

Media Design Study Abroad Programme



DHBW

Baden-Wuerttemberg
Cooperative State University
Ravensburg

Studying Media Design at the Baden-Wuerttemberg Cooperative State University (DHBW) provides you with practice-oriented preparation for the challenges of the continuously changing media world.

The combination of academic studies and practical work experience over the three-year course means that students are professionally extremely well-equipped to take the initiative – an asset very highly regarded in the design industry.

The unique dual concept

Academic study and practical workplace internships alternate in regular three-monthly intervals, ensuring variety throughout the program. Course contents are closely coordinated. However, as an exchange student you can start any theory semester of either A- or B-phase (Oct, Jan, Apr, July – see table on the right).



About the course

During the first semester students are encouraged to develop an individual creative approach through experimentation, innovation and discovery and then to apply this in various design-related set projects. In subsequent semesters students gain skills in design methods and wholistic approaches to design tasks. The Main Project sets a different media profile for each semester. Specific Design Layout modules provide creative and methodical input in relation to the Main Project. Furthermore, the curriculum offers a range of seminars in technology, design related economics and cultural science.

A special combination of seminars in **design methods, graphic design, typography, photography, film and motion design, interaction design, screen design, didactic design** and **exhibition design**, along with seminars on theoretical subjects such as the **theory & history of design, cultural studies, business administration** and **production technology** means an inspiring interconnection of design-related skills.

Other than most design courses Media Design offers an exceptionally wide range of design related subjects in one course. Our focus therefore is to **connect and combine** various media and approaches towards innovative wholistic design applications.

We have wide-ranging links to the creative industries. Our permanent teaching staff, all experts in their field, are supported by external tutors who are all practicing professionals, artists and designers. This support by professionals forms the basis of the Media Design course.



Our award-winning Media Design course in Ravensburg is the first and so far only creative and design-oriented course at the DHBW. Our students qualify with an internationally recognised Bachelor of Arts (BA Hons. with 210 CPS) degree in Media Design. The course equips students to become versatile practitioners in new media, publishing and graphic design agencies or independent designers, by offering a choice of specialism in design and interaction, advertising and moving image.

Fundamental parts of the course at the DHBW are research, evaluating, planning, designing and implementation. Our students work individually but also in groups to strengthen their social skills and to share ideas and techniques.

Our students benefit greatly from one-to-one tuition by experts in their field. Our full-time professors are responsible for the theoretical foundation and continuity, they guarantee academic quality in teaching.

International courses taught in English or English / German are an important dimension at Media Design Ravensburg. You can choose subjects/modules from different semesters (1,3,5 or 2,4,6; see table on right page) depending your time of arrival. We have no term-breaks.

Exchange students are required to complete a full course during their exchange study period. For those who would like to go „dual“ we offer the possibility to study a theory semester followed by a 3-month work placement.

Please contact our International Office for further information. Also, we are happy to assist you in selecting a feasible choice of subjects for your personal curriculum during your exchange in Ravensburg.

Professional areas

Graduates in Media Design are qualified to work in a wide variety of companies, such as visual communication, graphics, digital media and film, e.g. advertising agencies, graphic design studios, media enterprises, publishers, broadcasting stations and companies with their own graphic design departments. Course contents are intended to be equally suitable for both large and small or medium-sized companies. Our record shows that the best students soon attain leading positions in the fields of advertising and design.

Group of Modules	1 st Academic Year		2 nd Academic Year		3 rd Academic Year		CP*
	Design Basics and Typical Work Along the Company's Profile.		Contribution to Design Conception and Cross Media Processes; Typical Work Along the Company's Profile.		Further Training in Specific Areas of the Design Process; Support in Extended Business Activities.		
Theory Semester	1	2	3	4	5	6	
periods A-Phase	Oct - Dec	Apr - June	Oct - Dec	Apr - June	Oct - Dec	Apr - June	
periods B-Phase	Jan - Mar	July - Sept	Jan - Mar	July - Sept	Jan - Mar	July - Sept	

General Study Contents							Language
Main Project <i>select 1 as profile</i>	Open Project (6 CPS) G/E	Graphic Design (5 CPS) E	Interaction Design (7 CPS) G/E	Motion Design (7 CPS) E	Design Awards (9 CPS) G/E		G/E
Design/Layout <i>select 5 - 7 subjects from semester 1,3,5 or 2,4,6</i>	Form Design I Drawing/ Printmaking (3 CPS) E	Form Design II Drawing/ Printmaking (3 CPS) E	Illustration (2 CPS) E	Colour Design (2 CPS) Information Typography (2 CPS) Visual Systems (3 CPS) E	Design Concepts (4 CPS) E Human Centered Design (4 CPS) G/E Concepts Motion Design (4 CPS) G/E	Campaigns/Text (4 CPS) G/E Didactic Design (4 CPS) G/E Intermedia Storytelling (4 CPS) G/E	G/E
	Typography Basics (2 CPS) G/E Layout Design (2 CPS) G/E Photography/ Composition (2 CPS) E	Applied Typography (3 CPS) E	Motion Graphics (2 CPS) G/E Communication in Public Space (3 CPS) G/E	Audio/Sound (2 CPS) G/E			G/E
	Interface & Interaction (4 CPS)	Transformation (2 CPS) E Screen Design (3 CPS) G/E	Introduction to Film Design (3 CPS) E	3D Design (4 CPS) G/E			G/E
Technology <i>optional</i> <i>select 1 - 2</i>	Image Processing (2 CPS) G/E	DTP Software (2 CPS) Production Technology Print (2 CPS)	Programming (3 CPS) Authoring (3 CPS)	Editing & Postproduction (3 CPS) G/E			G
Economics <i>optional</i> <i>(german required)</i>			Quoting & Cost Accounting (2 CPS) Media Law (2 CPS)	Marketing (2 CPS)	Integrative Seminar Applied Management (5 CPS)		G
Cultural Science <i>optional</i> <i>(german required)</i>	Media History and Theory/Methods of Visual Analysis (4 CPS)	Theory of Perception (2 CPS)			Art History (4 CPS)	Design History (4 CPS)	G

Methodology Basics				Language
Research Methods <i>n.a.</i>	Introduction to Research Methods		Theory and Methods of Empirical Design Research	Abstract for Bachelor Thesis G/E

Key Qualifications				Language
Social & Methodical Qualification I & II <i>optional</i> <i>german required</i>	Project Management	Presentation Skills Media Ethics		Media Concepts G

Bachelor Thesis			Comprehensive Practice-Led Research and Design Work on a Specific Problem.	12
CP-Total	71		68	210
Attendance	622		460	

* CP Credit Points
Modules are depicted in a grid

Facilities

As a Media Design student in Ravensburg you are „on the go“. Our main facilities are spread across town in three buildings. Home of the department is a purpose-built refurbished medieval building, accomodating offices, seminar rooms, cinema, exhibition- and drawing-hall and a Mac Lab.

„Backbone“ of independant and round-the-clock student work is our large studio, situated in a former industrial building. Besides working spaces you will find there a motion design lab, a print workshop and other great opportunities for your creative work. There are further technical Media Design facilities, such as a TV Studio, sound studio and MAC lab in the universities' main building.

However, we feel our most important equipment is the personal atmosphere and an intense dialogue about design amongst students and staff.



At home in Ravensburg

Ravensburg, „The city of towers and gates“, is situated near Lake of Constance with a view of the Alps – one of the most beautiful national holiday regions. In the past the town was a major medieval trading centre. Today, with its 50,000 inhabitants, Ravensburg is a sparkling place with relaxed mediterranean atmosphere.

About 10% of the population are students. Most of the facilities for everyday life are in walking distance. If you come to DHBW Ravensburg on an exchange programme you will soon find yourself familiar with the place and make friends.

You don't have to worry about housing. As an exchange student your accommodation (shared apartments with private rooms) will be pre-arranged by our International Office (IO) before your arrival. Please contact our IO for further information.

We look forward to welcome you to Media Design in Ravensburg!

Do you have any further questions?

If so, please do not hesitate to contact us:

DHBW Ravensburg
Department of Media Design
Marktstrasse 13/15
D-88212 Ravensburg
Fax +49.751.18999.2779

www.ravensburg.dhbw.de
www.mediendesign-ravensburg.de

Head of Department Study Abroad Coordinator

Prof. Dr. Markus Rathgeb
Phone +49.751.18999.2133
rathgeb@dhbw-ravensburg.de

Head of International Office

Thomas Schieber
Phone +49.751.18999.2724
schieber@dhbw-ravensburg.de

Secretary's Office

Martina Baur
Phone +49.751.18999.2773
m.baur@dhbw-ravensburg.de

Incoming

Ingela Lundin
Phone +49.751.18999.2752
lundin@dhbw-ravensburg.de



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www.facebook.com/DHBWRVENSBURG



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Baden-Wuerttemberg
Cooperative State University
Ravensburg