

Module Descriptions

Media Design

Content

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Core Courses

P2 Graphic Design Project W3ME101			
ECTS Points	5	Graded	Yes
Workload in hours	Total:150 Mandatory attendance:60 Independent study:90		
Course description	Specific technical content within Graphic Design and Design for Print. General content includes work in and the management of (simple) projects, results/goal orientation and customer focus, cooperation, communication, processes, methodological foundation, reflection. Project modules combine theory and practice.		
Aims and skills	Basic subject and project specific methods for projects will be learned and applied. Students test and experience key qualifications in the context of simple projects.		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Project work with presentation		

P1 Open Project W3ME101			
ECTS Points	5	Graded	Yes
Workload in hours	Total: 150 Mandatory attendance: 60 Independent study: 90		
Course description	Specific technical content is project-dependent; Basic methodological experience in brainstorming and design: experimentation, creative methods, dialogue, innovative links. General content includes work in and management of (simple) cross-media projects, cooperation, communication, processes, methodological foundation, reflection.		
Aims and skills	The students have acquired methodological awareness and the courage to design experimentally as well as subject-specific expertise (content perspective). They have acquired project-specific basic knowledge for the form-content relationship in individual design tasks. Basic subject and project specific methods for projects and their contextualized effect have been learned and applied.		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Project work with presentation		

P3 Interaction Design Project W3ME102

ECTS Points	5	Graded	Yes
Workload in hours	Total: 150 Mandatory attendance: 55 Independent study: 95		
Course description	Specific technical content within Interaction Design General content includes work in and management of projects with medium complexity, result and goal orientation and customer focus, cooperation, communication, processes, methodological foundation, reflection.		
Aims and skills	Students have acquired specialist knowledge specific to the project topic (content perspective). They have acquired method-specific expertise for media systems of medium complexity (project management perspective).		
Prerequisites	Basic knowledge in Media Design		
Examination	Project Work with presentation		

P4 Motion Design Project W3ME102

ECTS Points	5	Graded	Yes
Workload in hours	Total: 150 Mandatory attendance: 55 Independent study:95		
Course description	Specific technical content within Motion Design; General content includes work in and management of projects with medium complexity, result and goal orientation and customer focus, cooperation, communication, processes, methodological foundation, reflection. Project modules combine theory and practice.		
Aims and skills	Students have acquired specialist knowledge specific to the project topic (content perspective). They have acquired method-specific expertise for media systems of medium complexity (project management perspective).		
Prerequisites	Basic knowledge in Media Design		
Examination	Project Work with presentation		

P5 Design Awards W3ME103

ECTS Points	5	Graded	Yes
Workload in hours	Total: 150 Mandatory attendance: 50 Independent study: 100		
Course description	Specific technical content depends on the project; General content includes work in and management of projects with a higher degree of complexity result and goal orientation and customer focus, cooperation, communication, processes, methodological foundation, reflection. Project modules combine theory and practice.		
Aims and skills	The students have acquired specialist knowledge specific to the project topic (content perspective). They have acquired media strategy expertise for projects of greater complexity (project management perspective).		
Prerequisites	Sound knowledge in the field of media design		
Examination	Project work with presentation or Portfolio		

Elective Courses

EGG Drawing & Printmaking W3ME MD101			
ECTS Points	5	Graded	Yes
Workload in hours	Total: 135 Mandatory attendance:54 Independent study:81		
Course description	<p>Form and graphic organization: Structural orders: texture, structure, progression, modulation. Formal orders: Proportion, combination, variation, situation, mutation, modification. Organized orders: The material, the quantity, the distribution, the shape, the line, the surface, the space. Memory drawing from experience. Design fundamentals: drawing by analogy with observation. Colour and effect: colour quality: dimensions of colour value, light-dark, cold-warm, colourful-uncolourful, tone in tone, effects and interrelationships, colour tone, quantity relationships. Colour consistency: watery, dry, glazing, opaque, pasty.</p>		
Aims and skills	<p>Students improve their repertoire of fundamental design knowledge and skills through targeted exercises. This includes exercises to differentiate drawing representation methods and graphic printing processes (gravure, silkscreen, letterpress), as well as the examination of fundamental form and colour design processes. Visual perception and the translation into manual forms of representation were experienced as a process of high complexity and multi-layeredness. Unusual perspectives and design approaches, selection, derivation, variation, and transfer were tested. This also includes differentiated handling of materials and tools.</p>		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

EMD Storytelling W3ME MD203

ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 33 Independent study: 57		
Course description	<p>Movement: Design and techniques (two-dimensional) animation, dynamic animation principles, getting to know animation workflows: analog illustration, vector animation, pixilation, frame-by-frame und keyframe Animation, transitions: attribution tweening (motion, colour, opacity etc.), morphing timeline-based software, e.g. Adobe After-Effects/ Adobe Premiere.</p> <p>Storytelling: Getting to know principles and perspectives of storytelling: Analysis of basic dramaturgical genres and their characteristics, introduction to the basics of cinematic image design and composition, basic features of cinematic planning: synopsis, treatment, storyboard, styleframes, animatic.</p> <p>Introduction to cinematic production: acquisition and framing, plot axes (dramaturgy), film axes, perspectives, light, sound, creative possibilities of post-production: image editing, sound editing, effects editing, grading.</p>		
Aims and skills	<p>Students are introduced to the specific criteria of narration and dramaturgy in moving image media and apply corresponding audiovisual design principles using concrete tasks in practical exercises. They are able to create corresponding creative repertoires (visual, auditory, dynamic, spatial) for communication and to compose the individual elements according to methodical principles of order. Narrative, functional and aesthetic aspects play an equally important role. Students are familiar with the theoretical and practical steps of developing narrative motion design formats both as live-action film, linear and generative animation, as well as in the creative linking of these implementation formats. Students will have appropriate basic knowledge of the history, technologies, and terminologies of motion design. They receive practical entry-level knowledge of the various methods and techniques of visual storytelling and pre-visualization of animations. They will be able to model simple 3D scenes, animate objects and use generative tools to simulate physical characteristics.</p>		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

EMD Motion Design W3ME MD203

ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 33 Independent study:57		
Course description	<p>Deepening of methodological approaches and experimental possibilities of moving image design. Conscious reduction of formal means and exploration of narrative means and possibilities of application.</p> <p>Moving type in 2D digital formats as well as 3D scenography (real and/or virtual): Technologies, specific reception behavior and the resulting design principles.</p> <p>Linear: Exploration of visual abstraction (narrative and formal), Deepening of cinematic planning: exposé, styleframes, animatic, exploration of methods for different forms of application, e.g. moving posters, opening title, motion ident etc.</p> <p>Non-linear: exploration of interactive animation techniques, Media specifics for non-linear application fields: e.g. immersive location-based media, 360°-video, AR/interface-design, interactive generative: exploration of parametric und generative animations sequences and their integration into the design of moving elements, use of technologies such as Realtime-Rendering, VJ-Tools or game-engines, application field: e.g. scenography and stage performances, virtual reality use.</p>		
Aims and skills	<p>Students are introduced to the specific criteria of narration and dramaturgy in moving image media and apply corresponding audiovisual design principles using concrete tasks in practical exercises. They are able to create corresponding creative repertoires (visual, auditory, dynamic, spatial) for communication and to compose the individual elements according to methodical principles of order. Narrative, functional and aesthetic aspects play an equally important role. Students are familiar with the theoretical and practical steps of developing narrative motion design formats both as live-action film, linear and generative animation, as well as in the creative linking of these implementation formats. Students will have appropriate basic knowledge of the history, technologies and terminologies of motion design. They receive practical entry-level knowledge of the various methods and techniques of visual storytelling and pre-visualization of animations. They will be able to model simple 3D scenes, animate objects and use generative tools to simulate physical characteristics.</p>		
Prerequisites	Basic knowledge in the field of Motion Design		
Examination	Portfolio		

EGD Layout Design W3ME MD102

ECTS Points	3	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 24 Independent study:36		
Course description	Basic concepts of the history of writing: Stages in the development of typefaces, Development of forms, importance of writing tools. Macrotypography: architecture of letters, elements of typography, type rhythm, style of writing, writing texture, composition and white space, manual writing exercises, differentiated vision, aesthetic categories, pragmatic aspects.		
Aims and skills	Students are provided with a repertoire of design-oriented possibilities in script and image, as well as their configuration in two-dimensionality. On the one hand, students are taught central concepts of the history of writing, as well as a basic understanding of the Latin writing system in the context of the other relevant historical developments. They have knowledge about the interpretation of formal developments of script and typeface under the influence of technical and cultural aspects. They are familiar with a basic knowledge of typesetting, typographic layout, formats, distribution of space. At the same time, students learn the basics of both spontaneous and methodical idea development and image design. They are familiar with ways of translating these ideas into an appropriate visual language and visualizing them in an applied communication medium. Students distinguish between decorative and abstract, transformative and didactic components and know how to weigh up creation effort and benefit against each other.		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

EMT Visual Systems W3ME MD201

ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 33 Independent study: 57		
Course description	Methodological relationship models in design: Definition of graphic elements and their methodical interconnection as building blocks of visual systems, interval theories as a design method, unit and system, dialectic between continuity and variation, form coherence, content and method.		
Aims and skills	Students know graphic design options and techniques and can apply them. They can define a manageable and system-compatible repertoire of graphic elements. They are able to derive rules from numerical or geometric regularities for the development of design regularities and the methodical handling of the elements. They are able to collect relevant data and structure them correctly from the point of view of conveying information. To this end, they have mastered a disciplined approach to element and surface in terms of clear visual structure and rhetoric. They have the ability to make fine typographical assessments and decisions.		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

EDM Photography W3ME MD103

ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 36 Independent study: 54		
Course description	Getting to know digital photographic image creation and composition. Dealing with camera and image processing: staging, image detail, image levels, image series, visual composition, lighting design, depth of space, black and white and colour design.		
Aims and skills	Students have a basic knowledge of relevant sample work in the areas of image and interface design. They know the main influencing factors of photographic image design and use them in their own designs. In doing so, they will take into account both technical issues (exposure times, apertures, compression settings, file formats, resolution, etc.) and creative aspects (deliberate use of perspective, light, structure/texture, choice of format, contrasts, composition, etc.) They know about the design characteristics of an interface design as well as its context and target group specific characteristics. They are aware of the importance of active design engagement for successful acquisition of information and the control of the viewer's attention. They know relevant sources for researching current design and technical solutions.		
Prerequisites	Basic knowledge in the field of media design		
Examination	Portfolio		

EGD Applied Typography W3ME MD102

ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 36 Independent study: 54		
Course description	<p>Basics of typesetting typography: criteria for typeface selection, typefaces and their associative appearance, function and form, symmetry, asymmetry and kinetics, composition and structure, aesthetics and visual impact, information and style. Intrinsic and extrinsic factors of typeface, conventions of typography.</p> <p>Text-image interaction: integration of different levels of information and design elements.</p>		
Aims and skills	<p>Students are provided with a repertoire of design-oriented possibilities in writing and image, as well as their configuration in two-dimensionality. On the one hand, students are taught central concepts of the history of writing, as well as a basic understanding of the Latin writing system in the context of the other relevant historical developments. They have knowledge about the interpretation of formal developments of writing and typeface under the influence of technical and cultural aspects. They are familiar with a basic knowledge of typesetting, typographic layout, formats, division of space. At the same time, students learn the basics of both spontaneous and methodical idea development and image design. They are familiar with ways of translating these ideas into an appropriate visual language and visualizing them in an applied communication medium. The students distinguish between decorative and abstract, transformative and didactic components and know how to weigh up the cost of creation and benefits against each other.</p>		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

ECM Audio/Sound W3ME MD202

ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 22 Independent study:38		
Course description	Music, speech, sound and the understanding in the context of multimedia systems in connection with multimedia systems (e.g. internet presentations and homepages), Television and radio (advertising), Introduction to working with an audio sequencer; technical terms. Practical applications in the field of media, introduction to audio levels and their effect on the recipient using case examples, introduction to sound recording (sound studio, portable devices), practical exercises: Editing, mixing, creation of a mini radio play.		
Aims and skills	Students have an overview of current developments in the field of live communication (event, trade fair, exhibition/happening, media, guerrilla, or promotion), sound design. They know a variety of implementation-relevant techniques and production processes. They are familiar with the basics of spatial design, with the properties of light, with the effect of movement and with the emotional power of sound and can use these elements in cross-media productions intentionally and effectively. Essential contexts, functions and possible effects of music can be named and explained using concrete examples.		
Prerequisites	Basic knowledge in the field of Audio/Sound		
Examination	Portfolio		

Elective Courses Bilingual

EMT Illustration W3ME MD201			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 22 Independent study: 38		
Course description	Basics of illustrative design: Perspective, light, materiality, movement, mood, visualization of text content and topics with the possibilities of graphic representation media, design processes, media mix (collage, painting over, copy art, etc.) processing of different illustrative series, storyboards.		
Aims and skills	Basics of illustrative design: Perspective, light, materiality, movement, mood, visualization of text content and topics with the possibilities of graphic representation media, design processes, media mix (collage, painting over, copy art, etc.) processing of different illustrative series, storyboards.		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

ESG Human Centered Design (W)3ME MD301

ECTS Points	5	Graded	Yes
Workload in hours	Total: 150 Mandatory attendance: 50 Independent study: 100		
Course description	<p>Models: Interaction concepts, navigation paradigms as well as prototyping methods in the process of usability engineering. Design and partial implementation of an own media project idea as a test object. Phases of problem solving processes from the user's perspective. Human Factors as a controlling aspect in the perception of communication and design solutions and in the field of interactive applications.</p> <p>User Research: Active inclusion of the perspectives and usage processes of different users through empathic and experimental approaches. Exploration of psychological, emotional and media-specific factors. Involvement of test persons as potential users to avoid "blind spots" in the design. Methods for checking non-linear dramaturgies and experimental control of interactive applications are tested as well as for the exploration of eye-tracking of two- or three-dimensional designs.</p>		
Aims and skills	<p>Students will be familiar with the technical basics and methods for drafting design and interaction concepts as well as for prototyping and usability engineering of media designs. They know about the connections between systems and processes in media design. Students reflect on the information, orientation and opinion-forming function of design contributions and make responsible decisions in the respective content and formal contexts. Students are aware of the demands and complexity of multi-layered media and design products. They experience themselves effectively as creators of sophisticated media and design contributions. They can apply the methods and skills they have learned in a professional context.</p>		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

ESG Design Concepts W3ME MD301

ECTS Points	5	Graded	Yes
Workload in hours	Total: 150 Mandatory attendance:50 Independent study: 100		
Course description	<p>Multimedia design conception: Teaching strategies for developing innovative solutions for appearances, spaces and media environments. Planning and multifaceted design of multidimensional visual systems. Strategic design: strategic thinking and acting in the field of tension between elements of continuity (graphic repertoire) and factors of change (multiplication, reduction, variation, plasticity, movement). Experimental design process: Intermedial experimentation with media properties as style-defining factors as well as media-specific formal properties. Processing of data of visual, haptic, acoustic origin into an unconventional conceptual strategy and a targeted applied overall measure.</p>		
Aims and skills	<p>Through a methodical approach, students succeed in independently planning, developing and evaluating complex interaction or design concepts. They realize the respective contributions as prototypes and are thus able to communicate the basic ideas in a focused manner. They have sufficient methodological competence to integrate appropriate media strategy, media conception as well as unusual perspectives on the respective context into the design in a targeted manner. Students succeed in applying the skills and knowledge developed in previous modules here.</p>		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

EMD 3D Design W3ME MD203

ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 33 Independent study: 57		
Course description	<p>Effect and interaction of three-dimensional design options and their integration into film production (e.g. short film/opening titles/VR and AR).</p> <p>Illustrative area: Basics of digital 3-dimensional visualization: Nurbs modelling, texturing and shading, rendering, tracking shots and animation basics, 3-dimensional design examination of virtual light and spatial dimensions. Generative area: Simulation of physical principles and object behaviour, parametric variant generation for linear output formats, preparation and integration of 3D objects and virtual scenerios in interactive 3D environments (e.g. for unity, unreal engine etc.).</p>		
Aims and skills	Students will get practical beginner knowledge about the different methods and techniques of visual storytelling and pre-visualization of animations. They will be able to model simple 3D scenes, animate objects and use generative tools to simulate physical characteristics.		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

EDM Interface & Interaction W3ME MD103

ECTS Points	4	Graded	Yes
Workload in hours	Total: 120 Mandatory attendance:48 Independent study: 72		
Course description	Design and technology of two-dimensional user interfaces for digital interfaces in the field of app, website or game design, navigation paradigms and UI patterns, layout of interface elements, interaction states and transitions, microinteractions/microanimations, visual user feedback, attention control through visual means, animation loops, creation of simple interactions, getting to know common design tools and file formats.		
Aims and skills	The students have a basic knowledge of relevant sample work in the field of interface design. They know the main influencing factors of photographic image design and use these in their own designs. In doing so, they take into account technical issues (exposure times, apertures, compression settings, file formats, resolution, etc.), as well as creative aspects (targeted use of perspective, light, structure/texture, choice of format, contrasts, composition, etc.). They know about the design characteristics of an interface design as well as its context and target group specific characteristics. They are aware of the importance of active design engagement for the successful acquisition of information and the control of the viewer's attention. They know relevant sources for researching current design and technical solutions.		
Prerequisites	Basic knowledge in the field of Media Design		
Examination	Portfolio		

Self-Directed Projects

SPD Short Project in Design			
ECTS Points	5	Graded	Yes
Workload in hours	Total: Mandatory attendance: Independent study:		
Course description	A wide-ranging module that includes essential elements of all design modules ("E"). Individually written task that is carried out with a high degree of self-motivation after approval of the project description from the department head. Projects from partner universities can also be integrated or further processed.		
Aims and skills	Skills and experience that include all areas of visual design such as layout, typography, photography, illustration, graphic design, book design, graphic novel, installation, motion design, animation, game design, interaction design,..		
Prerequisites	Advanced Knowledge of Media Design		
Examination	Portfolio		

CSD Comprehensive Project			
ECTS Points	10	Graded	Yes
Workload in hours	Total: Mandatory attendance: Independent study:		
Course description	<p>A broad-based module that includes all essential elements of media projects ("P1, P2, P3, P4, P5"). Individually written project description according to specific criteria which is carried out with a high degree of self-motivation after approval by the department head. Projects from partner universities can also be integrated or further processed.</p> <p>The level "Comprehensive" is confirmed after a detailed assessment of the project description with regard to the scope and complexity (conceptual, creative, technical, media) of the project.</p>		
Aims and skills	Students have acquired project-specific specialist knowledge (subject content perspective). They have acquired method-specific expertise for media systems of medium complexity (project management perspective).		
Prerequisites	Advanced knowledge of Media Design Pop		
Examination	Portfolio / Presentation		