for potential doctoral studies by providing individual support in advanced studies.</p> |

Theory in Context

| | |
|---|---|
| Module category | Master's module / C |
| Module number | 303 |
| Workload | |
| Credits | 18 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 3 semesters |
| Attendance | 180 h |
| Self-study | 360 h |
| Suggested group size | 45 |
| Courses | 1081 Art Theory and Image Studies 1082 Design Theory and Philosophy 1083 Gender and Cultural Studies |
| Prerequisites | None |
| Types of examination | None / The grade of the module equals the arithmetic mean of the grades of the individual courses. |
| Requirements for award of credits | Successful completion of the courses |
| Module allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | 18 % |
| Person responsible for the module | Prof. Dr. H. Kim |
| Member of the regular teaching staff | Prof. Dr. Y. Doderer / Prof. Dr. H. Kim / Prof. Dr. V. Vahrson |
| Learning outcomes / Contents | <p>In the modules of the master's programme, the students have acquired advanced, research-oriented creative, theoretical and academic competences in techniques, methods and media of complex design processes. These competences are of central importance for their future professional design and/or academic practice.</p> <p>The students have acquired complex and comprehensive creative and theoretical perception and design skills. They have applied, advanced and further developed these skills in comprehensive, intermedial, research-oriented projects. The students are able to analyse, manage and control design issues in open processes and various situations. They can try out solution strategies in an experimental manner and implement a responsible solution. They have acquired the skills to work independently, in teams and in temporary interdisciplinary cooperation and to generate original and unexpected solutions.</p> <p>They can critically reflect on their own competences and put them into a creative, academic and ethical context considering historical structures and current public discourses.</p> <p>Depending on the students' choices, they have extended their generalist academic knowledge or focussed their advanced studies on a specific area.</p> |

Gender and Cultural Studies

| | |
|---|--|
| Courses | Course / KD & OD = compulsory elective |
| Module number | 1083 |
| Workload | |
| Credits | 6 ECTS |
| Semester | 1 |
| Offered | Once per semester |
| Duration | 1 semester |
| Attendance | 60 h |
| Self-study | 120 h |
| Suggested group size | 15 |
| Forms of teaching | Master's seminar (MS) |
| Prerequisites | None |
| Types of examination | Presentation or written assignment or colloquium |
| Requirements for award of credits | Successful presentation or written assignment or colloquium |
| Course allocated to other study programmes | MA KD / MA OD |
| Weighting for overall grade | 6 % |
| Lecturer | Prof. Dr. Y. Doderer |
| Learning outcomes / Contents | <p>The students have in-depth knowledge of research-oriented and theoretical questions in both gender as well as cultural studies from intersectional and international perspectives – with a special focus on inter- and transcultural issues, postcolonial theories and the study of processes of globalisation and internationalisation in the context of art, design, architectural and cultural productions.</p> <p>The students know and can apply advanced strategies to acquire gender, diversity and intercultural competences, particularly regarding the combination of theoretical insights and design qualifications. They are able to integrate questions and insights of the disciplines mentioned above into their academic and creative projects in a theory-driven and method-oriented manner.</p> <p>The course introduces the students to research questions and prepares them for potential doctoral studies by providing individual support in advanced studies.</p> |

Master's Thesis

| | |
|---|--|
| Module category | Master's module / C |
| Module number | 305 |
| Workload | |
| Credits | 24 ECTS |
| Semester | 3 |
| Offered | Each semester |
| Duration | 1 semester |
| Attendance | - |
| Self-study | 69 |
| Suggested group size | |
| Courses | 1084 Mentoring 1085 Theoretical Assignment 1086 Practical Design 1087 Presentation and Colloquium |
| Prerequisites | The students can only register for the examination if they have gained at least 50 ECTS. To take the examination, the students must have completed all other modules. |
| Types of examination | The thesis consists of 1. confirmed, ungraded attendance at the mentoring course (2 ECTS), 2. a practical design (9 ECTS), 3. a theoretical assignment (9 ECTS) and 4. the presentation of the practical design and a colloquium (4 ECTS). Presentation and colloquium form one examination (duration in the master's programmes: 40 min.). Parts 2, 3 and 4 are graded separately and every single part features a specific number of credits. The thesis module / thesis is deemed to be successfully completed once the students have achieved the credits and a grade of 4 ('sufficient' according to the German grading system) or better for parts 2, 3 and 4 respectively. The grade for the practical design is multiplied by 3. The grade for the theoretical assignment is multiplied by 2. The grade for the presentation and colloquium is multiplied by 1. The results of the multiplications of parts 2, 3 and 4 are added up and divided by 6. The result of these calculations determines the grade of the master's thesis. The module is deemed to be completed once this grade is established. |
| Requirements for award of credits | Passed master's thesis |
| Module allocated to other study programmes | MA KD |
| Weighting for overall grade | 40 % |
| Person responsible for the module Member of the regular teaching staff | Prof. A. Vormann (study programme director MA KD) Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff in the field of communication design. The first examiner must be a professor. |

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| Learning outcomes / Contents | The master's thesis concludes the master's programme. It combines the knowledge, experience, insight as well as creative and academic competences acquired during the programme in a creative and/or academic assignment which the students work on independently. In their written thesis, the students prove their competences to – independently develop, analyse and put into words a complex research question or topic, – understand the topic in its entirety and find a creative and/or academic solution applying creative and/or academic methods and – to present and illustrate complex subjects areas as well as the results of their work in the context of a colloquium. They can – put their subject-specific decisions into the context of the current academic, creative as well as public discourses, – critically reflect on these decisions considering subject-specific and academic methodology and – defend their theses in an academic discussion / colloquium. |
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Mentoring

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| Courses | Course / KD = compulsory |
| Module number | 1084 |
| Workload | |
| Credits | 2 ECTS |
| Semester | 1 |
| Offered | |
| Duration | 1 semester |
| Attendance | |
| Self-study | |
| Suggested group size | 15 |
| Forms of teaching | Master's seminar (MS) |
| Prerequisites | None |
| Types of examination | No examination |
| Requirements for award of credits | Regular attendance |
| Course allocated to other study programmes | MA KD |
| Weighting for overall grade | None, not graded |
| Lecturer | Anyone from the regular teaching staff of the master's programme |

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| Learning outcomes / Contents | The mentoring course includes talks, dialogues and rather informal sessions to discuss personal developments and continuous counselling for professional orientation during the programme. The mentoring course teaches the students soft skills such as project management, rhetoric and conversation techniques, self-management for personal success and presentation techniques. The sessions deal with the students' questions and issues regarding curriculum and syllabus, individual course of study, internships, examination regulations, the programme and profession in general as well as their social situation as a student. A special focus is on issues concerning the transition from studies into professional practice. |
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Theoretical Assignment

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| Module number | 1085 |
| Credits | 9 ECTS |
| Self-study | 420 h |
| Weighting for overall grade | 13.3 % |
| Person responsible for the module Member of the regular teaching staff | Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff in the field of communication design. The first examiner must be a professor. |

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| Learning outcomes / Contents | The written theoretical assignment documents and illustrates the practical design including relevant research, conceptual development and justification as well as theoretical foundations based on academic methodology. With this written thesis, the students prove their theoretical and academic skills and competences to systematically analyse complex research questions in the field of design and to develop well-founded design concepts. |
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Master's Thesis

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| Module category | Master's module / C |
| Module number | 305 |
| Workload | |
| Credits | 24 ECTS |
| Semester | 3 |
| Offered | Each semester |
| Duration | 1 semester |
| Attendance | |
| Self-study | |
| Suggested group size | |
| Courses | 1084 Mentoring 1085 Theoretical Assignment 1086 Practical Design 1087 Presentation and Colloquium |
| Prerequisites | The students can only register for the examination if they have gained at least 50 ECTS. To take the examination, the students must have completed all other modules. |
| Types of examination | The thesis consists of 1. confirmed, ungraded attendance at the mentoring course (2 ECTS), 2. a practical design (9 ECTS), 3. a theoretical assignment (9 ECTS) and 4. the presentation of the practical design and a colloquium (4 ECTS). Presentation and colloquium form one examination (duration in the master's programmes: 40 min.). Parts 2, 3 and 4 are graded separately and every single part features a specific number of credits. The thesis module / thesis is deemed to be successfully completed once the students have achieved the credits and a grade of 4 ('sufficient' according to the German grading system) or better for parts 2, 3 and 4 respectively. The grade for the practical design is multiplied by 3. The grade for the theoretical assignment is multiplied by 2. The grade for the presentation and colloquium is multiplied by 1. The results of the multiplications of parts 2, 3 and 4 are added up and divided by 6. The result of these calculations determines the grade of the master's thesis. The module is deemed to be completed once this grade is established. |
| Requirements for award of credits | Passed master's thesis |
| Module allocated to other study programmes | MA KD |
| Weighting for overall grade | 40 % |
| Person responsible for the module Member of the regular teaching staff | Prof. A. Vormann (study programme director MA KD) Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff in the field of communication design. The first examiner must be a professor. |

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| Learning outcomes / Contents | The master's thesis concludes the master's programme. It combines the knowledge, experience, insight as well as creative and academic competences acquired during the programme in a creative and/or academic assignment which the students work on independently. In their written thesis, the students prove their competences to – independently develop, analyse and put into words a complex research question or topic, – understand the topic in its entirety and find a creative and/or academic solution applying creative and/or academic methods and – to present and illustrate complex subjects areas as well as the results of their work in the context of a colloquium. They can – put their subject-specific decisions into the context of the current academic, creative as well as public discourses, – critically reflect on these decisions considering subject-specific and academic methodology and – defend their theses in an academic discussion / colloquium. |
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Practical Design

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| Courses | |
| Module number | 1086 |
| Workload | |
| Credits | 9 ECTS |
| Semester | |
| Offered | |
| Duration | |
| Attendance | |
| Self-study | |
| Suggested group size | |
| Forms of teaching | |
| Prerequisites | |
| Types of examination | |
| Requirements for award of credits | |
| Course allocated to other study programmes | |
| Weighting for overall grade | 20 % |
| Lecturer | Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff in the field of communication design. The first examiner must be a professor. |

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| Learning outcomes / Contents | The practical design is an individual, creative and innovative practical assignment. The students analyse complex problems to develop possible solutions based on creative design methodology and their design competence acquired. |
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Presentation and Colloquium

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| Courses | |
| Module number | 1087 |
| Workload | |
| Credits | 4 ECTS |
| Semester | |
| Offered | |
| Duration | |
| Attendance | |
| Self-study | |
| Suggested group size | |
| Forms of teaching | |
| Prerequisites | |
| Types of examination | |
| Requirements for award of credits | |
| Course allocated to other study programmes | |
| Weighting for overall grade | 6,7 % |
| Lecturer | Anyone from the regular teaching staff. One of the examiners must be a member of the teaching staff in the field of communication design. The first examiner must be a professor. |

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| Learning outcomes / Contents | In the presentation, the students prove their extensive advanced competences to present creative or theoretical work adequately. Their competences include creative, academic as well as communicative and interactive skills. In the colloquium, the students prove their extensive advanced competences to critically reflect on and defend their thesis project in an critical academic discussion – regarding specific form, content as well as creative and/or academic methodology. Duration of the presentation and colloquium: 40 min. |
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