



FH·W-S

Hochschule
für angewandte Wissenschaften
Würzburg-Schweinfurt

Fakultät
Gestaltung
Würzburg

Module handbook
Bachelor's degree programme
Communication design

as of 10/2022

Module handbook

Bachelor's degree programme

Communication design

The Communication Design degree programme teaches general methodological skills, social and personal skills in addition to the respective specialist knowledge and makes a particular contribution to personal development. These skills are an integral part of the programme, particularly in the foundation modules, the foundation projects and the project work and in-depth project work modules, and are consolidated over the course of the programme.

As a result, students are able to visualise, explain and present their individual study results in a convincing manner. Generally relevant areas of knowledge can be accessed and integrated into the project work in a targeted manner or contribute to general education. In the daily study routine of the foundation modules and project work, students expand their communication skills, develop a critical awareness and hone their ability to deal with conflict.

The further development of motivational skills in individual and team work is a fundamental learning objective, as is the ability to manage oneself and the development of individual values.

In summary, this leads to a designer personality who, due to their comprehensive reflective abilities, understands how to categorise their own actions and work within a social framework.

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Bachelor's degree programme
in Communication Design

Module

Basics of typography 1

Module number

KD 1

Course ID

GL-TZ 1

Course

Typography/character
systems 1

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/1st semester

Module responsibility

Prof Braun

Lecturers

Prof. Braun

Prof. Nolte

LfbA Hackenschuh (M.A.)

Lorey (M.A.)

Teaching form

Project

Frequency

Winter term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

Basis for all further modules in the field of typography. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the module course, students will be able to name and describe basic typographic and design terms, apply basic typographic knowledge, differentiate and assess the various effects of type and character systems, develop design and content variants of a topic and analyse and assess their intended effects.

Teaching content

Imparting an understanding and sensitivity for writing, signs and developing the ability to differentiate qualitatively.

Typography: Introduction to the history of visual signs. Examination of the letter, the character set of the Latin script; examination of the word and sentence, the typeface, typography; combinatorics of texts and typefaces; designing with type in two-dimensional space; introduction to different typographic design methods and thus at the same time to design principles and design parameters.

Sign systems: Dealing with signs and sign systems;

Designing drawing systems. Introduction to manual and digital design techniques.

Lecture material

Scripts, exercise descriptions

Recommended reading(s)

H. R. Bosshard: Typografie, Schrift, Lesbarkeit; Verlag Niggli, Switzerland, 1996; Adrian Frutiger: Der Mensch und seine Zeichen; Weiss Verlag Dreieich, 1991; Hans-Peter Willberg: Lesetypografie, Verlag Hermann Schmidt, Mainz 2005; Friedrich Forssmann: Detailtypografie; Verlag Hermann Schmidt Mainz, 2021 Willi Kunz: Typografie: Makro+Mikro Ästhetik; Verlag Niggli, Switzerland 1998

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Voluntary introductory courses in Indesign, Illustrator and Photoshop

Module handbook for the Bachelor's degree programme in Communication Design

Module

Basics of photography 1

Module number

KD 2

Course ID

GL-FO/KO

Course

Photography

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/1st semester

Module responsibility

Prof Diehl

Lecturers

Prof. Diehl
LfbA Kaiser
LB Hammerich
LB Wengel

Teaching form

Project

Frequency

Winter term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

Basis for all further modules in the field of photography and image composition. The module is not suitable for use in other degree programmes.

Qualification objective(s)

After participating in the module course, students will have acquired skills and knowledge of photographic and artistic design principles such as image observation, critical reflective viewing, image finding, image composition, photography in context and will be able to use, justify and demonstrate these using examples. They are able to name and apply techniques, methods and styles of photography and digital image creation.

Teaching content

Technique: Introduction to camera and lens technology, laboratory and image processing techniques and specialised terminology. Introduction to photographic design based on experimental design and, as a counterpoint/supplement to this, an introduction to conceptual, practice-orientated work. Basic theoretical knowledge from the fields of aesthetic image perception and the history of photography is integrated into the course.

Lecture material

Scripts, exercise descriptions

Recommended reading(s)

Susan Sonntag: Über Fotografie, Fischer Verlag, Frankfurt, 1980
Roland Barthes, Die helle Kammer, Suhrkamp Verlag, Frankfurt, 1989
Hans Michael Koetzle: Photo Icons, Taschen Verlag, Cologne, 2005
Peter Geimer: Theorien der Fotografie zur Einführung, Junius Verlag, Hamburg, 2009

Labour input

Contact study programme: 60 hours
Self-study: 120 hours
Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Voluntary introductory courses in the Photoshop image editing programme are offered, as well as courses in camera and studio technology. Participation is a prerequisite for borrowing cameras and using the photo studio.

1st semester BA

Basics of drawing Drawing/conceptual representation

Module handbook for the
Bachelor's degree
programme in
Communication Design

Module

Drawing basics

Module number

KD 3

Course ID

GL-ZE

Course

Drawing/Conceptual
Representation

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/1st semester

Module responsibility

Prof Rösler

Lecturers

Prof. Rösler
LB Birzer
LB Schacht
LB Bayer
LB Söllner

Teaching form

Project

Frequency

Winter term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

Basis for all further modules in the field of drawing, illustration and representation.
The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the module course, students will be able to recognise and name the basic means of illustrative image design. The drawing, motor and technical skills they have acquired will enable them to develop individual illustrative solutions for design problems and to analyse and assess their communicative content.

Teaching content

Basic sensitisation for illustrative image design, as well as for stylistic, social and technical references in illustration.

Teaching the basics of drawing and pictorial representation. Introduction to the theory of composition, the illustrative means of contrast, reduction, abstraction, pictorial space, line quality, gesture and teaching various analogue representation techniques.

Lecture material

Scripts, exercise descriptions

Recommended reading(s)

Germer, Helmut and Neeser, Thomas: Die Erste Dimension Zeichnen und Wahrnehmen. A workbook for designers, Basel 2010.

Olpe, Peter: Zeichnen und Entwerfen, Zurich 2006.

Gysin, Béatrice: Why draw? Quality and effect of the materialised gesture by hand, Zurich 2010.

Jenny, Peter: Bildrezepte. Die Suche des ordnungsliebenden Auges nach dem zum Widerspruch neigenden Gedanken, Zurich 1996.

Dexter, Emma: Vitamin Z. New perspectives in drawing, Berlin 2006.

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Introductory courses in software such as Illustrator, Photoshop, printing techniques such as risography or woodcut and bookbinding are offered.

1st and 2nd semester BA

Module handbook for the
Bachelor's degree programme
in Communication Design

Module

Supplementary principles

Module number

KD 4

Course ID

GL-DG/T

Course Three-dimensional and
spatial design Text, language,
rhetoric

ECTS credit points

6

SWS

4

Duration/Semester

2 semesters/1st semester
and 2nd semester

Module responsibility Prof Frey

Lecturer Prof.

Frey N.N.

Teaching form

Project

Frequency Winter

semester/ Summer
semester

Group size

15 to 20

Language

German

Note weighting

-

Supplementary principles Three-dimensional and spatial design Text, language, rhetoric

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

The basis for all further design modules in three-dimensional design and spatial design. It also forms the basis for all further modules in the areas of text, language and rhetoric. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

Participation in the basic course enables students to differentiate and name basic design terms for three-dimensional forms and spatial elements and structures (e.g. punctual, linear, planar, corporeal). With the help of analysis methods, they can assess the effect of the different physical and atmospheric parameters in the room (e.g. cubature, dimension, light and contrast, materiality). They are able to vary three-dimensional forms and design spatial compositions and represent these in three-dimensional models. In a further step, students learn to apply colours in a three-dimensional and spatial context.

be able to name, differentiate and apply methods for describing, analysing and criticising verbal-linguistic text contexts and their rhetorical structures in speech and writing. Students have acquired methods of presentation that enable them to realise their communicative purposes and intentions in an argumentative and emotionally convincing manner.

Teaching content

LV Three-dimensional and spatial design

Insights into different project fields of three-dimensional and spatial design (e.g. exhibition, trade fair, orientation systems). Recognising the complexity of 3-dimensional and spatial design. Methodical processing (e.g. series, permutations) for form-finding and composition of spatial elements, investigation of the effect of colour and materiality, creative variation on structure and dimension.

LV Text, language, rhetoric

Discussion of different text forms and rhetorical stylistic devices. Own text exercises, development of judgement and critical faculties. Familiarisation with creativity tools and discussion methods. Giving and accepting feedback. Presentations in front of the group. Application of scientific methods in research, evaluation and analysis.

1st and 2nd semester BA

Supplementary principles Three-dimensional and spatial design Text, language, rhetoric

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the Bachelor's degree
programme in
Communication Design

Module
Supplementary principles

Module number
KD 4

Course ID
GL-DG/T

Lecture material

LV Three-dimensional and spatial design

Exercise descriptions on visualisation techniques and scale

LV Text, language, rhetoric

Accompanying topics

Recommended reading(s)

LV Three-dimensional and spatial design

Franziska Ullmann: Basics - Basic Architectural Elements and their
Dynamics, Vienna: Springer, 2005

Mareike Roth, Oliver Saiz: Designing Emotion - Methodology and Strategy
for Designers Birkhäuser, 2014

LV Text, language, rhetoric

Balzert, Helmut, Christian Schäfer, Marion Schröder and Uwe Kern: Wissen-
schaftliches Arbeiten. Science, sources, artefacts, organisation,
presentation, Herdecke, Witten: W3L, 2008

Heringer, Hans-Jürgen: Linguistische Texttheorie. An introduction,
Tübingen: Narr Francke Attempto (utb), 2015

Knape, Joachim: What is rhetoric? Stuttgart: Reclam, 2000

Ueding, Gert, u. Bernd Steinbrink: Grundriss der Rhetorik,
Stuttgart, Weimar: Metzler, 5th ed. 2011

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

For the three-dimensional and spatial design course: Introduction to
modelling techniques and materials. Introduction to 3-D visualisation Blender

1st and 2nd semester BA

Practice- Orientation Positions, ideas, concepts

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in Communication Design

Module

Practical orientation

Module number

KD 5

Course ID

PIK 1 (1st semester)
PIK 2 (2nd semester)

Course

Positions, ideas, concepts

ECTS credit points

6 (module)

SWS

4 (module)

Duration/Semester

2 semesters/
1st and 2nd semester

Module responsibility

Prof Barth

Lecturers

Prof. Barth
Prof. Frech
Guest
lectures

Teaching form

Lecture

Frequency

Winter and summer semester

Group size

60-80

Language

German

Note weighting

-

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module in the 1st and 2nd semester

Applicability of the module

This compulsory module provides a broad overview and orientation of the various fields of work in the area of design. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the module, students are able to grasp the concept of design in its dynamic development and differentiation. Students practise reflection and formulation, positioning and initial approaches to design processes. They deliberately gain an insight into the various professional environments with their specific challenges and opportunities right at the start of their degree programme. They are then able to formulate tasks independently, apply creative strategies and reflect on their own actions in dialogue with others.

Teaching content

In an open teaching structure, students are introduced to the subject of design, the degree programme and their future careers. In the combination of two lecturers, the new students are confronted with the core topics of perception, position, team and presentation. It is about new perspectives on familiar objects, environments and situations, about critical questioning and understanding the essence of a thing. Individual solutions are presented and discussed in team situations. The focus is always on the potential of the individual in a group process and the associated optimisation of ideas, designs and concepts.

Lecture material

-

Recommended reading(s)

-

Workload (module)

Contact study programme: 60 hours
Self-study: 120 hours
Total hours: 180 hours

Prerequisite for the awarding of credit points/examination Other examination performance (soP: presentation/presentation. For the scope see §7 para. 2 SPO BKD)

The specific type of "other examination" is determined in the curriculum and is announced by the responsible lecturer at the beginning of each semester. Only one form of other examination is required per module.

1st and 2nd semester BA

Basics Design history LV History of Design LV History of Photography

Module handbook for the
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Communication Design

Module

Basics of design history

Module number

KD 6

Course ID

GL-DG

GL-GF

Course History of Design (1st
semester) History of Photography
(2nd semester)

ECTS credit points

6 (module)

SWS

4 (module)

Duration/Semester

2 semesters/
1st and 2nd semester

Module responsibility

Prof Dr Gerhard Schweppenhäuser

Lecturers

Prof Dr Gerhard Schweppenhäuser

LfbA Kaiser

Dr Barrois

Teaching form

Lecture

Frequency

Summer and winter semester

Group size

60-80

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

The knowledge acquired in the field of art, design and photography history forms the basis for all further design modules.

The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After completing this course, students will be able to recognise trends and developments in contemporary design, photography and art. Students will have knowledge of basic aesthetic concepts and their realisation. They understand how design and art function in social, economic and media contexts. Students know the historical foundations of contemporary design and art production. They can utilise this knowledge for their own creative potential and thus improve the quality of their work.

Students will have acquired a historical overview of the main themes, theories, styles, modes of expression, concepts and methods of photography. They are able to interpret photographic images and visual languages independently and categorise them in different historical and cultural contexts.

Teaching content

LV History of Design

Contents include the history of design and relevant contemporary art movements. Basics of scientific research and exemplary analyses to learn how to deal with the content independently.

LV History of Photography

The significance and expressiveness of photography will be presented based on selected focal points and the work of some outstanding personalities or groups. An overview of the medium, its development and the most important trends and theories from its beginnings to the present day will be given by way of example. This is based on an extended concept of the image that goes beyond photography.

Lecture material

Scripts

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Communication Design

Module

Basics of design history

Module number

KD 6

Page 2

Recommended reading(s)

LV Design History

Buchholz, Kai and Theinert, Justus with the collaboration of Silke Ihden-Rothkirch:
Designlehren. Wege deutscher Gestaltungsausbildung, Stuttgart 2007.

Eckstein, Hans: Formgebung des Nützlichen. Marginalien zur Geschichte und
Theorie des Designs, Düsseldorf 1985.

Edelmann, Klaus Thomas and Terstiege, Gerrit (eds.): Gestaltung denken.
Grundlagentexte zu Design und Architektur, Basel 2010.

Selle, Gert: History of Design in Germany, Frankfurt/M., 1994.

LV History of Photography

Wolfgang Kemp: History of Photography: From Daguerre to Gursky. CH. Beck Verlag,
Munich, 2011;

Bernd Stiegler: Texte zur Theorie der Fotografie. Reclam Verlag, Stuttgart, 2010;

Bernd Stiegler: Meisterwerke der Fotografie, Reclam Verlag, Stuttgart, 2011.

Peter Geimer: Theories of Photography for Introduction, Junius Verlag,
Hamburg, 2021

Stephan Günzel, Dieter Mersch: Image. An interdisciplinary handbook.
J.B. Metzler Publishers, Stuttgart 2014

Workload (module)

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: presentation/colloquium/term paper.

For the scope see §7 para. 2 SPO BKD)

The specific type of "other examination" is determined in the curriculum and is
announced by the responsible lecturer at the beginning of each semester. Only
one form of other examination is required per module.

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in Communication Design

Module

Basics of design theory 1

Module number

KD 7

Course ID

GL-DT 1
GL-AE

Course Design

Theory Aesthetics

ECTS credit points

6 (module)

SWS

4 (module)

Duration/Semester

2 semesters/
1st and 2nd semester

Module responsibility

Prof Dr Schweppenhäuser

Lecturers

Prof Dr Schweppenhäuser
Dr Barrois

Teaching form

Lecture

Frequency

Winter and summer semester

Group size

60-80

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

The knowledge imparted in the module Fundamentals of Design Theory 1 is an indispensable basis for all further humanities and design modules. The module can be offered to students on the Media Management degree programme by arrangement with the lecturer.

Qualification objective(s)/learning outcomes

Students will be able to differentiate between terms, theories and methods for describing and criticising phenomena in the field of visual communication. They will be able to differentiate between and compare different areas of the subject. They are able to recognise, interpret and discuss different theoretical approaches. They can independently transfer theoretical models to phenomena in their professional field. They will be able to assess phenomena of contemporary everyday culture. Students also know terms, theories and methods for describing, analysing and criticising aesthetic aspects of visual communication. They can reproduce complex arguments and use them to describe aesthetic phenomena. They develop conceptually guided judgement. They can interpret various theoretical approaches and independently apply them to aesthetic phenomena, especially design. They can work with various methods of analysis as examples.

Teaching content

LV Design Theory

The focus is on the areas of "image semiotics" and "visual rhetoric" as well as general questions of design theory, which also extend into the area of product design.

LV Aesthetics

Fundamentals of (philosophical) aesthetics and the aesthetics of design, in particular communication design. Exemplary work with various methods of analysis.

Lecture material

Schweppenhäuser, G.: Design Theory, Wiesbaden: Springer VS, 2016
Friedrich, T. and Schweppenhäuser G.: Bildsemiotik. Fundamentals and exemplary analyses of visual communication, Basel: Birkhäuser, 2nd ed. 2017.
Schweppenhäuser, G.: Aesthetics. Philosophische Grundlagen und Schlüsselprobleme, Frankfurt/M., New York: Campus, 2007.

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Design

Module

Basics of design theory 1

Module number

KD 7

Page 2

Recommended reading(s)

LV Design Theory

Breuer, G., and P. Eisele (eds.): Design. Texte zur Geschichte und Theorie, Stuttgart: Reclam, 2018.

Fischer, V. and A. Hamilton (eds.): Theorien der Gestaltung, Frankfurt/M.: Verlag form, 1999.

Schneider, B.: Design - eine Einführung, Basel: Birkhäuser, 2005.

Brandes, Uta; Erhoff, Michael; Schemmann, Nadine: Designtheorie und Designforschung, Paderborn 2009.

LV Aesthetics

Karlheinz Barck et al. (eds.): Ästhetische Grundbegriffe. Historical dictionary in seven volumes, Stuttgart, Weimar: Metzler, 2000.

Böhme, G.: Atmosphäre. Essays zur neuen Ästhetik, Berlin: Suhrkamp, 2013.

Schneider, N.: Geschichte der Ästhetik von der Aufklärung bis zur Postmoderne, Stuttgart: Reclam 6th ed. 2017.

Labour input

Contact study programme: 60 hours

Self-study: 120 hours Total hours:180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: paper/presentation/portfolio. For the scope see §7 para. 2 SPO BKD)

The specific type of "other examination" is determined in the curriculum and is announced by the responsible lecturer at the beginning of each semester. Only one form of other examination is required per module.

2nd semester BA

Basics of typography 2 Typography/character systems 2

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programme in Communication
Design

Module

Basics of typography 2

Module number

KD 8

Course ID

GL-TZ 2

Course

Typography/character systems
2

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/2nd semester

Module responsibility

Prof Nolte

Lecturer

Prof. Braun
Prof. Nolte
LfbA Hackenschuh (M.A.)
Lorey (M.A.)

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

Basics of typography 1

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

Building on the Fundamentals of Typography 1 module; in-depth basis for all further design modules. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the module course, students are able to work independently on typographic and design tasks of medium complexity and reflect on basic theoretical knowledge. They will deepen their knowledge in the areas of detailed and micro-typography as well as in overarching areas of application of type and characters.

Teaching content

Typography: Linking and variation of content-textual and formal-typographical levels.
Applied typography projects;
Sign systems: in-depth study of the history, theory and design of visual signs;
development of visual sign systems for different media;
Consolidation of manual and digital design techniques; basic knowledge of the theory and design of visual signs;

Lecture material

Scripts, exercise description

Recommended reading(s)

Teal Triggs: Experimentelle Typografie; Stiebner Verlag, Munich, 2003;
Ruedi Baur et al: Architektur und Grafik; Lars Müller Publishers, Baden, 1998; Frank Hartmann u. Erwin K. Bauer: Bildsprache; Facultas Verlag, Vienna, 2002; Adrian Frutiger: Der Mensch und seine Zeichen; Weiss Verlag, Dreieich, 1991; Hans-Peter Willberg: Lesetypografie, Verlag Hermann Schmidt, Mainz 2005; Friedrich Forssmann: Detailtypografie; Verlag Hermann Schmidt Mainz, 2021 Willi Kunz: Typografie: Makro+Mikro Ästhetik; Verlag Niggli, Switzerland 1998

Labour input

Contact study programme: 60 hours
Self-study: 120 hours
Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

2nd semester BA

Photography basics 2 Photography/visual language

Module handbook for the Bachelor's degree programme in Communication Design

Module

Basics of photography 2

Module number

KD 9

Course ID

GL-FO

Course

Photography

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/2nd semester

Module responsibility

Prof Diehl

Lecturers

Prof. Diehl
LfbA Kaiser
LB Hammerich
LB Wengel

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

Basics of photography 1

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Building on the Fundamentals of Photography 1 module. Consolidation for all further modules in the field of photography. The module is not suitable for use in other degree programmes.

Qualification objective(s)

After participating in the module course, students will be able to apply the basic knowledge they have acquired to photographic themes such as portraiture, photojournalism, fashion, landscape, architecture and staging. They have learnt strategies for independently developing and elaborating the content of the projects. They have deepened their observation and reflection skills and are able to research photographic images and analyse visual languages. Students are familiar with various presentation techniques and can apply them depending on the context.

Teaching content

Introduction to photographic design based on practical examples. Expansion of conceptual, practice-orientated work: from the idea to the concept, research, shooting preparations, realisation, development, image finding, motif selection, presentation, exhibition techniques.

In-depth knowledge of photographic recording and reproduction techniques, as well as an introduction to studio technology and the use of artificial light sources. Techniques: camera technology, image processing, image output, colour profiles.

Lecture material

-

Recommended reading(s)

Hans-Michael Koetzle: Das Lexikon der Fotografen, Droemer Knauer, 2002;
Bernd Stiegler: Bilder der Fotografie, Suhrkamp Verlag, Frankfurt, 2006;
Michel Frizot ed.: Neue Geschichte der Fotografie, Könemann, 1998
Uta Grosenick (ed.) Photo Art: Photography in the 21st Century, DuMont 2007

Labour input

Contact study programme: 60 hours
Self-study: 120 hours
Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Introduction to studio technology, analogue black and white techniques

2nd semester BA

Basics Three-dimensional design Material, form and function

Module handbook for the
Bachelor's degree programme
in Communication Design

Module

Basics of three-dimensional
design

Module number

KD 10

Course ID

GL-DG

Course

Three-dimensional design

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/2nd semester

Module responsibility

Prof Frey

Lecturers

N.N.

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Basic module for all further modules in the field of three-dimensional design.
The module is not suitable for use in other degree programmes.

Qualification objective(s)

After participating in the module course, students are able to evaluate three-dimensional objects independently and in an aesthetically differentiated way. They will recognise the multisensual information levels of digitally expanded physical spaces and objects. They will acquire a sound knowledge of design with regard to the reciprocal relationships between materiality, form and function of real, hybrid and virtual products with the aim of developing a three-dimensional imagination for analogue and digital products.

Teaching content

Understanding of three-dimensional design as a complementary design discipline in the field of communication design. Introduction to content by analysing examples to train evaluation criteria in a three-dimensional context. Teaching the elementary design tools in the analogue and digital field and training in the relevant design principles.

Conception and development of form and/or product studies to deepen and consolidate the acquired basics. Acquisition of new design parameters in the areas of haptics, ergonomics and materiality.

Lecture material

Exercise descriptions for design and visualisation techniques

Recommended reading(s)

Bürdek, E.: Design, history, theory and practice of product design, 4th edition, Basel: Birkhäuser 2015.

Denzinger, J.: The design of digital products: Developments, applications, perspectives. Basel: Birkhäuser 2018

Emami, A.: 360° Industrial Design: Fundamentals of analytical product design. 1. Edition; Niggli Verlag, Salenstein 2014.

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Type of tests

Other examination performance (soP: student research project)

Tutorials

Introduction to modelling techniques and materials.

2nd semester BA

Basics of illustration Illustration/conceptual representation

Module handbook for the
Bachelor's degree
programme in
Communication Design

Module

Illustration basics

Module number

KD 11

Course ID

GL-IL

Course

Illustration/Conceptual
Presentation

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/2nd semester

Module responsibility

Prof Rösler

Lecturers

Prof. Rösler
LB Birzer
LB Schacht
LB Bayer
LB Söllner

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

Drawing basics

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Building on the Fundamentals of Drawing module. Consolidation for all further modules in the field of drawing, illustration and representation. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the module course, students will be able to recognise and name the basic principles of narrative image design in pictures and picture series. By deepening and applying their drawing, motor and technical skills, they will be able to apply the basic means of illustrative image design in creative projects of medium complexity, develop creative variations and assess their communicative content.

Teaching content

Critical observation of images. Illustration in different media contexts.

The basics of graphic and pictorial representation. Composition, contrast, reduction, abstraction, pictorial space, line quality and gesture, colour.

Dealing with various analogue and digital presentation techniques. The basic creative and narrative principles of image series. The laws of narration in text and image. Sketching and layout, drawing as a design technique, thought model and communication medium.

Lecture material

Scripts, exercise descriptions

Recommended reading(s)

Male, Alan: Illustration. Theory and Contexts, Munich 2008

Thomé, Pierre: Patience and gorillas. Wie man Illustratoren macht, Zurich 2009

McCloud, Scott: Comics richtig lesen. The invisible art, Hamburg 2001

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Introductory courses in software such as Illustrator, Photoshop, printing techniques such as risography or woodcut, as well as bookbinding are offered.

Module handbook for the Bachelor's degree programme in Communication Design

Module

Basics of interactive media

Module number

KD 12

Course ID

GL-IM

Course

Interactive media/interface design

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/2nd semester

Module responsibility

Prof Schöls

Lecturer

Prof. Schöls

LB Potrawa

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Foundation module for all advanced modules in the field of digital media. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After successfully completing this foundation module, students will be able to independently design and visually realise digital and interactive project work. They will recognise the special features of planning and designing digital information media, master the correct use of colour, font, movement, sound and time and gain initial, project-related programming experience.

Teaching content

Understanding of digital media as an independent design discipline. Introduction to the history of media development and identification of perspectives for communication design. Introduction to the content-related and visual peculiarities of conveying information using electronic media. Examination of information structures and training in the new presentation possibilities. Designing simple, interactive information systems and project-related training in low-complexity programming languages. Comprehensive introduction to the topics of interface and interaction design.

Lecture material

Exercise descriptions, sample work

Recommended reading(s)

Matt Woolman: Digital Information Graphics, London: Thames&Hudson, 2002; Gui Bonsiepe: Interface. Design neu begreifen, op. cit.: Bollmann, 1996;

Stuart K. Card, Jock D. Mackinlay, Ben Shneiderman, Jock D. Mckinley: Readings in Information Visualisation, Norwell, MA: Morgan Kaufmann 2005;

Steve Caplin: Icon Design. Graphic Icons in Computer Interface Design, New York: Watson-Guptill Publications, 2001

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Introductory courses in the object-oriented programming language Processing

2nd semester BA

Basics Film Film/Animation

Module handbook for the Bachelor's degree programme in Communication Design

Module

Film basics

Module number

KD 13

Course ID

GL-FV

Course

Film/Animation

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/2nd semester

Module responsibility

Prof Rogge-Pott

Lecturers

Prof Rogge-Pott

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Basic module for all further modules in the field of moving image, film and animation. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After completing this course, students will be able to recognise and evaluate film techniques, narrative styles and methods, justify their use and apply them to their own work. Once they have identified communication goals, they will be able to abstract them and pursue these goals with filmic means.

Teaching content

The artistic and creative use of time and movement; working with camera, light and sound; editing and processing digital moving image material and the use of the necessary hardware and software; the conception, visualisation, planning and production of films.

All content is taught by means of successively more complex practical tasks on an overarching topic.

Lecture material

-

Recommended reading(s)

Jennifer Van Sijl: Cinematic Storytelling. The 100 Most Powerful Film Conventions Every Filmmaker Must Know, Michael Wiese Productions, 2005

Steve Katz: Film Directing Shot by Shot. Visualising from Concept to Screen, Michael Wiese Productions, 1991

Chris Jones: The Guerilla Film Makers Handbook, Continuum International Publishing Group Ltd, 2000

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Supplementary workshops

2nd semester BA

Basics of design in the space Visual design in the room

Module handbook for the Bachelor's degree programme in Communication Design

Module

Basics of spatial design

Module number

KD 14

Course ID

GL-VR

Course

Visual design in the room

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/2nd semester

Module responsibility Prof

Frey

Lecturers

Prof Frey

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Basic module for all advanced modules in the field of visual design in space and exhibition design. The module is not suitable for use in other degree programmes.

Qualification objective(s)

Participation in the module course sensitises students to the complexity of visual communication in space. They learn to define the design parameters relevant to space and to compare and evaluate them in relation to each other. This basic knowledge enables students to design three-dimensional, space-creating elements and to visually link these with a content-related message through pictorial, graphic and typographic design.

Teaching content

Insight into different areas of spatial design (e.g. exhibitions, trade fairs, orientation systems). Methodical processing of spatial and visual design elements as series, permutations, variants.

Consider, compare and evaluate the design parameters of the space individually (e.g. cubature, dimension, dynamics, colour, light, etc.). Learning how to deal with communicative elements in a spatial context (e.g. typography, graphics, images).

Lecture material

Exercise descriptions on visualisation techniques and scale

Recommended reading(s)

Franziska Ullmann: Basics - Basic Architectural Elements and their Dynamics, Vienna: Springer, 2005

Uwe Reinhardt, Philipp Teufel: Teufel, Philipp / Reinhardt, Uwe J.: NED 02/Neue Ausstellungsgestaltung 02, Ludwigsburg: av edition, 2011

David Demie: Exhibition Design - Concepts and Techniques, Ludwigsburg: av edition, 2006

Otto Friedrich Bollnow: Man and Space, Stuttgart: Kohlhammer, 2010

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Introduction to modelling techniques and materials

2nd semester BA

Basic project Graphic design Graphic design, conception and design

Module handbook for the
Bachelor's degree
programme in
Communication Design

Module Basic
Project Graphic
Design

Module number
KD 15

Course ID
GP-GDT

Course
Graphic
design/typography

ECTS credit points
6

SWS
4

Duration/Semester
1 semester/3rd semester

Module responsibility
Prof Braun

Lecturers
Prof. Barth
Prof. Braun
Prof. Frech
Prof. Nolte
LfbA Hackenschuh (M.A.)

Teaching form
Project

Frequency
Winter term

Group size
15

Language
German/English

Note weighting
Factor 1

Required prior knowledge

General design basics of semesters 1 and 2

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

This module provides all the necessary knowledge for independent and creative project creation for all other project modules. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the module course, students will be able to localise graphic and typographic tasks of medium complexity with confidence, integrate theoretical and practical experience, plan and develop differentiated design concepts in order to generate independent design solutions.

The focus is on penetrating the creative work process and achieving the necessary qualification and confidence in the application and combination of basic design skills.

Teaching content

Research with organisation and hierarchical structuring, the generation and development of independent and appropriate ideas, as well as the use of an extensive creative repertoire are specifically encouraged. The module also focuses on the discourse on creativity, personal sensitisation, critical judgement and the necessary quality awareness, with the aim of achieving a concise end result.

Lecture material

-

Recommended reading(s)

-

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

3rd semester BA

Basic project Photography Photography/image composition

Module handbook for
the Bachelor's degree
programme in
Communication Design

Basic Photography
Project **module**

Module number

KD 16

Course ID

GP-FO/KO

Course

Photography/image
composition

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/3rd semester

Module responsibility

Prof Diehl

Lecturer

Prof. Diehl
LfbA Kaiser

Teaching form

Project

Frequency

Winter term

Group size

15

Language

German/English

Note weighting

Factor 1

Required prior knowledge

General creative and technical basics of photography

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

The module builds on the basic modules and combines the knowledge in a project work. It also prepares students for all other project modules focussing on photography. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the module course, students will be able to realise project work: from finding a topic, researching and developing it, through to a suitable presentation. They will be able to use photographic techniques and design methods depending on the context and develop and practically realise concepts to solve given communicative problems. You will be able to critically analyse images, assess the relevance of topics and the aesthetic quality of the final product.

Teaching content

Theoretical and practical realisation of a project as conceptual work. This can be achieved through documentation, staging or a mixture of different photographic genres and techniques.

Procedure: From the idea to the concept, research, calculation, timetable, preparations for shooting, image finding, realisation, elaboration, selection of motifs, presentation, exhibition techniques. Depending on the concept: Image processing programmes and output techniques.

Lecture material

-

Recommended reading(s)

Robert Frank: The Americans, Göttingen: Steidl, 2008;

Larry Sultan: Evidence, New York: Distributed Art Publishers, 2004;

Herta Wolf (ed.): Diskurse der Fotografie: Fotokritik am Ende des fotografischen Zeitalters, Suhrkamp, 2003

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Digital medium-format and large-format photography and the "Capture One" software are presented in practical courses. In-depth study of studio lighting technology.

3rd semester BA

Basic project Illustration Illustration/visualisation

Module handbook for
the Bachelor's degree
programme in
Communication Design

Module Basic
Illustration Project

Module number
KD 17

Course ID
GP-IL

Course
Illustration/visualisation

ECTS credit points
6

SWS
4

Duration/Semester
1 semester/3rd semester

Module responsibility
Prof Rösler

Lecturer
Prof. Rösler
LB Bayer

Teaching form
Project

Frequency
Winter term

Group size
15

Language
German/English

Note weighting
Factor 1

Required prior knowledge

General design and technical basics of visualisation/illustration.

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

The module builds on the basic modules and combines the knowledge in a project work. It also prepares students for all other project modules focussing on illustration. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the module course, students are able to independently complete all phases of problem-orientated project work in the field of illustration. By deepening and applying their drawing, motor and technical skills, they expand their illustrative repertoire as well as their visual narrative competences. They gain confidence in developing and evaluating individual solutions. They are able to develop variations on a theme and reduce these through targeted evaluation procedures.

Teaching content

Developing problem-orientated concepts with reference to personal presentation skills. Getting to know and trying out the various analogue and digital presentation techniques. Deepening the various design and evaluation techniques. Refining judgement and quality awareness for illustrative image design.

Lecture material

Scripts, exercise descriptions

Recommended reading(s)

Schmidt, Eva: The more I draw. Zeichnung als Weltentwurf, Cologne 2011;
Bayer, Florian: Selbsthändig. Traumberuf Illustrator, Munich 2008;
Scheinberger, Felix: Illustration. 100 Wege einen Vogel zu malen, Mainz 2013; Thomé, Pierre: In Bildern denken, Zurich 2014;

Labour input

Contact study programme: 60 hours
Self-study: 120 hours
Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

3rd semester BA

Basic project text text/language/rhetoric with scientific research

Module handbook for the
Bachelor's degree programme
in Communication Design

Module

Basic text project

Module number

KD 18

Course ID

GP-TSR

Course Text/speech/rhetoric
with scientific research

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/3rd semester

Module responsibility

Prof Dr Schweppenhäuser

Lecturers

LB Dr Barrois

LB Dr Brendel

LB Frank-Esslinger

Teaching form

Project

Frequency

Winter term

Group size

15

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

The basic project builds on the Supplementary Fundamentals module (Module 4) and brings together the newly acquired experience in a project work. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After successfully completing this basic project module, students are able to develop texts conceptually and integrate the interplay of all relevant factors (topic, target group, intention, medium). They have a firm grasp of the gradual refinement of linguistic design and can determine, assess and integrate the visual design and scientific aspects of their textual project work.

Teaching content

Familiarisation with and application of the factors topic, target group, intention, medium and scientific research in the development of texts.

Discussion of different text forms and rhetorical stylistic devices. Own text exercises, expanding the ability to judge and criticise. Giving and accepting feedback. Presentations in front of the group.

Lecture material

-

Recommended reading(s)

-

Workload

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Module handbook for the
Bachelor's degree
programme in
Communication Design

Module Basic Project
Interactive Media

Module number
KD 19

Course ID
GP-IM

Course Interactive
Media/ Application
Design

ECTS credit points
6

SWS
4

Duration/Semester
1 semester/3rd
semester

Module responsibility
Prof Schöls

Lecturer
Prof. Schöls
LB Potrawa

Teaching form
Project

Frequency
Winter term

Group size
15

Language
German/English

Note weighting
Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Advanced and in-depth module as a basis for the specialisation project 1 and project work 1 with a focus on interactive media. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

Successful participation qualifies students for a far-reaching conceptual examination of static and mobile screen media. They also learn how to use sensory input and control options (optical, acoustic, haptic) and study the potential of new digital mediation models (augmented reality, virtual reality). Students also gain new programming experience (Arduino, Processing, Java).

Teaching content

Development of an extended understanding of media. Dealing with multidimensional information architectures to create interesting, narrative forms of presentation. Understanding of the proactive development of new "Tools" and analyse the social relevance. Expanded discussion on the topics of interface and interaction design. Providing well-founded software experience for transdisciplinary dialogue with computer scientists (interface competence).

Lecture material

Project examples as "training material".

Recommended reading(s)

Dan O'Sullivan, Tom Igoe: Physical Computing, Boston, MA: Thomson, 2004.
Claudius Lazzaroni: Generative Gestaltung, Mainz: Hermann Schmidt, 2009.
Jef Raskin: Das intelligente Interface. Neue Ansätze für die Entwicklung interaktiver Benutzerschnittstellen, Munich: Addison-Wesley 2001.
Ben Shneiderman: Designing the User Interface, Boston, MA: Addison-Wesley Longman Publishing, 1997 (6th ed. 2016).

Labour input

Contact study programme: 60 hours
Self-study: 120 hours
Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Introductory courses in processing and sensor technology

Module handbook for the Bachelor's degree programme in Communication Design

Module

Basic film project

Module number

KD 20

Course ID

GP-FV

Course

Film/Animation

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/3rd semester

Module responsibility

Prof Rogge-Pott

Lecturers

Prof Rogge-Pott

Teaching form

Project

Frequency

Winter term

Group size

15

Language

German/English

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

The module builds on the foundation modules and integrates the knowledge in a project work, thus preparing students for all further project modules with a focus on film/animation. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After completing this course, students will be able to transfer and apply creative methods, principles, methods and techniques to the moving image. They will recognise and understand the basic principles of animation and film design and be able to transfer these to their own projects.

Teaching content

The artistic and creative use of time and movement: The use of various animation techniques and technologies and the use of the necessary hardware and software. Compositing and effects.
Sound design. The conception, visualisation, planning and production of animated films. All content is taught by means of successively more complex practical tasks on an overarching theme.

Lecture material

-

Recommended reading(s)

Daniel Jenett: Motion Design: Presentation of current projects, GUDBERG Verlag, 2014.
Michael Betancourt: The History of Motion Graphics, Wild side Press, 2013. Frank Thomas, Ollie Johnston: The Illusion of Life. Disney Animation, Disney Editions, 1995.
Richard Williams: The Animator's Survival Kit, Faber & Faber, 2012.

Labour input

Contact study programme: 60 hours
Self-study: 120 hours
Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Supplementary workshops

3rd semester BA

Basic project Design in space Visual design in the room

Module handbook for the
Bachelor's degree
programme in Communication
Design

Module Basic Project
Spatial Design

Module number
KD 21

Course ID
GP-VR

Course
Visual design in the room

ECTS credit points
6

SWS
4

Duration/Semester
1 semester/3rd semester

Module responsibility Prof
Frey

Lecturers
Prof Frey

Teaching form
Project

Frequency
Winter term

Group size
15

Language
German/English

Note weighting
Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Builds on the basic modules and integrates the knowledge in a project work, prepares for all further project modules with a focus on visual design in space. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

In this module, students expand their knowledge of different spatial design concepts. They learn to structure the content researched for the project work and to summarise it in a spatial narrative line/dramaturgy (e.g. chronological, thematic, synergetic, pointed). From this, they develop an overall transmedia concept in the design process using various design parameters (e.g. as an installation or exhibition unit). They are able to apply the various design and presentation methods adequately and with high design quality for the conceptual statement.

Teaching content

Methods for developing design concepts in a spatial context (e.g. for exhibitions, information in public spaces, orientation and signage systems, corporate design in space). Design process with definition of a conceptual leitmotif and visual constants for the spatial design. Concept for conveying information in various hierarchies, which are spatially integrated by taking into account analogue as well as time-based and interactive media. Deepening of presentation techniques for the visualisation of spatial concepts.

Lecture material

Exercise descriptions for visualisation techniques, scale

Recommended reading(s)

Gottfried Korff: Museumsdinge - deponieren - exponieren, Cologne; Weimar; Vienna: Böhlau, 2002.

Ulrich Schwarz, Philipp Teufel: Museography and Exhibition Design, Ludwigsburg: av edition, 2001.

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Introduction to modelling techniques and materials

3rd semester

Basic project Three-dimensional design Design of analogue and digital products

Module handbook for the Bachelor's degree programme in Communication Design

Module

Basic project three-dimensional design

Module number

KD 22

Course ID

GP-DG

Course

Three-dimensional design

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/3rd semester

Module responsibility

Prof Frey

Lecturers

N.N.

Teaching form

Project

Frequency

Winter term

Group size

15

Language

German/English

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Builds on the basic modules and integrates the knowledge in a project work, prepares for all further project modules with a focus on three-dimensional design. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

Students further develop the design skills acquired in the foundation module and are able to confidently apply the conceptual design processes in three-dimensional design. In this module, participants acquire further knowledge of the methods and creative practice involved in the design of analogue and digital products. They are able to generate design variants in iterative processes and understand how to realise simulations and prototypes in real and virtual form.

Teaching content

In-depth teaching of design practice in three-dimensional design with a focus on research, analysis, problem and goal definition, iteration and realisation. Application of ergonomic methods to optimise user-centred design and expansion of methodological skills. Comprehensive understanding of the relevant tools (hardware and software) and expansion of skills for the design of intermedia design projects. Consolidation of knowledge in the areas of user-orientated design, scientific work and interdisciplinarity.

Lecture material

Script for project introduction, presentation of project examples with analyses

Recommended reading(s)

Heufler, G. / Lanz, M. / Pretenthaler, M.: Design Basics: From the idea to the product, 5th expanded and revised edition; Niggli 2019.
Selle, G.: Design History in Germany. 2nd edition; Campus Verlag, Cologne 2007.

Labour input

Contact study programme: 60 hours
Self-study: 120 hours
Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Tutorials

Supplementary workshops on the topic of AR/VR

3rd and 4th sem. BA

Basic theory 2

LV History and Theory of the Moving Image LV Introduction to the Methodology of Scientific Work LV Media Theory

Module handbook for the
Bachelor's degree programme in
Communication Design

Module

Basic theory 2

Module number

KD 23

Course ID

GL-GB
GL-MWA
GL-MT

Course History and
Theory of the Moving
Image (3rd semester),
Introduction to the methodology of
scientific work (3rd semester),
media theory (4th semester)

ECTS credit points

9 (module)

SWS

6 (module)

Duration/Semester

2 semesters/
3rd and 4th semester

Module responsibility

Prof Dr Schweppenhäuser

Lecturers

Prof Rogge-Pott
Prof Dr Schweppenhäuser
Dr Popp

Teaching form

Lecture

Frequency

Winter term

Group size

60-80

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module.

Applicability of the module

The basic module builds in part on modules 6 and 7 and forms thematic
bridges to Basic Theory 3. The module can be offered for the Media
Management degree programme after consultation with the lecturers.

Qualification objective(s)/learning outcomes

After completing this course, students will be able to name the defining elements
of film, film history, its various forms and its creative, cultural-historical, economic
and popular cultural relevance. They will be able to analyse, interpret and evaluate
films and other moving image media and apply this knowledge to their own
projects.

After attending the course, students will be able to determine and apply theoretical
and scientific methods directly related to communication design. Students know the
theoretical requirements for formally correct work. They will be able to independently
translate different theoretical approaches to their own work context.

Students will be able to differentiate between terms, theories and methods for
describing, analysing and criticising individual media and their connections in the
field of visual communication. They are familiar with the historical development of
modern media culture, can describe its effects and classify and scrutinise the
underlying interests. They can critically interpret various theoretical approaches.
They can apply these to interpret phenomena in their professional field and in
contemporary everyday culture.

Teaching content

LV History and theory of the moving image

An overview of the history and current developments of film, TV, interactive and
other moving image media - the selective illumination of particular
achievements, personalities, phenomena, fashions, genres and disciplines within
the moving image.

LV Methodology of scientific work

Teaching the basics of theoretical and scientific methods.

Depending on the focus of the intended Bachelor's theses, selected scientific models
of thought and action are analysed and argumentation structures are discussed and
applied to individual cases.

LV Media Theory

Introduction to the most important media theories of the 20th century and the
present; in-depth analyses in the form of exemplary "case studies".

Module handbook for
the Bachelor's degree
programme in
Communication Design

Module

Basic theory 2

Module number

KD 23

Page 2

Lecture material

LV History and theory of the moving image

-

LV Methodology of scientific work

-

LV Media Theory

Schweppenhäuser, G.: Media: History and Theory. An introduction for designers, Stuttgart: edition av, 2016. Additional scripts.

Recommended reading(s)

LV History and theory of the moving image

François Truffaut: Mr Hitchcock, how did you do it? Munich: Heyne, 2003.

Thomas Elsaesser, Malte Hagener: Filmtheorie zur Einführung, Hamburg: Junius, 2013.

The Story of Film - Die Geschichte des Kinos; Arthaus, StudioCanal: 2013.

LV Methodology of scientific work

Balzert, H., M. Schröder, C. Schäfer: Scientific work. Ethics, content and form of scientific work. Tools, sources, project management, presentation, Herdecke: W3L-Verlag, 2nd ed. 2011.

Balzer, W.: Science and its methods. Principles of the theory of science. Ein Lehrbuch, Freiburg: Alber, 2nd ed. 2009.

Eco, U.: Wie man eine wissenschaftliche Abschlussarbeit schreibt. Doktor-, Diplom- und Magisterarbeit in den Geistes- und Sozialwissenschaften, Heidelberg: C.F. Müller, 12th ed. 2007.

Franck, F., and J. Stary (eds.): Die Technik wissenschaftlicher Arbeitens. Eine praktische Anleitung, Paderborn: Schönigh, 13th ed. 2006.

Lorenz, K.: Methode, in: Mittelstraß, J. (ed.): Enzyklopädie Philosophie und Wissenschaftstheorie, vol. 2, H-O, Stuttgart: Metzler, 1995, pp. 876-879.

Karmasin, M. and R. Ribing: Die Gestaltung wissenschaftlicher Arbeiten, Vienna: facultas.wuv, 4th ed. 2009.

Nidermair, K.: Researching and documenting. Der richtige Umgang mit Literatur im Studium, Konstanz: UVK, 2010.

Rost, Friedrich: Reading and understanding scientific texts, in: Franck, F., u. J. Stary (eds.): Die Technik wissenschaftlicher Arbeitens, Paderborn: Schönigh, 13th ed. 2006, pp. 75-96.

Rost, F.: Lern- und Arbeitstechniken für das Studium, Wiesbaden: Springer VS, 7th ed. 2012.

LV Media Theory

Hartmann, F.: Global Media Culture. Vienna: WUV, 2006.

Helmes, G. and W. Köster (eds.): Texte zur Medientheorie, Reclam, 2002

Hörisch, J.: Eine Geschichte der Medien, Frankfurt/M.: Suhrkamp, 2004.

Kerlen, D.: Einführung in die Medienkunde, Stuttgart: Reclam, 2003

Prokop, D.: Der Medien-Kapitalismus. Das Lexikon der neuen kritischen Medienforschung, Hamburg: VSA, 2000.

Schöttker, D. (ed.): From the Voice to the Internet. Texts from history der Medienanalyse, Göttingen: Vandenhoeck & Ruprecht, 1999, UTB (vol. 2109).

Module handbook for
the Bachelor's degree
programme in
Communication Design

Module

Basic theory 2

Module number

KD 23

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Schweppenhäuser, G.: Medien: Theorie und Geschichte für Designer,
Stuttgart: av edition, 2016.
Schweppenhäuser, G. (ed.): Handbuch der Medienphilosophie,
Darmstadt: Wissenschaftliche Buchgesellschaft, 2018.

Workload (module)

Contact studies: 90 hours

Self-study: 180 hours

Total hours: 270 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: paper/presentation/portfolio. For the
scope see §7 para. 2 SPO BKD)

The specific type of "other examination" is determined in the curriculum and is
announced by the responsible lecturer at the beginning of each semester. Only
one form of other examination is required per module.

3rd and 4th semester BA

Practical specialisations A

Technical internship 1

Technical internship 2

Technical internship 3

Module handbook for the Bachelor's degree programme in Communication Design

Module

Practical specialisations A

Module number

KD 24

Course ID

TP-1
TP-2
TP-3

Course

Technical internship 1 (3-4th semester)
Technical internship 2 (3-4th semester)
Technical internship 3 (3-4th semester)

ECTS credit points

6 (module)

SWS

6 (module)

Duration/Semester

2 semesters/
3rd and 4th semester

Module responsibility

Prof Schöls

Lecturers

various

Teaching form

Exercise

Frequency

Summer and winter semester

Group size

15

Language

German/English

Note weighting

-

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

The module Practical specialisation A consists of three courses (TP 1 to 3) and extends the study programme in learning software and tools and in acquiring technical-practical skills for the design profession. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

Students are able to optimally integrate design and technical issues as well as production processes into design planning.

Teaching content

The module Practical specialisation A comprises a wide range of courses that provide insights into and introductions to media technologies. The possible teaching content includes the following areas: Introduction to various digital peripherals (scanners, plotters, exposure units, etc.), pre-press, printing techniques, nude drawing, calligraphy, typesetting and pagination, bookbinding, film animation techniques, sound recording, digital editing, camera introduction (photography and film), studio techniques, technical aspects of web design, basics of programming, practical techniques of new technologies, etc.

Lecture material

Different according to course unit

Recommended reading(s)

Different according to course unit

Workload (module)

Contact studies: 90 hours

Self-study: 90 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Successfully completed coursework (compulsory participation)

3rd and 4th sem. BA

Compulsory general science elective module Compulsory general science elective subject 1+2

Module handbook for the
Bachelor's degree programme
in Communication Design

Module General science
compulsory elective module

Module number
KD 25

Course ID
AW-1
AW-2

Course General Science
WPF 1 (3rd semester)
General Science WPF 2 (4th
semester)

ECTS credit points
5 (module)

SWS
4 (module)

Duration/Semester
2 semesters/
3. and 4th semester

Module responsibility
Faculty ANG

Lecturers
various

Teaching form
different

Frequency
Winter and summer semester

Group size
different

Language
German/Foreign languages

Note weighting
Factor 1

Required prior knowledge

-

Participation requirements

As a rule, none; exceptions are determined and announced by the Faculty of Natural Sciences and Humanities.

Type of module

Compulsory elective module

Applicability of the module

The module serves to develop interdisciplinary skills ("studium generale") and is therefore not directly related to other modules of this degree programme. It can be used in all other Bachelor's degree programmes, provided there is no blocking note for this degree programme.

Qualification objective(s)/learning outcomes

The subject-specific learning objectives depend on the AWPf selected.

The students

- also acquire knowledge and skills that are not subject-specific, but may be important for the desired career goal - such as specialised knowledge of foreign languages, natural sciences or social sciences
- analyse a wide range of issues
- categorise subject-specific knowledge in an interdisciplinary context
- transfer what they have learnt to their current training
- have expanded their key competences and, where applicable, foreign language skills, which supports personal development, also in intercultural terms
- are aware of their personal, social and ethical responsibilities.

Teaching content

FANG's range of subjects from the following areas

- Languages
- Cultural studies
- Natural sciences and technology
- Politics, law and economics
- Education, psychology and social sciences
- Soft skills
- Creativity and art.

Lecture material

Different according to course unit

Recommended reading(s)

Different according to course unit

3rd and 4th sem. BA

Compulsory general science elective module Compulsory general science elective subject 1+2

Module handbook for the
Bachelor's degree
programme in Communication
Design

Module General science
compulsory elective module

Module number
KD 25

Workload (module)

Contact study programme: 60 hours
Self-study: 90 hours
Total hours: 150 hours

Prerequisite for the awarding of credit points/examination

Each AWPf is concluded with an examination;
The type of examinations and their announcement are determined by the Faculty
of Natural Sciences and Humanities.

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4th semester BA

Priority project 1 In-depth project work 1

Module handbook for the Bachelor's degree programme in Communication Design

Module

Priority project 1

Module number

KD 26

Course ID

SP-1

Course

Priority project 1

ECTS credit points

12

SWS

8

Duration/Semester

1 semester/4th semester

Module responsibility

Prof Schöls

Lecturers

all full-time lecturers

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German/English

Note weighting

Factor 1

Required prior knowledge

General design basics of semesters 1 to 3

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Building on the basic modules, the specialisation project 1 serves to provide in-depth qualification in an area of interest and thus enables the development of individual expertise. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

Students are able to reliably localise design tasks of higher complexity, integrate theoretical and practical experience, develop experimental design approaches, plan and develop differentiated concepts in order to generate independent design solutions. They expand their analytical skills and are enabled to find and formulate project topics and communication tasks independently. They train their visual realisation skills, gain design confidence and expand their creative repertoire. Students thus develop into creative personalities who, thanks to their comprehensive reflection skills, are able to categorise their own actions and works within a social framework.

Teaching content

Comprehensive understanding of the content-related and conceptual penetration of a creative work process and acquisition of confidence and qualification for applied and experimental work. Methods for planning, narrowing down and developing design-specific and socially relevant subject areas. Expanded competences for scientific work, mediation, research and explication. Planning and development of visualisation models and strengthening of creative mediation skills.

Lecture material

-

Recommended reading(s)

-

Labour input

Contact study programme: 120 hours

Self-study: 240 hours

Total hours: 360 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Module handbook for the
Bachelor's degree
programme in
Communication Design

Module

Design project 1

Module number

KD 27

Course ID

DP-1

Course

Design project 1

ECTS credit points

7

SWS

4

Duration/Semester

1 semester/4th semester

Module responsibility

Prof Schöls

Lecturers

all full-time lecturers and
LBs

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German/English

Note weighting

Factor 1

Required prior knowledge

General design basics from semesters 1 to 3.

Participation requirements

-

Type of module

Compulsory elective module

Applicability of the module

Building on the basic modules, the design project serves to develop creative variation and experimental work, the development of an individual creative attitude and personal development. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the Design Project 1 course, students are able to localise design tasks of medium to high complexity, integrate theoretical and practical experience, plan and develop differentiated design concepts in order to generate independent design solutions.

Students train their visual realisation skills, gain design confidence and expand their creative repertoire.

Important overarching qualification goals of the project work are methodological competence, social and personal competence. Students thus develop into creative personalities who, thanks to their comprehensive ability to reflect, understand how to categorise their own actions and work within a social framework.

Teaching content

Enabling students to penetrate the content and concept of a creative work process and gaining confidence and qualifications for applied and goal-orientated work.

Methods for concept development and teaching of visualisation techniques for tasks from relevant subject areas. Basic skills for scientific work, communication and research. Planning and development of visualisation models and strengthening the range of creative variation.

Lecture material

-

Recommended reading(s)

-

Labour input

Contact study programme: 60 hours

Self-study: 150 hours

Total hours: 210 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

4th semester BA

Practice- /Agency contact Preparation for the internship

Module handbook for the Bachelor's degree programme in Communication Design

Module
Practice/agency contact

Module number
KD 28

Course ID
PRV

Course
Preparation for the internship

ECTS credit points
3

SWS
2

Duration/Semester
1 semester/4th semester

Module responsibility
Prof Barth

Lecturers
Prof Barth

Teaching form
Lecture

Frequency
Summer term

Group size
In each case the entire
4. Semester

Language
German/English

Note weighting
-

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

This module covers all the necessary information and requirements for preparing for the compulsory internship in the 5th semester. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

Optimisation of application documents (portfolio) and professional orientation with regard to the internship.

Teaching content

Highlighting current trends in the design professions and illustrating the diversification of job profiles.

Sharpening of criteria for the preparation of application documents (portfolio), support with regard to personal behaviour in the various professional fields of work and preparation for the preparation of personal documents at the end of the internship.

Lecture material

-

Recommended reading(s)

-

Labour input

Contact study programme: 30 hours

Self-study: 60 hours

Total hours: 90 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: portfolio)

Practical module Accompanied practical phase Practical seminar

Module handbook for the Bachelor's degree programme in Communication Design

Module

Practical module

Module number

KD 29

Course ID

PR
PRR

Courses Accompanied practical phase Practical seminar

ECTS	credit	points
30	(of which accompanied phase)	27 for practical

SWS

2

Duration/Semester

1 semester/5th semester

Module responsibility

Prof Barth

Lecturer

Prof. Barth
and all full-time lecturers

Teaching form

Internship, Seminar

Frequency

Winter term

Group size

In each case the entire 5. Semester

Language

German/English

Note weighting

-

Required prior knowledge

-

Participation requirements

Attainment of at least 108 ECTS from semesters 1-4

Type of module

Compulsory module

Applicability of the module

The practical module is based on the theoretical and practical knowledge acquired in the first four semesters and serves as orientation for the project specialisation from the 6th semester onwards. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

During their internship, students learn about working in companies, agencies and design offices. They understand the tasks and requirements of the working world and are able to realise the tasks assigned to them. By working outside the university, students compare their level of knowledge with the challenges specific to their profession and thus recognise possible strengths or deficits. The work placement enables students to properly assess their own performance so that they can build on this in the further course of their studies. to react.

Teaching content

The external work placement allows students to apply what they have already learnt in the real world of work, gain company-related experience and understand the work processes and routines of their future professional field. The supervised and follow-up course provides the opportunity to categorise the experience gained accordingly.

Lecture material

-

Recommended reading(s)

-

Labour input

Specialised internship: 810 hours (20 weeks)
Contact study: 30 hours Self-study: 60 hours (practical seminar) Total hours: 900 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: presentation/documentation. For the scope see §7 para. 2 SPO BKD)

The specific type of "other examination" is determined in the curriculum and is announced by the responsible lecturer at the beginning of each semester. Only one form of other examination is required per module.

6th semester BA

Priority project 2 In-depth project work 2

Module handbook for the Bachelor's degree programme in Communication Design

Module

Priority project 2

Module number

KD 30

Course ID

SP-2

Course

Priority project 2

ECTS credit points

12

SWS

8

Duration/Semester

1 semester/6th semester

Module responsibility

Prof Schöls

Lecturers

all full-time lecturers

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German/English

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

Successful completion of the basic study programme

Type of module

Compulsory elective module

Applicability of the module

As a possible continuation of Module 28 (specialisation project 1), specialisation project 2 serves to deepen the content-related, technical and creative examination in an individual field of competence. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

Students are able to reliably localise design tasks of higher complexity, integrate theoretical and practical experience, develop experimental design approaches, plan and develop differentiated concepts in order to generate independent design solutions. They expand their analytical skills and are enabled to find and formulate project topics and communication tasks independently. They train their visual realisation skills, gain design confidence and expand their creative repertoire. Students thus develop into creative personalities who, thanks to their comprehensive reflection skills, are able to categorise their own actions and works within a social framework.

Teaching content

Comprehensive understanding of the content-related and conceptual penetration of a creative work process and acquisition of confidence and qualification for applied and experimental work. Methods for planning, narrowing down and developing design-specific and socially relevant subject areas. Expanded competences for scientific work, mediation, research and explication. Planning and development of visualisation models and strengthening of creative mediation skills.

Lecture material

-

Recommended reading(s)

-

Labour input

Contact study programme: 120 hours

Self-study: 240 hours

Total hours: 360 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Module handbook for the
Bachelor's degree
programme in
Communication Design

Module

Design project 2

Module number

KD 31

Course ID

DP-2

Course

Design project 2

ECTS credit points

6

SWS

4

Duration/Semester

1 semester/6th semester

Module responsibility

Prof Schöls

Lecturers

all full-time lecturers and
lecturers

Teaching form

Project

Frequency

Summer term

Group size

15

Language

German/English

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

Successful completion of the basic study programme

Type of module

Compulsory elective module

Applicability of the module

Building on the experience gained from the practical module, the design project serves to consolidate creative variation and experimental work. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After participating in the Design Project 1 course, students are able to localise design tasks of medium to high complexity, integrate theoretical and practical experience, plan and develop differentiated design concepts in order to generate independent design solutions.

Students train their visual realisation skills, gain design confidence and expand their creative repertoire.

Important overarching qualification goals of the project work are methodological competence, social and personal competence. Students thus develop into creative personalities who, thanks to their comprehensive ability to reflect, understand how to categorise their own actions and work within a social framework.

Teaching content

Enabling students to penetrate the content and concept of a creative work process and gaining confidence and qualifications for applied and goal-orientated work.

Methods for concept development and teaching of visualisation techniques for tasks from relevant subject areas. Basic skills for scientific work, communication and research. Planning and development of visualisation models and strengthening the range of creative variation.

Lecture material

-

Recommended reading(s)

-

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

Module handbook for the
Bachelor's degree programme in
Communication Design

Module

Design Management

Module number

KD 32

Course ID

RE

MAR

Course

Law (6th semester, 2 SWS)

Marketing (7th semester, 2
SWS)

ECTS credit points

6 (module)

SWS

4 (module)

Duration/Semester

2 semesters/

6. and 7th semester

Module responsibility

Prof Schöls

Lecturers

LB Herzog

LB Kuntz

Teaching form

Lecture

Frequency

Winter and summer semester

Group size

60-80

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module

Forms the Design Management module consisting of the courses Legal Introduction and Marketing Strategies.

Applicability of the module

Practical specialist knowledge acquisition with a focus on law and marketing strategies as preparation and basis for future professional activity. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After successfully completing the module, students will have an overview of the rights and obligations arising from creative activities. They will have knowledge in the following areas: the scope of protection of intellectual property; the limits set by the legislator; the further development of existing law with regard to developments in the digital information society.

Students will be able to recognise and respect the limits of their own creative activities resulting from the personal rights of others. Furthermore, students will be able to develop independent approaches to the following topics: Marketing with a focus on profile and positioning; market and competition (definition and differentiation); finance and management. Students have a basic understanding of the interrelationships of corporate development and management. They can define and reflect on their future functions as employees in a company. In addition, they will be able to formulate perspectives for founding their own company.

Teaching content

LV Legal introduction

Basic knowledge and basic concepts of law, intellectual property system with a focus on copyright law as well as information on trade mark law and design protection. Copyright law (in particular the Art Copyright Act), criminal copyright law and protection of honour under criminal law.

LV Maintenance strategies

The course content consists of teaching the basics of marketing, management and corporate communication, especially in relation to consistent and goal-orientated activity between service companies and clients in the design industry. Pre-sales aspects (pre-sales) play just as important a role as the realisation of sales (sales) and their corresponding follow-up (after-sales) in the context of a design service. The students actively develop the content as part of team processes as well as individual research on the individual topics and project-related lectures. Special attention is paid to the topic of presentation throughout the course.

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programme in
Communication Design

Module

Design Management

Module number

KD 32

Page 2

Lecture material

Lecture notes and extracts from specialist journals are available to students via the intranet.

Recommended reading(s)

David Herzog: Law. An introduction for designers, Stuttgart: av edition, 2016.

Labour input

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Written exam; module exam totalling 90 minutes

Module handbook for the
Bachelor's degree programme
in Communication Design

Module

Practical specialisation B

Module number

KD 33

Course ID

TP-4

TP-5

TP-6

Course

Technical internship 4

Technical internship 5

Technical internship 6

ECTS credit points

6 (module)

SWS

6 (module)

Module responsibility

Prof Schöls

Duration/Semester

2 semesters/

6th and 7th semester

Lecturers

various

Teaching form

Exercise

Frequency

Summer and winter semester

Group size

15

Language

German/English

Note weighting

-

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory elective module.

Applicability of the module

The module Practical specialisation B consists of three courses (TP 4 to 6) and extends the study programme in learning software and tools and in acquiring technical-practical skills for the design profession. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

The module Practical specialisation B comprises a wide range of courses that provide insights into and introductions to media technologies.

Students optimally integrate technical issues and production processes into design planning. They enrich their individual knowledge and experience and thus expand their ability to work independently.

Teaching content

The possible teaching content includes the following areas: Introduction to various digital peripherals (3D printing, plotters, exposure units, etc.), pre-press, printing techniques, nude drawing, calligraphy, typesetting and pagination, bookbinding, cinematic animation techniques, sound recording, digital editing, camera introduction (photography and film), studio techniques, basics of programming, technical aspects of web design, etc.

Lecture material

Different according to course unit

Recommended reading(s)

Different according to course unit

Workload (module)

Contact study programme: 60 hours

Self-study: 120 hours

Total hours: 180 hours

Prerequisite for the awarding of credit points/examination

Successfully completed coursework (compulsory participation)

Module handbook for the Bachelor's degree programme in Communication Design

Module

Basic theory 3

Module number

KD 34

Course ID

PH
KT

Course Philosophy
Communication Theory

ECTS credit points

9 (module)

SWS

6 (module)

Duration/Semester

2 semesters/
6th and 7th semester

Module responsibility

Prof Dr Schweppenhäuser

Lecturers

Prof Dr Schweppenhäuser
Dr Barrois

Teaching form

Lecture with exercise

Frequency

Summer term

Group size

60-80

Language

German

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

-

Type of module

Compulsory module

Applicability of the module

The module refers in part to Design Theory 2 (Module 23) and also serves as theoretical content support and preparation for the Bachelor's thesis. The course can be offered to students on the Media Management degree programme by arrangement with the lecturer.

Qualification objective(s)/learning outcomes

Students are able to differentiate between and evaluate philosophical categories and concepts. They are able to compile a "philosophical toolbox" in order to describe and critically analyse phenomena relevant to life and work. They can transfer philosophical models to design-related topics and formulate their own statements. In the lecture part of the course, students learnt to differentiate between paradigmatic philosophical approaches to reasoning. In the exercise part of the course, students have reproduced philosophical arguments in text work and small group discussions and transferred them to design issues.

Students will be able to name and interpret terms, theories and methods for describing, analysing and criticising forms and purposes of communication in the field of communication design and related areas. They can apply the concepts of "information", "communication", "understanding" and "interaction" in a reflective manner. They discover the complexity of communicative competence. You can differentiate between communication as a fact and communication as a normative idea.

Teaching content

LV Philosophy

Introduction to selected relevant areas of philosophy such as ethics, philosophy of language, natural and cultural philosophy as well as epistemology and philosophy of science.

LV Communication Theory

Introduction to various topics and approaches in communication theory (psychology, philosophy of language, hermeneutics, critical theory, systems theory, media theory and journalism). Communication is described on the one hand as a systemic mode of operation that is always already taking place and on the other hand as communicative action (endeavouring to reach an understanding and rational consensus).

Lecture material

Scripts

Module handbook for
the Bachelor's degree
programme in
Communication Design

Module

Basic theory 3

Module number

KD 34

Page 2

Recommended reading(s)

LV Philosophy

Arnold, Florian: Philosophy. An introduction for designers,
Stuttgart: av edition, 2016.

Jordan, Stefan and Christian Nitz (eds.): Grundbegriffe der Philosophie,
Stuttgart: Reclam, 2019.

Konersmann, Ralf (ed.): Handbuch Kulturphilosophie,
Stuttgart, Weimar: Metzler, 2013

Schiller, Hans-Ernst: Ethics in the world of capital. On the basic concepts of
morality, Springer: zu Klampen, 2011.

Schweppenhäuser, Gerhard: Ethische Grundbegriffe, Stuttgart: Reclam, 2020.

LV Communication Theory

Beck, K.: Kommunikationswissenschaft, Konstanz: UVK, 2007 (UTB Basics).

Pfister, J. (ed.): Texte zur Sprachphilosophie, Stuttgart: Reclam 2011

Schulz v. Thun, F.: Miteinander reden, Vol. 1 u. 2,

Reinbek b. Hamburg: Rowohlt, 2005.

Watzlawick, P., J. Beavin and D. D. Jackson: Human Communication, Bern:
Huber, 2000.

Workload (module)

Contact studies: 90 hours

Self-study: 180 hours

Total hours: 270 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: paper/presentation/portfolio. For the
scope see §7 para. 2 SPO BKD)

The specific type of "other examination" is determined in the curriculum and is
announced by the responsible lecturer at the beginning of each semester. Only
one form of other examination is required per module.

7th semester BA

Priority project 3 In-depth project work 3

Module handbook for the
Bachelor's degree
programme in
Communication Design

Module

Priority project 3

Module number

KD 35

Course ID

SP-3

Course

Priority project 3

ECTS credit points

9

SWS

8

Duration/Semester

1 semester/7th semester

Module responsibility

Prof Schöls

Lecturers

all full-time lecturers

Teaching form

Project

Frequency

Winter term

Group size

15

Language

German/English

Note weighting

Factor 1

Required prior knowledge

-

Participation requirements

Successful completion of module 30

Type of module

Compulsory elective module

Applicability of the module

Building on the basic modules, the specialisation project serves to develop an in-depth examination of the content and the formation of an individual creative attitude, as well as personal development. The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

Students are able to reliably localise design tasks of higher complexity, integrate theoretical and practical experience, develop experimental design approaches, plan and develop differentiated concepts in order to generate independent design solutions. They expand their analytical skills and are enabled to find and formulate project topics and communication tasks independently. They train their visual realisation skills, gain design confidence and expand their creative repertoire. Students thus develop into creative personalities who, thanks to their comprehensive reflection skills, are able to categorise their own actions and works within a social framework.

Teaching content

Comprehensive understanding of the content-related and conceptual penetration of a creative work process and acquisition of confidence and qualification for applied and experimental work. Methods for planning, narrowing down and developing design-specific and socially relevant subject areas. Expanded competences for scientific work, mediation, research and explication. Planning and development of visualisation models and strengthening of creative mediation skills.

Lecture material

-

Recommended reading(s)

-

Workload

Contact study programme: 120 hours

Self-study: 150 hours

Total hours: 270 hours

Prerequisite for the awarding of credit points/examination

Other examination performance (soP: student research project)

7th semester BA

Bachelor thesis module **Bachelor thesis colloquium**

Module handbook for the
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in Communication Design

Module

Bachelor thesis module

Module number

KD 36

Course ID

BA

Course Bachelor
thesis colloquium

ECTS credit points

12 (including 10 for
the Bachelor's
thesis)

SWS

n.a.

Duration/Semester

1 semester/7th semester

Module responsibility

Prof Schöls

Lecturers

all full-time lecturers

Teaching form

Project

Frequency

Winter and summer semester

Language

German/English

Note weighting

Factor 1

Required prior knowledge

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Participation requirements

The successful completion of the practical phase and the accumulation of at least 164 CP

Type of module

Compulsory module

Applicability of the module

Bundles and reflects the acquired methodological skills and creative competences in an individual final thesis.

The module is not suitable for use in other degree programmes.

Qualification objective(s)/learning outcomes

After completing the Bachelor's thesis, students will be able to work on highly complex design tasks in a professional manner, applying theoretical and scientific principles in design practice and generating independent design solutions in terms of form and content. Students consolidate their analytical skills and are able to independently define, formulate and position project topics and communication tasks in practice.

Important overarching qualification goals of the Bachelor's thesis are methodological competence, social and personal competence. Students thus develop into creative personalities who, thanks to their comprehensive ability to reflect, understand how to categorise their own actions and work within a social framework.

Teaching content

Bachelor thesis

The Bachelor's thesis summarises the theoretical and practical knowledge acquired during the practical knowledge in a complex final thesis. It represents the linking, deepening and presentation of specific areas of knowledge within the framework of a practice-orientated topic and is regarded as independently developed original work. Students choose their BA project topic independently in close consultation with their examiners.

Colloquium

The colloquium enables students to present their project work and the associated thesis appropriately in specialised oral language. This course also includes a comprehensive discussion and reflection on the work presented. The status of the work is reported and discussed in regular meetings with the examiners.

Lecture material

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Recommended reading(s)

Thematic

7th semester BA

Bachelor thesis module **Bachelor thesis colloquium**

Module handbook for
the Bachelor's degree
programme in
Communication Design

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Labour input

360 hours

Prerequisite for the awarding of credit points/examination

Bachelor thesis, weighting 3/4
and colloquium, weighting 1/4
max. 60 minutes

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