

MODULES	1. Semester 30 ECTS	2. Semester 30 ECTS	3rd semester 30 ECTS	4th semester 30 ECTS	5th semester 30 ECTS	6th semester 30 ECTS	7th semester 30 ECTS
Compulsory modules	Typography / Character Systems: Fundamentals 1 6 ECTS, 4 SWS Photography: Fundamentals 1 6 ECTS, 4 SWS Drawing / Concept. Representation: Fundamentals 1 6 ECTS, 4 SWS	GL 2 _Typography / Sign Systems GL 2 _ Photography * 6 ECTS, 4 SWS GL 2 _Drawing / Concept. Representation Spatial Design * 6 ECTS, 4 SWS 3D Object Design * 6 ECTS, 4 SWS Interactive Media * 6 ECTS, 4 SWS Moving Image / Animation * 6 ECTS, 4 SWS	Graphic Design 6 ECTS, 4 SWS Photography * 6 ECTS, 4 SWS Illustration * 6 ECTS, 4 SWS Spatial Design * 6 ECTS, 4 SWS 3D Object Design * 6 ECTS, 4 SWS Interactive Media * 6 ECTS, 4 SWS Moving Image * 6 ECTS, 4 SWS	DP/SP 1 Graphic Design * 7/12 ECTS, 4/8 SWS DP/SP 1 Photography * 7/12 ECTS, 4/8 SWS DP/SP 1 Illustration * 7/12 ECTS, 4/8 SWS DP/SP 1 Spatial Design * 7/12 ECTS, 4/8 SWS DP/SP 1 Design 3D / Object * 7/12 ECTS, 4/8 SWS DP/SP 1 Interactive Media * 7/12 ECTS, 4/8 contact hours per week DP/SP 1 Moving Image * 7/12 ECTS, 4/8 SWS DP/SP 1 Typography / Sign Systems * 7/12 ECTS, 4/8 SWS DP Concept & Text ** * 7 ECTS, 4 SWS Research Methods 3 ECTS, 2 SWS	PRACTICAL MODULE Accompanying practical phase 27 ECTS Practical Seminar 3 ECTS, 2 SWS	DP/SP 2 Graphic Design * 6/12 ECTS, 4/8 contact hours per week DP/SP 2 Photography * 6/12 ECTS, 4/8 SWS DP/SP 2 Illustration * 6/12 ECTS, 4/8 SWS DP/SP 2 Spatial Design * 6/12 ECTS, 4/8 SWS DP/SP 2 3D Design / Object * 6/12 ECTS, 4/8 SWS DP/SP 2 Interactive Media * 6/12 ECTS, 4/8 SWS DP/SP 2 Moving Image * 6/12 ECTS, 4/8 SWS DP/SP 2 Typography / Sign Systems * 6/12 ECTS, 4/8 SWS DP 2 Concept & Text * 6 ECTS, 4 SWS Design Theory / Philosophy 6 ECTS, 4 SWS Law 3 ECTS, 2 SWS Technical Placement B TP 4 / 5 / 6 ** total of 6 ETCS (2 ECTS per TP, 2 SWS)	BA Final Project with Colloquium 12 ECTS SP 3 Photography * 9 ECTS, 6 SWS SP 3 Illustration * 9 ECTS, 6 SWS SP 3 Spatial Design * 9 ECTS, 6 SWS SP 3 3D Design / Object * 9 ECTS, 6 SWS SP 3 Interactive Media * 9 ECTS, 6 SWS SP 3 Moving Image * 9 ECTS, 6 SWS SP 3 Typography / Sign Systems * 9 ECTS, 6 SWS Communication Theory 3 ECTS, 2 SWS Marketing Strategies 3 ECTS, 2 SWS Work on the Bachelor's thesis may begin at the earliest when 1) the practical module has been successfully completed 2) at least 164 ECTS credits have been achieved
* Compulsory-elective modules							
* in the 2nd semester: 1 compulsory module + 2 elective options							
* in the 3rd semester: 1 compulsory module + 2 foundation projects							
* in the 4th semester: Elective 1 x DP1 / 1 x SP1							
* in the 6th semester: Elective 1 x DP2 / 1 x SP2							
* in the 7th semester: 1x Specialisation Project 3							
Supplementary Fundamentals	Three-dimensional / Spatial Design 3 ECTS, 2 SWS	& Text / Language / Rhetoric 3 ECTS, 2 SWS	Concept & Text ** * 6 ECTS, 4 SWS				
Practical Orientation PIK	Positions / Ideas / Concepts 3 ECTS, 2 SWS	& Positions / Ideas / Concepts 3 ECTS, 2 SWS					
Theoretical Foundations 1	Design Theory 3 ECTS, 2 SWS	& Aesthetics 3 ECTS, 2 SWS	Media Theory 3 ECTS, 2 SWS				
Fundamentals of Theory 2			History of the Moving Image 3 ECTS, 2 SWS				
Fundamentals of Design History	History of Design 3 ECTS, 2 SWS	& History of Photography 3 ECTS, 2 SWS					
Fundamentals of Theory 3							
Design Management							
Practical Advanced Course A/B TP in semesters 5-7, 0 elective options			Technical Practical Course A TP 1 / 2 / 3 ** Total 6 ECTS (2 ECTS and 2 SWS per TP)				
AWPM			AWPF 1 & 2 ** Total 5 ECTS (2.5 ECTS each, 2 SWS)		Internship preparation/agency contact: 3 ECTS, 2 SWS		
** in the 3rd/4th semester: 2 elective options					108 ECTS credits from the first 4 semesters must be obtained before the practical module can begin.		