HAWK HOCHSCHULE FÜR ANGEWANDTE WISSENSCHAFT UND KUNST Hildesheim/Holzminden/Göttingen

University of Applied Sciences and

Module Handbook

Study Program:

Bachelor of Arts in Design

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Module	Module Code
DB Color	DB 203 GB
Module coordinator	Faculty
Prof. Timo Rieke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Compulsory	3.00

Units of Study

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Basics of Color	Compulsory	3.00	84
Total (compulsory)			3.00	84

Target competences
The students: • have an understanding of the importance of color in human perception and design disciplines; • can handle color in digital and analog contexts and apply it in a controlled manner in simple tasks; • are able to classify and assess the quality of their own work.
Means of assessment
Work documentation
Type of assessment
Pass/fail

Module		Module code
DB Color		DB 203 GB
Course	Course Type	Course Code
Basics of Color	Lecture/practical course	DB 203 GB-V1
Teaching professors	Faculty	Compulsory/elective
Bianka Grottendieck Michael Herzog Prof. Timo Rieke	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
In lectures and practical activities, students learn about the importance of color in design disciplines through the following topics: color and perception; the synesthetics of color; the semiotics of color; color in design; basic knowledge of color systems; basic knowledge of color management. Students compare and discuss the results of the activities in the group and independently complete an autonomous semester project.

Module	Module code
DB Graphic Design	DB 200 GB
Module coordinator	Faculty
Prof. Marion Lidolt	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	compulsory	6.00

Recommended prerequisites
Previous knowledge from the module **Drawing** is recommended

Units of Study

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Basic Graphic Design 1	compulsory	3.00	84
2.	Basic Graphic Design 2	compulsory	3.00	84
Total (compulsory)			6.00	168

Target competences
After completing the module, students • are able to apply basic knowledge and skills in image composition and image design; • are able to apply knowledge of brainstorming and the design process in an illustrative context in basic tasks; • are able to recognize, formulate and analyze design and content problems under guidance; • will have knowledge of the variety of technical possibilities of representation, as well as the primary skills to implement them; • are able to work on simple illustrative tasks under guidance and present them at a basic level.
Means of assessment
Work documentation
Type of assessment
Graded examination performance

Module		Module code
DB Graphic Design		DB 200 GB
Course	Course type	Course code
Basic Graphic Design 1	Seminar	DB 200 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Marion Lidolt Prof. Roman Bittner	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Classroom and practical instruction and experimentation with acquired knowledge and methodological skills in the field of Graphic Design. Particular attention is given to the following subject areas: • brainstorming, ideation, scribbling; • design analysis; • theoretical discussion in group and individual conversations on image design, image composition, and on the esthetics and conciseness of visual works; • practical exercises on image composition and image effects; • short presentations and discussions of the exercises and homework.

Module		Module code
DB Graphic Design		DB 200 GB
Course	Course type	Course code
Basic Graphic Design 2	Seminar	DB 200 GB-V2
Teaching professors	Faculty	Compulsory/elective
Prof. Marion Lidolt Prof. Roman Bittner	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Classroom and practical instruction and experimentation with acquired knowledge and methodological skills in the field of Graphic Design including: • practical exercises in the field of image conception and image design; • experimentation with various techniques of representation and expression; • a final project of greater complexity, putting the acquired knowledge into a practical context, building teamwork abilities, and promoting individual expression.

Module	Module code
DB Three-dimensional Design	DB 201 GB
Module coordinator	Faculty
Prof. Hans-Jürgen Lamb	Design

Study Program
Bachelor of Arts Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Units of Study

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Three-dimensional Design 1	Elective	3.00	84
2.	Three-dimensional Design 2	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students recognize the aspects of proportion, composition, connection quality, and surface quality as decisive technical and esthetic design aspects of three-dimensional form. They will be able to apply these aspects in practice to constantly new and varying practical design tasks in the following categories: image, free form, functionally determined form, and ready-made. The cognitive and "intuitive" skills acquired in practice can also be applied analytically to other artistic and functionally determined examples of three-dimensional design and suitably verbalized. In this way students develop a progressive practical and verbal "expressiveness" in relation to three-dimensional form. They actively use basic three-dimensional processes and design techniques in various materials such as paper, cardboard, wood, metal, clay, plaster, concrete and synthetic materials. The students know their own individual abilities and talents in dealing with materials, techniques and processes.
Means of assessment
Work documentation
Type of assessment
Graded examination performance

Module		Module code
DB Three-dimensional Design		DB 201 GB
Course	Course type	Course code
Three-dimensional Design 1	Seminar	DB 201 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Hans-Jürgen Lamb Jan Obornik	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
In both courses practical procedures of three-dimensional design are taught. Elements of the lecture are integrated into the practical seminar. In addition, field trips take place. Intensive classroom instruction and experimentation with acquired knowledge and methodological skills in the field of three-dimensional design. • Modeling techniques in clay/plaster. • Two-dimensional construction techniques in cardboard. • Linear construction techniques in wire or similar materials.

Module		Module code
DB Three-dimensional Design		DB 201 GB
Course	Course type	Course code
Three-dimensional Design 2	Practical course	DB 201 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Hans-Jürgen Lamb Jan Obornik	Design	Elective

Frequency	ECTS	SWS	Language	Gruppengröße
Each semester	3.00	3.00	German	20 participants

Contents
In both courses practical procedures of three-dimensional design are taught. Elements of the lecture are integrated into the practical seminar. In addition, field trips take place. Intensive practical experimentation with basic methods of plastic design in the areas of shaping-abrasive techniques in wood, plaster and/or stone and casting procedures in plaster, silicone, and foam. • Final semester project. • High-profile projects with external partners.

Module	Module code
DB Drawing	DB 202 GB
Module Coordinator	Faculty
Prof. Hans-Jürgen Lamb	Design

Study Program
Bachelor of Arts Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Units of Study

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Drawing 1	Elective	3.00	84
2.	Drawing 2	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students master techniques of sketched design with special attention to perspective theory. Students draw single objects and compositions consisting of several objects with special attention to analytical comprehension and constructive transformation of three-dimensional models of reality into two-dimensional images. They use their knowledge of the relationship between visual factors and aspects of viewer perception. Students have command of basic forms of nude drawing both as a distinct area of artistic development and as a training ground for general aspects of drawing images. They have unique creativity and an individual capacity for expression in motives of objects, figures, and space and use line drawing as a functional, gestural, informative and expressive medium. The course also includes the basic use of digital software and hardware as an alternative tool of design and presentation technique. Students are familiar with specific approaches and concepts of graphic representation of objects, figures and space throughout art history and use them for their own purposes.
Means of assessment
Work documentation
Type of assessment
Graded examination performance

Module		Module code
DB Drawing		DB 202 GB
Course	Course type	Course code
Drawing 1	Seminar	DB 202 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Hans-Jürgen Lamb	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	participants

Contents
Intensive classroom instruction and experimentation with acquired knowledge and methodological skills in the field of drawing. Particular attention is given to the following subject areas: • perspective and isometric forms of representation; • object-related studies and technical drawings; • individual forms of drawing. Elements of the lecture are integrated into the practical seminar.

Module		Module code
DB Drawing		DB 202 GB
Course	Course type	Course code
Drawing 2	Practical course	DB 202 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Hans-Jürgen Lamb	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Technical drawing. • Figure drawing with and without models. • Nude drawing. • Free drawing. • Digital drawing. • Keeping a personal sketch diary. • Drafting dictations and homework.

Module	Module code
FT Branding Strategy and Corporate Identity	FT 451 GB
Module coordinator	Faculty
Prof. Dominika Hasse	Design

Study Program
Bachelor of Arts Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Corporate Identity Analysis	Elective	3.00	84
2.	Branding Strategy and Conception	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students can: • analyze branding strategies, corporate identities and corporate design systems and adapt them to their own concept ideas; • assess the importance of identity and personality to classic products, corporate brands, to personal branding in social media, and develop strategic communication concepts; • use creativity techniques and communication tools; • evaluate brand-relevant ideas in the respective communication media; • visualize and document concepts and present their results; • act independently and organize themselves in teams.
Means of assessment
Presentation / study assignments / written examination
Type of assessment
Graded examination performance

Module		Module code
FT Branding Strategy und Corporate Identity		FT 451 GB
Course	Course type	Course code
Corporate Identity Analysis	Seminar	FT 451 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Analysis of brand images, origins, historical development, and environment: sectors, markets, companies and society. Product Brands and Corporate Brands – basics, concepts, case studies, CI process flows: analysis, planning, design, and evaluation.

Module		Module code
FT Branding Strategy und Corporate Identity		FT 451 GB
Course	Course type	Course code
Branding Strategy and Conception	Seminar	FT 451 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Definition of the relevant aspects of branding for briefings. • Creativity techniques and communication tools for the development of branding transfer in design. • Methods for idea development. • Idea presentation such as moodboards and personas. • Methods of self and external evaluation.

Module	Module code
FT Communication – Theory and Research	FT 450 GB
Module coordinator	Faculty
Prof. Dr. Alexander Schimansky	Design

Study Program
Bachelor of Arts Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Communication Analysis	Elective	3.00	84
2.	Communication Strategy	Elective	3.00	84
Total (elective)			6.00	168

Target competences

The students are able to:

- envision advertising communication as a comprehensive process from market research and communication strategy to communication design and media planning;
- comprehend the connection between analysis, strategy development and creative implementation as an fundamental prerequisite for successfully reaching a target group;
- orchestrate the special importance and role of strategic communications planning for a consistent presentation of market messages;
- know and differentiate between relevant psychological and sociological theories and empirical findings for understanding people in a market, consumer and advertising context;
- understand the suitability of qualitative methods for exploring market, consumer and advertising-related issues;
- take the perspective of advertising companies and advertising agencies and know their customer requirements;
- define real-life problems from everyday consumer and advertising life as hypothetical questions (briefings) and from this develop a case study with a specific communication problem between a brand and its target group;
- independently plan and organize and in small groups jointly implement a qualitative market research study, analyze the data, and identify suitable consumer and brand insights;
- derive strategic recommendations for addressing specific target groups and design communicative campaign solutions.

Means of assessment
Presentation / study assignments / written examination
Type of assessment
Graded examination performance

Module		Module code
FT Communication – Theory and Research		FT 450 GB
Course	Course type	Course code
Communication Analysis	Seminar	FT 450 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Alexander Schimansky	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents

- Mediation of the theoretical and methodological fundamentals of market and target group analysis.
- Significance and research of emotions, motives and values as well as psychographic and socially determining factors of human behavior in the context of consumption and advertising.
- Introduction to the methods of psychological market research;
- Fields of application and potential insights within the framework of consumption and communication analysis.
- Conditions and approaches for conducting qualitative individual and group interviews;
- Application of associative and projective techniques in the context of focus groups and workshops.
- Planning, implementation and analysis of an original market research study.

Module		Module code
FT Communication – Theory and Research		FT 450 GB
Course	Course type	Course code
Communication Strategy	Seminar	FT 450 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Alexander Schimansky	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents

- Introduction to comprehensive advertisement planning and design processes.
- Basic strategic development and planning of target-group oriented communications.
- Function of corporate communication goals.

- Development of agency briefings and their importance to the strategic planning process.
- Application-oriented formation of consumer and brand insights and its use in the development of brand messages.
- Preparation of the Creative Brief (Copy Strategy) as the central result of the strategic planning process.
- The impact of successful advertising and communication.
- Design of messages and emotional advertising styles for specific target groups.

Module	Module code
FT Digital Environments	FT 452 GB
Module coordinator	Faculty
Prof. Stefan Wölwer	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	History of Digitization	Elective	3.00	84
2.	Society and Digitization	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Ability to recognize and insert digitality and related design and technological parameters in social and cultural contexts. • Knowledge of art, culture, design and techno-historical discussions dealing with digitality. • Ability to evaluate and critically review relevant publications. • Ability to scientifically examine digitality in the field of design. • Mastery of scientific methods and technical terms.
Means of assessment
Presentation / study assignments / written examination
Type of assessment
Graded examination performance

Module		Module code
FT Digital Environments		FT 452 GB
Course	Course type	Course code
History of Digitization	Seminar	FT 452 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Stephan Schwingeler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Students explore the history and potential of digital media and discuss design options.

Module		Module code
FT Digital Environments		FT 452 GB
Course	Course type	Course code
Society and Digitization	Seminar	FT 452 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Stephan Schwingeler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Students look at social developments, analyze the influence on design using methods of design research, and present their findings.

Module	Module code
FT Ergonomics and Product Design – Historical and Contemporary Contexts	FT 456 GB
Module coordinator	Faculty
Prof. Andreas Schulz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/ elective	ECTS
1 semester	Elective	6.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Object	Elective	3.00	84
2.	New Materials	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The participants have a sophisticated understanding of products and their use and can technically describe this. They know the criteria for a design that focuses on people. They know how to collect primary and secondary data on a product. They can take a sophisticated look at issues of sustainability and classify materials and technologies accordingly. In addition to the general history of design, a historical and methodological understanding of design is also taught specifically for the field of Product Design. This gives students a broad overview of and insight into their area of specialization and its leading figures. They learn to place and orient themselves in the world of product design.
Means of assessment
Presentation / study assignments / written examination
Type of assessment
Graded examination performance

Module		Module code
FT Ergonomics and Product Design – Historical and Contemporary Contexts		FT 456 GB
Course	Course type	Course code
Object	Seminar	FT 456 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Schulz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester only	3.00	3.00	German	20 participants

Contents
Discussion and definition of product language and design evaluation. Overview of ergonomics and product interface. Human centered design and demographical change. Basics on primary and secondary data collection in relation to the use of products.

Module		Module code
FT Ergonomics and Product Design – Historical and Contemporary Contexts		FT 456 GB
Course	Course type	Course code
Product Design – Historical and Contemporary Contexts	Seminar	FT 456 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Matthias Ries	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester only	3.00	3.00	German	20 participants

Contents
Design history and methodology specific to Product Design. Discussion of scientific research and experimentation with methods in small group exercises.

Module	Module code
FT Material Esthetics	FT 455 GB
Module coordinator	Faculty
Prof. Hartwig Gerbracht	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Basic knowledge of art and design history, basic knowledge of color perception and effect.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Material Esthetics	Elective	3.00	84
2.	Preparation of a Field Trip or Exhibition	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Knowledge of developments and phenomena of material esthetics in applied arts, architecture and everyday life (focus: from the 20th century onwards). • Knowledge of the effects and significance of material esthetics. • Knowledge of the role of non-material elements, such as light and sound, as well as social and economic factors. • Practical experience in material esthetics (perception). • Knowledge of artistic and scientific research and documentation of esthetic viewpoints and insights.
Means of assessment
Presentation / study assignments / written examination
Type of assessment
Graded examination performance

Module		Module code
FT Material Esthetics		FT 455 GB
Course	Course type	Course code
Material Esthetics	Lecture	FT 455 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Hartwig Gerbracht N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
The relationship between artwork/design object and its viewer. What sensory experiences can the artist and the viewer have with the work? • Artistic-scientific research of aesthetic viewpoints. • Practical exercises for the sophisticated perception and assessment of material esthetics. • Field trips. • Preparation of a report. • Documentation and analysis of specific assignments.

Module		Module code
FT Material Esthetics		FT 455 GB
Course	Course type	Course code
Preparation of a Field Trip or Exhibition	Lecture/practical course	FT 455 GB-V2
Teaching professors	Faculty	Compulsory/elective
Prof. Hartwig Gerbracht	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
• Preparation, implementation and follow-up of excursions or exhibitions. • Documentation and analysis of specific assignments. • Practical experience with presentations (analog/digital/lecturing).

Module	Module code
FT Spaces	FT 454 GB
Module coordinator	Faculty
Prof. Günter Weber	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Scientific work

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Spatial Theory	Elective	3.00	84
2.	Spatial Analysis	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Working with concrete examples, students work in teams to analyze architectural space on a basic scientific level. They classify the results and discuss them during an on-site field trip and in weekly meetings. The students: • know important theories of interior design and their historical context; • examine representative examples of excellence in interior design and their architects as well as current spatial concepts and their protagonists; • know the relationships between spatial elements and their effects on the users; • analyze spatial concepts with textual and graphic resources and interpret them in a spatial exhibition; • can combine and display individual components drawn from the course contents in a well-balanced presentation.
Means of assessment
Presentation / study assignments / written examination
Type of assessment
Graded examination performance

Module		Module code
FT Spaces		FT 454 GB
Course	Course type	Course code
Spatial Theory	Seminar	FT 454 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Günter Weber	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
Lectures on theories of modern interior design, their protagonists and representative projects; classification of representative projects/objects in the history of architecture and space; introduction to construction-related issues; preparation, implementation and follow-up of subject-related field trips to representative projects; the individual development of an independent work method, the enhancement of independent study methods and skills.

Module		Module code
FT Spaces		FT 454 GB
Course	Course type	Course code
Spatial Analysis	Seminar	FT 454 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Günter Weber	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
The analysis (systematic review, from theoretical to experimental, critical discussion) of model projects/objects; textual and graphic preparation of the analysis of representative projects according to defined parameters of interior design; spatial interpretation of representative views on interior design e.g. a spatial installation; discussion on visualization and the communication of one's own ideas through explanations, diagrams, sketches, plans and visualizations; presentation and documentation of the project work developed in the seminar and in homework. Practical experience with presentations (analog/digital/lecturing).

Module	Module code
FT Perception of Light and Color	FT 453 GB
Module coordinator	Faculty
Prof. Dr. Paul Walter Schmits-Reinecke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Units of Study:

Nr.	Veranstaltungsname	Compulsory/ elective	SWS	Workload
1.	Color Theory	Elective	3.00	84
2.	Visual Perception	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students: • know scientific references and methods of general perception of theory and research; • know the concepts and methods of psychology and physiology in the field of visual perception; • know the importance of perception models for the designer and are able to apply them; • know the linguistic and cultural levels of meaning of color and perception and their fields of application in Design; • know the basics of color material guaging and can apply color systems; • know the different fields of color research.
Means of assessment
Presentation / study assignments / written examination
Type of assessment
Graded examination performance

Module		Module code
FT Perception of Light and Color		FT 453 GB
Course	Course type	Course code
Color Theory	Lecture	FT 453 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Markus Schlegel	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents

In lectures on Color Theory and its application in practical situations (exercises) six core topics are covered.

- Color (Color/ Paint/ Language);
- The levels of meaning of color/perception (cultural context).
- The psychology of Color.
- Color materials & colored materials.
- Color orders and system codes to collections.
- Color research fields such as research color trends/ human-centered color concepts / color master plan.

Module		Module code
FT Perception of Light and Color		FT 453 GB
Course	Course type	Course code
Visual Perception	Lecture	FT 453 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	.	3.00	German	20 participants

Contents

- Basics of psychological and physiological perception research, perception circle (stimulus-representation and response).
- Cell structure and mechanisms of neuronal signal transduction and processing.
- Structure of the eye and retina, receptive fields, visual performance.
- Development of the virtual space presentation using contour, figure/background and depth stimuli, motion detection, awareness.

Module	Module code
GEE Brand Experimentation and Experience	GEE 302 GB
Module coordinator	Faculty
Prof. Dominika Hasse	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Brand Research & Experimentation	Elective	3.00	84
2.	Prototyping und Documentation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students are able to: • individually or in teams experiment with brand communication solutions in order to stimulate an analytical and critical message; • investigate product range and perception and design and develop a requirement profile out of it; • develop branding options experimentally and with open results; • to understand all forms of communication as mediums that can create experiences in a brand context; • create prototypes, document the experimentation and evaluate the effects.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE Brand Experimentation und Experience		GEE 302 GB
Course	Course type	Course code
Brand Research & Experimentation	Seminar	GEE 302 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Research methods (How are brands perceived?) Problem definition (How can/should an image be defined?) Methods and techniques of Brainstorming (How can/should the image be formed?)

Module		Module code
GEE Brand Experimentation und Experience		GEE 302 GB
Course	Course type	Course code
Prototyping und Documentation	Seminar	GEE 302 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Design and implementation using examples of analog and digital brand scenarios; review, evaluation and documentation; Methods of evaluating results.

Module	Module code
GEE The Artist's Book – Concept and Design	GEE 316 GB
Module coordinator	Faculty
Paul Kunofski	Organizational units

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Conception of an Artist's Book	Elective	3.00	84
2.	Realization of an Artist's Book	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students can work under guidance on an illustration project from conception to realization within a specific time frame. They have the knowledge necessary for expert implementation: print quality, binding, specifications of book design, paper qualities and attributes, elaboration and presentation. They develop an their own creative illustration technique – digital, manual or printmaking – and apply it appropriately. They have knowledge of historical, current and innovative illustration styles and presentation techniques.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE The Artist's Book – Concept and Design		GEE 316 GB
Course	Course type	Course code
Conception of an Artist's Book	Seminar	GEE 316 GB-V1
Teaching professor	Faculty	Compulsory/elective
Paul Kunofski	Organizational units	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Finding subjects. • Conception and sketching. • Group and individual theoretical discussions of work projects. • Assignments and exercises with an emphasis on Etching, Lithography, letterpress printing (using individually chosen techniques) in the applied field of bibliophile books and free graphics. • alternatives to graphic printing techniques. • Assignments and exercises using manual techniques such as drawing and painting, using digital techniques such as Photoshop, and Illustrator, and on their preparation according to the specifications of print media.

Module		Module code
GEE The Artist's Book – Concept and Design		GEE 316 GB
Course	Course type	Course code
Realization of an Artist's Book	Seminar	GEE 316 GB-V2
Teaching professor	Faculty	Compulsory/elective
Paul Kunofski	Organizational units	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Structuring and time management of the work project; • Analytical comparison of artistic standpoints and expressive possibilities in group and individual discussions; • Elaboration and presentation. Documentation as PDF.

Module	Module code
GEE Digital 3D Tools	GEE 313 GB
Module coordinator	Faculty
Prof. Andreas Schulz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
CAD 1

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Introduction to Generative Tools and Product Design	Elective	3.00	84
2.	Applied Use of Generative Tools and Product Design	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Ability to discuss experimental design and technology. Knowledge of current specialized software in the field of robotics, generative design tools. The ability to apply an innovative approach to specialized knowledge of appropriate technologies such as 3D printing and robotics.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE Digital 3D Tools		GEE 313 GB
Course	Course type	Course code
Introduction to Generative Tools and Product Design	Practical course	GEE 313 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Introduction to the use of generative tools and their implementation in 3D printing, robotics and other digital technologies. Plugin solutions such as: Unity, HAL, Grasshopper, etc.

Module		Module code
GEE Digital 3D Tools		GEE 313 GB
Course	Course type	Course code
Applied Use of Generative Tools and Product Design	Practical course	GEE 313 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 Personen

Contents
Application of acquired software knowledge to technologies such as robotics, virtual modelling, hands-on research. Experimental application of hardware and software solutions.

Module	Module code
GEE Digital Future Lab – Narration and Experience (A)	GEE 304 GB
Module coordinator	Faculty
Prof. Christian Mahler	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Basics in the creative use of digital media.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Research	Elective	3.00	84
2.	Experimentation and Innovation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Development of the design potential of new media formats and technologies through experimentation. • Differentiation and critical analysis of current media formats. • Development of new design strategies through digital media. • Development of prototypes. • Interdisciplinary teamwork skills. • Analytical documentation and presentation of work methods and results, as well as individual working methods and results.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE Digital Future Lab – Narration and Experience (A)		GEE 304 GB
Course	Course type	Course code
Research	Seminar	GEE 304 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Christian Mahler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester only	3.00	3.00	German	20 participants

Contents
Development of the design potential of digital media formats and technologies through analytical observation. Development of a design research question based on current technological developments and trends in the field.

Module		Module code
GEE Digital Future Lab – Narration and Experience (A)		GEE 304 GB
Course	Course type	Course code
Experimentation and Innovation	Practical course	GEE 304 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Christian Mahler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester only	3.00	3.00	German	20 participants

Contents
Development of the design potential of digital media formats and technologies through experimentation. Documentation and analysis of results. Development of prototypes.

Module	Module code
GEE Digital Future Lab – Narration and Experience (B)	GEE 305 GB
Module coordinator	Faculty
Prof. Stefan Wölwer	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Basics in the creative use of digital media.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Research	Elective	3.00	84
2.	Experimentation and Innovation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Derive future needs and design strategies from previous developments in digital media. • Ability to discuss design fictions and formulate speculative assumptions about social and design futures. • Development of prototypical scenarios. • Interdisciplinary teamwork skills. • Analytical documentation and presentation of work methods and results.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE Digital Future Lab – Narration and Experience (B)		GEE 305 GB
Course	Course type	Course code
Research	Seminar	GEE 305 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Stefan Wölwer	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
After an introduction, together students research design futures and perspectives and discuss and critique them against the backdrop of social and societal relationships in the context of the increasing algorithmization of the surrounding world.

Module		Module code
GEE Digital Future Lab – Narration and Experience (B)		GEE 305 GB
Course	Course type	Course code
Experiment und Innovation	Practical course	GEE 305 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Stefan Wölwer	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
Students create speculative future narratives in various media formats and analyze the results in a group presentation.

Module	Module code
GEE Printmaking: Experimentation, Material, Composition	GEE 318 GB
Module coordinator	Faculty
Marcel Kreipe	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ Elective	SWS	Workload
1.	Introduction and Ideation	Elective	3.00	84
2.	Realization and Implementation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students possess unique and individually expressive abilities in the area of graphic representation. They have skills in open-ended experimentation with various creative presentation techniques and materials. They are able to analyze their findings and transfer them into design practice. They consciously detach themselves from their habitual design concepts and open themselves individually to new, goal-oriented approaches. They are able to make decisions regarding form, color, structure and composition and to represent these decisions comprehensibly. They are able to work on a concrete subject matter and apply technique and contents in a methodically structured approach.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE Printmaking: Experimentation, Material, Composition		GEE 318 GB
Course	Course type	Course code
Introduction and Ideation	Seminar	GEE 318 GB-V1
Teaching professor	Faculty	Compulsory/elective
Marcel Kreipe	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents

- Exercises in manual and digital printmaking techniques (focus on screen printing, risograph, digital printing, intaglio type).
- Exercises on the specific properties of different materials and their possible application in further production processes.
- Exercises in techniques of graphic representation (collage, scrapboard, painting, drawing, monotype).
- Manual and digital production of artwork using the most commonly used programs (Photoshop, Illustrator, InDesign).
- Workshop-related safety training.

Module		Module code
GEE Printmaking: Experimentation, Material, Composition		GEE 318 GB
Course	Course type	Course code
Realization and Implementation	Seminar	GEE 318 GB-V2
Teaching professor	Faculty	Compulsory/elective
Marcel Kreipe	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents

- Artistic experimentation on a given subject with freely chosen printmaking methods.
- Exercises in combining and reinterpreting various manual and digital techniques.
- Haptic processing using a variety of techniques and materials (plotting, laser cutting, embossing).
- Experimental exercises in training individual expressive abilities.
- Transfer of the acquired knowledge to a subject-related graphic medium, product or object.

Module	Module code
GEE Experimental Printmaking	GEE 315 GB
Module coordinator	Faculty
Paul Kunofski	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ Elective	SWS	Workload
1.	Graphic and Printmaking Techniques	Elective	3.00	84
2.	Experimental Printmaking	Elective	3.00	84
Total (elective)			6.00	168

Target competences
After completing the module, students will have basic practical and theoretical knowledge of the general expressive and functional possibilities of various experimental and artistic printmaking vehicles. They are able to apply and justify ideas, strategies and methods to develop individual artistic and creative concepts. They are able to assess unconventional solutions with regard to specialized or application-oriented working methods. The students know and observe the safety regulations in the printing workshop and similar facilities.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE Experimental Printmaking		GEE 315 GB
Course	Course type	Course code
Graphic and Printmaking Techniques	Seminar	GEE 315 GB-V1
Teaching professor	Faculty	Compulsory/elective
Paul Kunofski	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Instruction in health and safety regulations of the workshop. Through simple exercises, artistic, experimental and printmaking techniques are tested, combined and varied.

Module		Module code
GEE Experimental Printmaking		GEE 315 GB
Course	Course type	Veranstaltungscode
Experimental Printmaking	Seminar	GEE 315 GB-V2
Teaching professor	Faculty	Compulsory/elective
Paul Kunofski	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Conception and design of an experimental artistic picture series.

Module	Module code
GEE Experimental Wood Design	GEE 308 GB
Module coordinator	Faculty
Andreas Kristl	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Experimental Design with Wood	Elective	6.00	168
Total (elective)			6.00	168

Target competences
Students possess basic technological knowledge in theory and practice about solid wood, wood-based materials, and surface treatment. They can independently and responsibly produce simple workpieces with manual work techniques and mechanical working processes. Students use basic woodworking techniques as an aid in design and apply them experimentally and systematically. They have developed the ability to recognize design and technological functional relationships based on empirical practice, to evaluate them both independently and in discussion and to make design decisions based on this knowledge. They can apply this knowledge in production and design process planning. Students have acquired basic knowledge and skills in experimental design development, time management and teamwork.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE Experimental Wood Design		GEE 308 GB
Course	Course type	Course code
Experimental Design with Wood	Seminar	GEE 308 GB-V1
Teaching professor	Faculty	Compulsory/elective
Andreas Kristl	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	6.00	German	20 participants

Contents
Practical basics: mechanical wood processing/certification for the installation and operation of high-speed woodworking machines; occupational safety. Introduction to surface treatment of wood-based materials. Technological and theoretical basics of wood/wood-based materials. Hands-on experimentation with material and technological exercises taking into consideration functional and aesthetic aspects.

Module	Module code
GEE Experimental Information Design	GEE 320 GB
Module coordinator	Faculty
Prof. Alessio Leonardi	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Experimental Information Design A	Elective	3.00	84
2.	Experimental Information Design B	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Knowledge of past and present experimental approaches in information design. • Research and critical analysis of case studies in orientation and information; system design, both digital and analogue. • Problem formulation, media selection, structuring of information. • Concept visualization. • Presentation with critical analysis of the experimental design solutions developed.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE Experimental Information Design		GEE 320 GB
Course	Course type	Course code
Experimental Information Design A	Seminar	GEE 320 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Alessio Leonardi	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	German	20 participants

Contents
Students work individually or in teams on experimental information design, investigating the possibilities of innovative, non-conventional forms of conveying messages and orientation. Based on real or invented situations they define a problem, find suitable media with which they will experiment and work, create or sketch prototypes that explain their concept, and document and present their work.

Module		Module code
GEE Experimental Information Design		GEE 320 GB
Course	Course type	Course code
Experimental Information Design B	Project	GEE 320 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Alessio Leonardi	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	German	20 participants

Contents
Project work, documentation and analysis of the results.

Module	Module code
GEE Experimental Communication	GEE 300 GB
Module coordinator	Faculty
Prof. Barbara Kotte	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Research and Ideation	Elective	3.00	84
2.	Prototyping und Documentation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students work individually or in teams on experimental communication solutions that lead to actions (interventions) on human behavior. They • observe behavior and develop concrete problem formulation; • develop experimental and open-ended communication solutions; • understand that anything is a medium that can create experiences; • create prototypes, document experiments and assess the impact.
Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Experimental Communication		GEE 300 GB
Course	Course type	Course code
Research and Ideation	Seminar	GEE 300 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Barbara Kotte	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
Research methods (How do humans behave?) Problem identification (In what way should they change their behaviour?) Techniques of ideation (What would change their behaviour?)

Module		Module code
GEE Experimental Communication		GEE 300 GB
Course	Course type	Course code
Prototyping and Documentation	Seminar	GEE 300 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Barbara Kotte	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
• Design and construction of a prototype. • Observation and documentation. • Methods of impact assessment.

Module	Module code
GEE Metal Object Experimentation	GEE 310 GB
Module coordinator	Faculty
Prof. Hartwig Gerbracht	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Metal Object Experimentation 1	Elective	3.00	84
2.	Metal Object Experimentation 2	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students are able to: • experimentally develop a subjective, creative/artistic means of expression in one of the following fields: architectural detail; distinctive small furniture; tableware; utensil containers; • to produce relevant samples/models; • to document, analyze, and present the work process, work methods and results.
Means of assessment
Presentation, documentation,
Type of assessment
Graded examination performance

Module		Module code
GEE Metal Object Experimentation		GEE 310 GB
Course	Course type	Course code
Metal Object Experimentation 1	Practical course	GEE 310 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Hartwig Gerbracht	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester only	3.00	3.00	German	20 participants

Contents
This unit aims for the experimental, artistic, and research development or elaboration of a hypothesis in the fields of tableware, utensil containers, distinctive small furniture, or architectural object/building detail. The students individually research, experiment and analyze places, actions, objects or techniques and discuss and critique them on the basis of their own design standards. Neighboring disciplines will be explored in the process. The students sketch subject-related three-dimensional objects/models/ patterns. Research, experiment and research results are discussed weekly.

Module		Module code
GEE Metal Object Experimentation		GEE 310 GB
Course	Course type	Course code
Metal Object Experimentation 2	Practical course	GEE 310 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Hartwig Gerbracht	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester only	3.00	3.00	German	20 participants

Contents
In this unit students further develop the knowledge gained in experimentation in order to find and apply new expressive possibilities of the chosen medium in a goal-oriented way. The knowledge gained and potential are creatively analyzed and documented.

Modulname	Modulcode
GEE Jewelry/Body-related Object Experimentation	GEE 311 GB
Module coordinator	Faculty
Prof. Melanie Isverding	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Jewelry/Body-related Object Experimentation 1	Elective	3.00	84
2.	Jewelry/Body-related Object Experimentation 2	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students are able to: • develop a subjective, creative/artistic form of expression in the field of jewelry and decorative objects; • produce patterns/models relative to a specific thematic area; • design and produce objects of jewelry experimenting with semi-finished products, materials from nature and the consumer world, and ready-mades; • to make and prepare master patterns for metal or plastic casting; • to document, analyze, and present work processes, work methods and results.
Means of assessment
Presentation, documentation,
Type of assessment
Graded examination performance

Module		Module code
GEE Jewelry/Body-related Object Experimentation		GEE 311 GB
Course	Course type	Course code
Jewelry/Body-related Object Experimentation 1	Practical course	GEE 311 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Melanie Isverding	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
• The experimental, artistic, and research development or elaboration of a hypothesis in the field of jewelry and body-related objects. • The students individually research, experiment and analyze the range of issues and casting techniques and discuss and critique them on the basis of their own design standards. • Collecting, arranging, and evaluating materials for the production of jewelry and body-related objects. • Experimenting with semi-finished products, materials from nature and the artistic world, and ready-mades for use in jewelry making. • Students create three-dimensional casting models/patterns.

Module		Module code
GEE Jewelry/Body-related Object Experimentation		GEE 311 GB
Course	Course type	Course code
Jewelry/Body-related Object Experimentation 2	Practical course	GEE 311 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Melanie Isverding	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester only	3.00	3.00	German	20 participants

Contents
• Realization of casting patterns with close observation of the process. • Casting model and data transfer to an outside metal casting company. • Follow-up of the cast objects – surface design of the cast objects.

Module	Module code
GEE Color as an Experiment – Color Perception Lab	GEE 306 GB
Module coordinator	Faculty
Prof. Timo Rieke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/ elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Proficiency in Adobe Illustrator, Photoshop, and InDesign

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Research and Ideation	Elective	2.00	56
2.	Creation, Color Surface Lab, Prototyping	Elective	4.00	112
Total (elective)			6.00	168

Target competences
The students: • can identify, classify and evaluate phenomena of color application, color perception and color effects in a wide range of current usage; • are familiar with current developments in integrated, interdisciplinary color design and are able to develop, describe and experimentally apply working methods and techniques; • are able to identify, test and expand a relevant issue with its own focus; • can explore and further develop principles of color design in experimental artistic studies; • can plan and document an experimental project and evaluate, visualize, and summarize the results.

Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Color as an Experiment – Color Perception Lab		GEE 306 GB
Course	Course type	Course code
Research and Ideation	Seminar	GEE 306 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	2.00	2.00	German	20 participants

Contents
Students work individually or in teams on experimental questions in the field of color in design. They analyze current trends in color design using case studies, isolate relevant principles and develop their own experimental projects and studies.

Module		Module code
GEE Color as an Experiment – Color Perception Lab		GEE 306 GB
Course	Course type	Course code
Creation, Color Surface Lab, Prototyping	Practical course	GEE 306 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Timo Rieke Prof. Markus Schlegel	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	4.00	German	20 participants

Contents
Using prototypes, the concepts that have been developed are tested, described and evaluated. The results will be designed as a Trendbook with a focus on color/surface.

Module	Module code
GEE Free Experimentation	GEE 399 GB
Module coordinator	Faculty
Dean of Studies BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	GEE Experimention 1	Elective	3.00	84
2.	GEE Experimention 2	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students are able to: • develop or work on creative/artistic hypotheses using experimental and research methods; • work independently; • adapt academic and interdisciplinary work methods; • document and self-critically analyze work processes, working methods and results.
Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Free Experimentation		GEE 399 GB
Course	Course type	Course code
GEE Experimentation 1	Practical course	GEE 399 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	Design	20 participants

Contents
This unit aims for the experimental, artistic, and research development or elaboration of a hypothesis. The students individually and in self-organized teams research, experiment and analyze creative futures and perspectives and discuss and critique them on the basis of their own design standards.

Module		Module code
GEE Free Experimentation		GEE 399 GB
Course	Course type	Course code
GEE Experimention 2	Practical course	GEE 399 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	German	20 participants

Contents
In this unit students further develop the knowledge gained in experimentation in order to find and apply new expressive possibilities of the chosen medium in a goal-oriented way. The knowledge gained and potential are creatively analyzed and documented.

Module	Module code
GEE Designing with Light	GEE 323 GB
Module coordinator	Faculty
Prof. Dr. Paul Walter Schmits-Reinecke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Experimental Lighting Design	Elective	3.00	84
2.	Experimental Lighting Technique	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students: • apply methods of associative lighting design to a subject of their own choice; • design the experiment and a plan; • interpret the setting for the experiment and apply their knowledge of safety in the installation of electrical installations and lighting; • develop a personal approach to the relation between lighting design and art; • develop interdisciplinary communication and understanding.
Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Designing with Light		GEE 323 GB
Course	Course type	Course code
Experimental Lighting Design	Seminar	GEE 323 GB-V1
Teaching professor	Faculty	Compulsory/elective
Norbert Wasserfurth	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Methods of lighting design. • Research techniques. • Basics of light production. • Interaction between light and materials.

Module		Module code
GEE Designing with Light		GEE 323 GB
Course	Course type	Course code
Experimental Lighting Technique	Lecture/practical course	GEE 323 GB-V2
Teaching professor	Faculty	Compulsory/elective
Hartmut Splitt	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Basics of installation technology. • Safe handling of lighting and electricity. • Introduction to the control of dynamic lighting sequences.

Module	Module code
GEE Finding and Showing Ideas	GEE 321 GB
Module coordinator	Faculty
Bianka Grottendieck	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Finding Ideas	Elective	3.00	84
2.	Showing Ideas	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The process of finding and showing ideas is a recurring activity of creative people. An individual style should be found and/or developed. The students: • investigate ideation and presentation methods; • transform and transfer these methods to various fields of activity in a well-founded way; • present the results in a structured and timely manner; • master the rules for feedback processes both actively and passively.
Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Finding and Showing Ideas		GEE 321 GB
Course	Course type	Course code
Finding Ideas	Seminar	GEE 321 GB-V1
Teaching professor	Faculty	Compulsory/elective
Bianka Grottendieck	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• The process of Ideation. • Creative Methods. • Design methods. • Time management methods. • Feedback techniques.

Module		Module code
GEE Finding and Showing Ideas		GEE 321 GB
Course	Course type	Course code
Showing Ideas	Seminar	GEE 321 GB-V2
Teaching professor	Faculty	Compulsory/elective
Bianka Grottendieck	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Presentation techniques. • Presentation styles. • Structural methods. • Elements and rules of visual order. • Analogue and digital presentation scenarios. • Etiquette: current Do's and Don’ts.

Module	Module code
GEE Illustrative Graphic Reproduction	GEE 314 GB
Module coordinator	Faculty
Paul Kunofski	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Technique and Technology of Graphic Reproduction	Elective	3.00	84
2.	Illustrative Graphic Reproduction	Elective	3.00	84
Total (elective)			6.00	168

Target competences
After completing the module, students will have basic practical and theoretical knowledge of the general expressive and functional possibilities of various graphic reproduction techniques such as lithography, etching, woodcut, linocut, and monotype. In one of these areas they will develop their own creative and individual style of expression in practical application. They are familiar with the process techniques of digital and analog print production and are able to apply these to specific tasks. Students know and observe safety regulations in printing workshops and similar facilities.
Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Illustrative Graphic Reproduction		GEE 314 GB
Course	Course type	Course code
Technique and Technology of Graphic Reproduction	Seminar	GEE 314 GB-V1
Teaching professor	Faculty	Compulsory/elective
Paul Kunofski	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Instruction in health and safety regulations of the workshop. Through simple exercises, techniques and technologies of graphic reproduction in the areas of etching, lithography, woodcut, linocut and monotype are put to the test.

Module		Module code
GEE Illustrative Graphic Reproduction		GEE 314 GB
Course	Course type	Course code
Illustrative Graphic Reproduction	Seminar	GEE 314 GB-V2
Teaching professor	Faculty	Compulsory/elective
Paul Kunofski	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Conception and design of a graphic reproduction picture series based on a given subject.

Module	Module code
GEE Use of Materials for their Inherent Qualities	GEE 312 GB
Module coordinator	Faculty
Jan Obornik	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Practical experience with materials of three-dimensional design

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Use of Materials for their Inherent Qualities	Elective	3.00	84
2.	Material Experimentation	Elective	3.00	84
Total (elective)			6.00	168

Target competences

The students are able to:

- use materials of plastic design (e.g. plaster, concrete, clay, porcelain, wax, silicone etc.) in design context according to valid scientific and technical knowledge;
- place findings in context with given information and establish work methods for specific materials;
- based on the description of a material experiment, formulate reasonable assumptions about expected characteristics of specific material and formulate possible applications of the findings;
- scientifically document and esthetically evaluate the results of material experiments.

Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Use of Materials for their Inherent Qualities		GEE 312 GB
Course	Course type	Course code
Use of Materials for their Inherent Qualities	Seminar	GEE 312 GB-V1
Teaching professor	Faculty	Compulsory/elective
Jan Obornik	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	German	20 participants

Contents
Through theoretical and practical instruction, students develop specific uses of materials for three-dimensional design. Based on the common use of specific materials, they develop sketches and proportion studies and put them into practice.

Module		Module code
GEE Use of Materials for their Inherent Qualities		GEE 312 GB
Course	Course type	Course code
Material Experimentation	Practical course	GEE 312 GB-V2
Teaching professor	Faculty	Compulsory/elective
Jan Obornik	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	German	20 participants

Contents
Students experiment with the modification of components and/or processing conditions of specific materials and examine the resulting properties. From the findings, new possibilities for application in esthetic practice are formulated.

Module	Module code
GEE Packaging Experience	GEE 301 GB
Module coordinator	Faculty
Prof. Nicole Simon	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/elective	SWS	Workload
1.	Packaging Experience	Elective	6.00	168
Total (elective)			6.00	168

Target competences
The students understand design as a holistic process. They approach their chosen field balancing experimentation with real-world relevance. They have a conscious and analytical approach to packaging design. The students evaluate their concepts according to customer requirements, marketability and sustainability. They are able to perform their tasks in a job-related context.
Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Packaging Experience		GEE 301 GB
Course	Course type	Course code
Packaging Experience	Seminar	GEE 301 GB -V1
Teaching professor	Faculty	Compulsory/elective
Prof. Nicole Simon	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	6.00	6.00	German	20 participants

Contents
• Open, novel and experimental thinking in the development of packaging and its marketing — today and tomorrow. • Innovation as theme of the future. • Conveying the legitimacy of real projects. • Understanding of economic developments, circumstances and issues in the design context. • Cooperation, communication and teamwork between specialists of the same field. • Independent work, time management and project management. • Documentation and presentation with various media.

Module	Module code
GEE Experimental Photography	GEE 319 GB
Module coordinator	Faculty
Prof. Andreas Magdanz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/ elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Experimental Photography A	Elective	3.00	84
2.	Experimental Photography B	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The aim of this module is primarily to convey technical and artistic design fundamentals and strategies, not in terms of a planning/design process (see Design and Project modules), but as an experiment with somewhat incalculable results. Special emphasis is placed and required here on an interdisciplinary approach with other artistic, creative forms of expression. The students: • understand photography as a medium in connection with text and image, poster, book and know the whole variety of multimedia forms of expression; • are able to work out new approaches to solutions based on experimental, unconventional ways of thinking and procedures that go beyond the specific medium and lead to their own artistic, creative expression and attitude.
Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Experimental Photography		GEE 319 GB
Course	Course type	Course code
Experimental Photography A	Seminar	GEE 319 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Magdanz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Lectures on artistic approaches to photography using contemporary artists as examples. • Guest lectures by artists, photographers and filmmakers. • Ability to discover the storyline behind a motive or theme, to recognize its social relevance, to interpret and work through it — freely chosen themes or events can help in this process and can be worked through as a separate project, by each student individually, or in groups. • In addition to photo and text, poster and book, the conveyance of and encouragement to an interdisciplinary approach with further transformation techniques such as graphics, painting, sculpture, spatial installations, moving images and material experiments. • Self-critical examination of one's own work: the decisive core of any artistically oriented activity. • Learning to understand photography in its complexity, as an esthetic and technical transfer of information. • Individual standpoints and concepts, especially in the field of contemporary photography will be presented in order to develop an awareness of well-founded artistic strategies and approaches and to lead students to their own beliefs. • Presentation of modern hardware and software. • Panoramic photography, spherical photography and virtual tours. • 35mm, medium and large digital format, drone photography, and film.

Module		Module code
GEE Experimental Photography		GEE 319 GB
Course	Course type	Compulsory/elective
Experimental Photography B	Practical course	Elective
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Magdanz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Realization of the materials presented in Experimental Photography A in practical exercises on location, nearby and/or on field trips. • Objective: individual works ready to be exhibited.

Module	Module code
GEE Three-dimensional Design 2	GEE 307 GB
Module coordinator	Faculty
Prof. Hans-Jürgen Lamb	Design

Study Program
Bachelor of Arts Gestaltung

Duration	Compulsory/Elective	ECTS
1 Semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Three-dimensional Design 2A	Elective	3.00	84
2.	Three-dimensional Design 2B	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students have an in-depth, experiment-based knowledge of classical sculptural materials such as clay, plaster, concrete, porcelain, wood, steel, stone, etc. In addition, they know how to experimentally develop new materials and test them for sculptural suitability through research. Through artistic and creative experimentation, students experience the connection between the sensory experience and esthetic values in a new light and are able to linguistically formulate on-going results and use the concepts in a playful way. They are familiar with relevant examples of experimental artistic works from recent art history and are able to draw inspiration and conclusions about their own work. Through their own approach to research, research questions, and specific experiments, students actively question existing esthetic traditions, norms and habits. Students make artistic experimentation part of their creative growth and the corresponding process an individually comprehensible growth process. Students are able, inspired, and motivated to constantly formulate new artistic research approaches in terms of form, material, space, and various societal contexts. In doing so, they make use of games, experiments, and if necessary concepts such as random methods appropriate to the situation. Students find high-profile and clearly-understandable ways to make their experiments public.

Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE Three-dimensional Design 2		GEE 307 GB
Course	Course type	Course code
Three-dimensional design 2A	Seminar	GEE 307 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Hans-Jürgen Lamb	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents

- Classroom instruction and experimentation with acquired knowledge and methodological skills in the field of artistic and creative experimental research. In-depth experimental exploration examination of various sculptural materials such as clay, plaster, concrete, porcelain, wood, steel, stone, etc.
- Motivational and structured guidance in playful research, exploration and artistic experimentation.
- Playful discovery of new, in a certain sense unconventional materials as a starting point for artistic and creative work.
- Discussion of selected experimentation and research of art standpoints from the fields of reproduction, free form, exhibition installation, art in construction, kinetics, etc.
- Practical and theoretical questioning of esthetic traditions and practices through theses, motives and treatises.

Module		Module code
GEE Plastische Gestaltung 2		GEE 307 GB
Course	Course type	Course code
Three-dimensional design 2B	Practical course	GEE 307 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Hans-Jürgen Lamb	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents

- Introduction to the principles and specific characteristics of artistic research work.
- Formulation of models for possible research questions regarding form, material, composition, space, art and society.
- Theme selection and differentiation of principles of games, experiments and chance as a means of artistic and creative research.
- Implementation and dissemination of appropriate research results in publicly open university events, official projects with external partners, and unofficial urban outreach projects.

Module	Module code
GEE Text as Image Experiment	GEE 303 GB
Module coordinator	Faculty
Prof. Dominika Hasse	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	From Text to Caption to Message	Elective	3.00	84
2.	Prototyping und Documentation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students can • experiment with text compositions as images in analog and digital media: emphaszing and approaching typography as a message in analog or digital form/ text as a visual statement, is a detail of an image and creates visual effects/texture as meaning or fragment; • experimentally and transparently develop new forms of communication transfer; • analyze the results in relation to traditional and experimental forms; • Create prototypes, document the experimental discussion, and evaluate the effect.
Means of assessment
Documentation, presentation
Type of assessment
Graded examination performance

Module		Module code
GEE Text as Image Experiment		GEE 303 GB
Course	Course type	Course code
From Text to Caption to Message	Seminar	GEE 303 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dominika Hasse	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
Research methods: text as images, emoticons, codes, how will forms of communication develop in the future? Experimental approaches as research dealing with messages. Methods and techniques for Brainstorming and experimental application.

Module		Module code
GEE Text as Image Experiment		GEE 303 GB
Course	Course type	Course code
Prototyping und Documentation	Seminar	GEE 303 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dominika Hasse	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
From experiment to application: • Design and transfer of the idea into concrete use; • Review, evaluation and documentation; • Methods for evaluating the results.

Module	Module code
GEE "Wild Thinking" – Development of Individual Artistic Concepts	GEE 322 GB
Module coordinator	Faculty
Prof. Marion Lidolt	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Development of Individual Artistic Concepts: Conception	Elective	3.00	84
2.	Development of Individual Artistic Concepts: Preparation and Presentation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The courses of this module are explicitly designed to promote experimental research and design as fundamentals of human knowledge. The aim is to "find new possibilities of expression, of a medium, to see or do things in a way that has never been seen or done before. After completing the module, students are able to apply and justify ideas, strategies and methods for the development of individual artistic and creative concepts. They have expanded their own creative and individual expressiveness. They are able to apply their abilities to recognize material-related processes, rules, implementation conditions, limits and possibilities and to lead to sustainable designs in further developmental steps. They are able to analyze unconventional approaches to solutions with regard to subject specific or application-oriented possibilities.

Means of assessment
Presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
GEE "Wild Thinking" – Development of Individual Artistic Concepts		GEE 322 GB
Course	Course type	Course code
Development of Individual Artistic Concepts: Conception	Seminar	GEE 322 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Marion Lidolt	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Classroom instruction and experimentation with acquired knowledge and methodological skills in the field of experimental design. Special focus on brainstorming and experimental concept development. Group and individual theoretical discussions on esthetics and conciseness of work plans.

Module		Module code
GEE "Wild Thinking" – Development of Individual Artistic Concepts		GEE 322 GB
Course	Course type	Course code
Development of Individual Artistic Concepts: Preparation and Presentation	Seminar	GEE 322 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Marion Lidolt	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Classroom instruction and experimentation with acquired knowledge and methodological skills in the field of experimental design. Special focus on practical elaboration, reasoning, analysis, presentation and documentation.

Module	Module code
GT 3D Animation	GT 110 GB
Module coordinator	Faculty
Prof. Christian Mahler	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	3D Creation	Elective	3.00	84
2.	3D Animation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Ability to construct, texture, place and illuminate virtual objects and spaces. • Ability to animate a virtual camera from an image design perspective. • Workflow and organizational management for the design of three-dimensional digital spaces and objects.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT 3D Animation		GT 110 GB
Course	Course type	Course code
3D Creation	Seminar	GT 110 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Introduction to the design of digital, three-dimensional objects. Teaching contents: modelling, texturing, lightning, rendering, assets.

Module		Module code
GT 3D Animation		GT 110 GB
Course	Course type	Course code
3D Animation	Seminar	GT 110 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Introduction to the animation of three-dimensional objects in virtual space. Teaching contents: Camera work in 3D space, keyframe animation, bones, inverse kinematics, path animation, morphing, particles, movement direction, blur.

Module	Module code
GT Applied Market Research	GT 100 GB
Module coordinator	Faculty
Prof. Dr. Alexander Schimansky	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Research Methods	Elective	3.00	84
2.	Research Studies	Elective	3.00	84
Total (elective)			6.00	168

Target competences

The students are able to:

- generally understand and explore complex reality epistemologically;
- to transform general questions into empirical-scientific form through hypothesis generation and make them verifiable;
- summarize quantitative market research methods and understand their functions and their fields of application;
- understand the suitability of quantitative exploration methods for the, evaluation and testing of social as well as market and advertising issues;
- recognize the possibilities of quantitative attitude measurement to shed light on sensitive issues such as love and hate (xenophobia, homophobia);
- realize the ethical responsibility of empirical research, in particular the misuse or manipulation of results;
- independently plan a quantitative market research study or an experimental test design and implement and evaluate it in small teams;
- independently interpret empirical and experimental test results and make responsible recommendations for their application.

Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Applied Market Research		GT 100 GB
Course	Course type	Course code
Research Methods	Seminar	GT 100 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Alexander Schimansky	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Introduction to epistemology and the empirical understanding of science (constructs, variables, probabilities, scientific quality criteria, concept of measurement, etc.). • The basics of methodological research (questioning, observation, testing). • Explanation of the formulation of verifiable investigation hypotheses. • Introduction to the development of explorative and experimental study designs. • Measurement and measurement levels in interviewing and testing. • Development of questionnaires and fields of application in quantitative market research. • The importance of sample survey planning and implementation of a sample survey. • Approaches to conducting quantitative surveys. • Experimental research and test conditions. • Scientific requirements for the written documentation of results.

Module		Module code
GT Applied Market Research		GT 100 GB
Course	Course type	Course code
Research Studies	Übung	GT 100 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Alexander Schimansky	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Planning, implementation and analysis of the student's own experimental study or quantitative research study in market and advertising. • Formulation of research hypotheses and design. • Formulation of questionnaires and, if necessary, preparation of test material. • Identification and recruitment of suitable study participants. • Data collection by means of face-to-face or online measurement. • Transcription, coding and input of the survey or measurement results in SPSS. • Possibilities for descriptive data analysis. • Use of univariate and multivariate methods for inferential statistical evaluation. • Critically analyzed interpretation and responsible derivation of findings, as well as practice-oriented recommendations. • Scientific documentation of the results.

Module	Modulecode
GT Extension Construction	GT 124 GB
Module coordinator	Faculty
Prof. Patrick Pütz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Interior Design: Building Components	Elective	3.00	84
2.	Interior Design: Furniture	Elective	3.00	84
Total (elective)			6.00	168

Planned study semester
Semesters 1 through 4

Target competences

Students

- have basic knowledge of interior design and furniture construction in building interiors. They understand the technical, design and constructional interrelationship of structural elements and are able to present them in a plan in accordance with the relevant standards and scales;
- know the basic materials used in interior design and furniture production, are able to assess their work process, and are able to represent their project in drawings;
- have command over specialized terminology, and can understand and select the relevant standards and regulations;
- develop a professional profile, can assess, analyze, and justify creative choices;
- evaluate and interpret design ideas in terms of their technical and constructive realization and develop solutions that conform to relevant standards.

Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Extension Construction		GT 124 GB
Course	Course type	Course code
Interior Design: Building Components	Seminar	GT 124 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Patrick Pütz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
• Basic concepts, standards and regulations. • Compliance with relevant standards in interior design. • Floors, floor coverings, ceiling coverings, suspended ceilings. • Non-structural walls, wall openings, stairs, ramps. • Barrier-free construction, noise protection, fire protection. • Construction and mathematical assignments with graphic presentations and technical descriptions.

Module		Module code
GT Extension Construction		GT 124 GB
Course	Course type	Course code
Interior Design: Furniture	Seminar	GT 124 GB-V2
Teaching professor	Faculty	Compulsory/elective
Andreas Kristl	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
• Basic concepts, standards and regulations. • Realization of furniture according to relevant standards in woodworking. • Displaying components in several different views. • Presentation of relevant materials. • Basic knowledge of hardware technology. • Basic knowledge of functional furniture components. • Basic principles of furniture construction. • Construction and mathematical assignments with graphic presentations and technical descriptions.

Module	Module code
GT Interior Architecture: Exhibition Design	GT 138 GB
Module coordinator	Faculty
Prof. Patrick Pütz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	GT Concept and Design	Elective	3.00	84
2.	GT Implementation & Prototypes	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students have basic knowledge of exhibition design. They understand the interdependence between conceptual and design requirements in relation to constructive and technical conditions. They have command over specialized terminology, and can understand and select the relevant standards and regulations. They develop a professional profile, can assess, analyze, and justify creative choices.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Interior Architecture: Exhibition Design		GT 138 GB
Course	Course type	Course code
GT Concept and Design	Seminar	GT 138 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Patrick Pütz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
Exhibition concepts and key issues, spatial communication, scenography, stage design, exhibition systems and furniture, path layout and dramaturgy, staging and lighting, audio-visual media, hands-on and interactive objects, graphic design, regulations and standards.

Module		Module code
GT Interior Architecture: Exhibition Design		GT 138 GB
Course	Course type	Course code
GT Implementation & Prototypes	Seminar	GT 138 GB-V2
Teaching professor	Faculty	Compulsory/elective
Andreas Kristl	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
Model construction, prototypes, materials, technology, connections, cost statements, schedule, regulations, and standards.

Module	Module code
GT Building Construction and Structural Design	GT 125 GB
Module coordinator	Faculty
Prof. Günter Weber	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Project Development, PE Spatial Planning, Color Planning, Light Planning 1

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Building Construction	Elective	3.00	90
2.	Structural Design	Elective	3.00	84
Total (elective)			6.00	168

Target competences

The students have basic knowledge of building construction and structural design, the most important, relevant standards and regulations, and have command over specialized terminology. They analyze and broaden their knowledge in discussions and through exercises.

Students:

- are able to develop basic design concepts and technical details based on representative aspects of building construction and structural engineering;
- are able to assess the technical and constructive elements in a functional context by evaluating standards and guidelines;
- are able to work on basic design tasks dealing with material and heat;
- can calculate the dimensions of a component in accordance with the relevant standards.

Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Building Construction and Structural Design		GT 125 GB
Course	Course type	Course code
Building Construction	Seminar	GT 125 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Günter Weber	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
Simple technical concepts and analysis of representative construction details; dealing with typical tasks of building construction, e.g. with regard to material, humidity, sound and light; work on technical and constructional elements in accordance with standards and guidelines; basic knowledge of surveying with a focus on standard and practice-oriented presentation.

Module		Module code
GT Building Construction and Structural Design		GT 125 GB
Course	Course type	Course code
Structural Design	Seminar	GT 125 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
Analysis of basic design concepts; model development of structural support systems; load-bearing and load-bearing in building construction and finishing work; presentation, analysis and application of typical elements of interior design such as stairs, doors, room dividers etc. as well as lightweight constructions for trade fairs, exhibitions and commercial construction.

Module	Module code
GT CAD 1 Space/Color/Light	GT 123 GB
Module coordinator	Faculty
Prof. Patrick Pütz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	CAD Space/Color/Light 1	Elective	3.00	84
2.	CAD Space/Color/Light 2	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students have: • basic knowledge in the use of common building-sector CAD programs for the creation of planning and presentation documents in 2D; • basic knowledge on how to create a 3D model to generate the visualization of a design.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT CAD 1 Space/Color/Light		GT 123 GB
Course	Course type	Course code
CAD Space/Color/Light 1	Seminar	GT 123 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Students gain knowledge: • about commands and methods used in creating a basic 2D digital plan of a design; • for the labeling and dimensioning of technical plans; • for the creation of printable CAD plans in various scales and levels of detail; • about basic file and drawing structures in CAD programs.

Module		Module code
GT CAD 1 Space/Color/Light		GT 123 GB
Course	Course type	Course code
CAD Space/Color/Light 1	Seminar	GT 123 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Students gain knowledge: • about commands and methods used in creating digital 3D models as a basis for the visualization of a design; • about applying colors, materials and structures to objects and surface areas; • about setting up cameras and lights; • about exporting, printing, and saving data.

Module	Module code
GT CAD 2 Digital Model Development	GT 133 GB
Module coordinator	Faculty
Reiner Schneider	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Model Development and Construction	Elective	3.00	84
2.	Construction and Documentation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Mastery of design-adequate CAD programs for the drafting of designs and their constructive elaboration. • Basic knowledge of geometry acquisition using 3DScan. • Knowledge of polygonal data processing and reverse engineering. • Knowledge of the production of 3D print models by means of rapid prototyping. • Basic knowledge of the use of CAD tools in the planning of design requirements for injection molding processes and materials. • Reading and writing of technical documentation. • Good communication skills with specialists in the area of product development.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT CAD 2 Digital Model Development		GT 133 GB
Course	Course type	Course code
Model Development and Construction	Seminar	GT 133 GB-V1
Teaching professor	Faculty	Compulsory/elective
Reiner Schneider	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Discussion/research on predetermined tasks. • Product design using design sketches and representations of conceptual approaches. • Design development and correction based on manually created ergonomic/ volume models. • Digitization of models using reverse engineering/3D Scan techniques. • CAD surface modeling for the creation of variable surface layouts. • Representation of digital models via CNC technology with evaluation of the model for the construction phase.

Module		Module code
GT CAD 2 Digital Model Development		GT 133 GB
Course	Course type	Course code
Construction and Documentation	Seminar	GT 133 GB-V2
Teaching professor	Faculty	Compulsory/elective
Reiner Schneider	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Determination of wall thicknesses, casing sections and unformed mouldings, taking into account production-related requirements. • Positioning of functionally relevant components. • Presentation of the results by means of technical documentation.

Module	Module code
GT CAD 3 Visualization	GT 134 GB
Module coordinator	Faculty
Prof. Andreas Schulz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
CAD 1

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Digital sketching	Elective	3.00	84
2.	Digital visualizing	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Knowledge of draft visualization in the initial idea and concept phase. • Knowledge of creating digital concept sketches. • Knowledge of the product visualization in the draft phase. • Basic knowledge of digital objects animation.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT CAD 3 Visualization		GT 134 GB
Course	Course type	Course code
Digital sketching	Practical course	GT 134 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Discussion of current hardware and software solutions for visualization in the product design process, e.g. Graphics tablets.

Module		Module code
GT CAD 3 Visualization		GT 134 GB
Course	Course type	Course
Digital visualizing	Seminar	GT 134 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Design visualization based on CAD data with specialized rendering software, digital objects animation, moving images.

Module	Module code
GT Digital Basics: Print	GT 137 GB
Module coordinator	Faculty
Prof. Ursula Knecht	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Digital Basics: Print 1	Elective	3.00	84
2.	Digital Basics: Print 2	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students are taught basic, theoretical and practical knowledge. Specialized software knowledge in the areas of image and text processing (Adobe CC or similar) is taught and applied. Students can test and deepen their skills in practical exercises. Students: • possess practical experience of specialized software knowledge for digital implementation of production-related tasks of medium difficulty in the field of prepress and digital publishing; • know about effective interaction of the different, digital tools; • master the specialized terms used in prepress for printing and digital publishing.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Digital Basics Print		GT 137 GB
Course	Course type	Course code
Digital Basics: Print 1	Seminar	GT 137 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Classroom instruction of the specialized software knowledge and its practice. • Proficiency with text and image processing software (Adobe CC or similar). • Classroom instruction of the basics of digital prepress for printing and digital publishing.

Module		Module code
GT Digital Basics Print		GT 137 GB
Course	Course type	Course code
Digital Basics Print 2	Seminar	GT 137 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Practical application of the acquired software skills in the interaction of all relevant digital tools. • Analysis of specific tasks and structuring of work processes. • Making realistic cost assessments for various print production projects.

Module	Module code
GT Technical Field Trip (3 days)	GT 135 GB
Module coordinator	Faculty
Studiendekan/in BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Elective	3.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Technical Field Trip	Elective	3.00	84
Total (elective)			3.00	84

Target competences
Students organize a field trip in teams and follow through as a group. They work independently, organize themselves with one another and evaluate their experiences on site and in a follow-up meeting. Students: • independently gain knowledge of the history of the country, art, design and architecture associated with the field trip destination and know how it is integrated into the cultural-historical context of the respective European or non-European cultural areas; • analyze the subject-related situation in the host country in relation to the situation in Germany through expert exchange with important representatives from the fields of design, art, culture and related fields. They transfer their assessments and impressions to their own specialist and professional development; • know the content and organizational structure of a field trip; • develop team strengths, as well as moderation, leadership, and conflict resolution skills; • document the field trip.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Technical Field Trip (3 days)		GT 135 GB
Course	Course type	Course code
Technical Field Trip	Seminar	GT 135 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Organisational preparation of the field trip, development of a specific program; technical exchange with selected universities, offices and agencies on site; organization of seminars with presentations on topics of the field trip; basic vocabulary of the language of the target country; technical communication in English; carrying out the field trip (duration: min. 3 days); preparation and follow-up documentation of the field trip; presentation and exhibition of the results.

Module	Module code
GT Technical Field Trip (7 days)	GT 101 GB
Module coordinator	Faculty
Dean of Studies BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Field Trip Planning	Elective	3.00	84
2.	Field Trip Implementation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students organize a field trip in teams and follow through as a group. They work independently, organize themselves with one another and evaluate their experiences on site and in a follow-up meeting. Students: • independently gain knowledge of the history of the country, art, design and architecture associated with the field trip destination and know how it is integrated into the cultural-historical context of the respective European or non-European cultural areas; • analyze the subject-related situation in the host country in relation to the situation in Germany through expert exchange with important representatives from the fields of design, art, culture and related fields. They transfer their assessments and impressions to their own specialist and professional development; • know the content and organizational structure of a field trip; • develop team strengths, as well as moderation, leadership, and conflict resolution skills; • document the field trip.

Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Technical Field Trip (7 days)		GT 101 GB
Course	Course type	Course code
Field Trip Planning	Seminar	GT 101 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Organizational preparation of the field trip, development of a specific program; technical exchange with selected universities, offices and agencies on site; organization of seminars with presentations on topics of the field trip; basic vocabulary of the language of the target country; technical communication in English.

Module		Module code
GT Technical Field Trip (7 days)		GT 101 GB
Course	Course type	Course code
Field Trip Implementation	Seminar	GT 101 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Carrying out of the field trip (duration: min. 7 days); preparation and follow-up documentation of the field trip; presentation and exhibition of the results.

Module	Module code
GT Color, Style, and Trend Development	GT 122 GB
Module coordinator	Faculty
Prof. Markus Schlegel	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Adobe Illustrator, Photoshop and InDesign, CAD

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Scouting: Identifying, Compiling, Describing	Elective	3.00	84
2.	Monitoring: Scenarios, Color Cluster, Color Coding	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students work in teams or individually on a predetermined subject. They learn specificdesign techniques dealing with color trends and style, working independently, organizing themselves together and justifying their solutions and designs in weekly sessions. They have knowledge, methods and technology, especially for specialized research, independent conception and independent design through relevant technical applications. Students: • discuss design tasks concerning color, material, patterns in relation to time, milieu, trend, target groups and the world of style in a cultural context; • know classic cases and discussions about style and trends throughout the history of design; • can observe, recognize, research, evaluate and document current examples of trend and style publications/collections from the sector; • have basic knowledge of methodical color milieu and color target group analysis as well as a specific approach to the formulation of strategically stored color compositions, color series and color profiles;

- master the basics of scouting and monitoring processes, as well as skills in researching architectural and design history with regard to color and current material developments;
- have the ability to detect and recognize processes of change in social and design developments of the past and present in order to generate color, material, and image scenarios in the design process;
- have methods and techniques for the formulation of desirable futures through the creation of mood boards, collages and color image scenarios;
- have mastered application-specific color scenarios such as color and material coding for products, objects, and space.

Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Color, Style, and Trend Development		GT 122 GB
Course	Course type	Course code
Scouting: Identifying, Compiling, Describing	Seminar	GT 122 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Timo Rieke Prof. Markus Schlegel	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
Discussion of the role of contemporary color design and specific target-group design for products, architecture, communication and collections. Discussion of past design periods. Research and analysis of trends and current trend documentation. Effect of micro- and megatrends on design. Visual training and practical exercises on methodical identification, compilation of future-oriented color themes and current design phenomena using observation matrixes and through various media (scouting). Basic scouting techniques.

Module		Module code
GT Farbe, Stil- und Trendentwicklung		GT 122 GB
Course	Course type	Course code
Monitoring: Scenarios, Color Cluster, Color Coding	Seminar	GT 122 GB-V2
Teaching professors	Faculty	Compulsory/elective
Prof. Timo Rieke Prof. Markus Schlegel	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
• Methodical assessment, observation matrix, ordering and assessment of souted color themes and current design phenomena. • Monitoring methods and exercises. • Conception and creation of thematically substantiated color and trend clusters for target groups, style groups and milieus. • Colorcoding based on color systems and associative or target group parameters. • Conception and creation of scenarios and style clusters with focus on color/material development.

- Designing from color profiles using color tone sheets.
- Color, material and image clusters.
- Moods as collage/style clouds (mood management).
- Documentation and presentation of the entire process from beginning to end.

Module	Module code
GT Color, Tools, Techniques	GT 121 GB
Module coordinator	Faculty
Martin Brandes	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Basic knowledge of Adobe Illustrator, Photoshop and InDesign.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Color, Tools, Techniques 1	Elective	3.00	84
2.	Color, Tools, Techniques 2	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students are introduced to basic technical and manual skills in dealing with analog color, color as material, as well as the digital domain: color as pixel. They know which analog and digital applications, techniques and technologies are suitable for designing, can differentiate between them and apply them in experimental to systematic work (space/object). The basic knowledge for professional work with color as a vehicle is taught through exercises in creating and developing color designs and surface patterns
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Color, Tools, Techniques		GT 121 GB
Course	Course type	Course code
Color, Tools, Techniques 1	Seminar	GT 121 GB-V1
Teaching professor	Faculty	Compulsory/elective
Martin Brandes	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Basics of color technique; applied color systematics; color communication; color management; technologies; software; experimentation; studies.

Module		Module code
GT Color, Tools, Techniques		GT 121 GB
Course	Course type	Course code
Color, Tools, Techniques 2	Seminar	GT 121 GB-V2
Teaching professor	Faculty	Compulsory/elective
Martin Brandes	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Color and material appearance; colorants and paints; surface techniques; printing technologies (e.g. plate printing, 3D printing, laser engraving); experimentation; studies.

Module	Module code
GT Generative Design	GT 112 GB
Module coordinator	Faculty
Prof. Stefan Wölwer	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Fundamentals of Coding	Elective	3.00	84
2.	Fundamentals of Generative Design	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Basic knowledge and goal-oriented use of current programming languages and authoring software. • An understanding of coding as both a language of expression and tool in the creative process. • Knowledge and practical application of basic knowledge and methods relevant to design practice. • Competence with and pleasure from experimentation. • Targeted use of specialized terminology for communication with neighboring directions in design.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Generative Design		GT 112 GB
Course	Course type	Course code
Fundamentals of Coding	Seminar	GT 112 GB-V1
Teaching professor	Faculty	Compulsory/elective
Michael Herzog	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
By means of practical coding exercises, students learn the basics of the code-based design process.

Module		Module code
GT Generative Gestaltung		GT 112 GB
Course	Course type	Course code
Fundamentals of Generative Design	Seminar	GT 112 GB-V2
Teaching professor	Faculty	Compulsory/elective
Michael Herzog	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
On the basis of practical assignments, students develop initial and experimental design ideas to be implemented and presented as prototypes

Module	Module code
GT Design Technique: Free Module	GT 199 GB
Study Program	Faculty
Dean of Studies BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Free Design Technique	Elective	3.00	84
2.	Professional Profile	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students • independently acquire and expand on design techniques; • evaluate different sources and methods for continuing self development; • handle design tools independently and organize an individual workflow.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Design Technique: Free Module		GT 199 GB
Course	Course type	Course code
Free Design Technique	Practical course	GT 199 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	German	20 participants

Contents
In the unit, students can independently explore various tools and methods for learning or expanding a design technique or independently explore the design potential of a new technology. Through documentation they analyze the process and their findings.

Modulname		Modulcode
GT Design Technique: Free Module		GT 199 GB
Course	Course type	Course code
Professional Profile	Lecture/practical course	GT 199 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	German	20 participants

Contents
In the unit, students develop and expand their professional self-image by attending conferences, symposia, festivals, fairs, exhibitions and workshops. Through documentation they analyze their findings.

Module	Module code
GT Fundamentals of Photography	GT 136 GB
Module coordinator	Faculty
Markus Robert Gisler	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Photographic Fundamentals	Elective	3.00	84
2.	Advanced Studio Techniques	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students have basic theoretical and practical knowledge of analog and digital shooting and editing systems (shooting technique, analog and digital darkroom, digital printouts, scanning technique) as well as basic studio technique with different light sources. Students have and use in particular basic knowledge of photographic techniques: reportage, portrayal of people, portraits, documentation, reproduction and product and object shots. Students observe safety regulations in the analog laboratory, in the studio and in digital workshops and similar facilities.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Fundamentals of Photography		GT 136 GB
Course	Course type	Course code
Photographic Fundamentals	Seminar	GT 136 GB-V1
Teaching professor	Faculty	Compulsory/elective
Markus Robert Gisler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Students learn in guided seminar groups with short assignments on photographic subjects and follow-up picture reviews in particular: • theoretical and practical introduction to camera technique: camera, lenses, aperture, time, exposure measurement and flash technique; • theoretical and practical analogue/digital shooting technique with natural light and fill-in flash: reportage, human figures, portraits and documentation; • analog darkroom; film processing software, positive processing software; • digital darkroom; scanning technique, RAW development, digital post production; • digital printing with color management on profiled and calibrated equipment.

Module		Module code
GT Fundamentals of Photography		GT 136 GB
Course	Course type	Course code
Advanced Studio Techniques	Seminar	GT 136 GB-V2
Teaching professor	Faculty	Compulsory/elective
Markus Robert Gisler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
This seminar uses small assignments to practice, discuss and expand photographic shooting techniques and studio shootings. • Introduction to studio techniques, directed lighting, special light shapers, shooting tables, etc. • Introduction to professional flash techniques and their application on location and in the studio; • Object and product shots in the studio; • Human image and portrait on location and in the studio with studio flash.

Module	Module code
GT Building Technology, Building Law, Construction Management	GT 126 GB
Module coordinator	Faculty
Prof. Günter Weber	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Building Technology	Elective	3.00	84
2.	Building Law, Construction Management	Elective	3.00	84
Total (elective)			6.00	168

Target competences

Students have basic knowledge of building technology, construction management and building law. They analyze and expand their knowledge through discussions and practical exercises.

Students

- have basic knowledge of building technology, supply and disposal systems, energy sources, sanitary facilities, heating systems as well as thermal insulation, energy distribution systems;
- know the relevant building regulations and standards;
- can assess technical and constructional elements in their functional context, taking into account applicable standards and guidelines;
- know the basic principles of the VOB, the BGB and the HOAI;
- are familiar with the procedural steps of a project from the bidding process to the awarding of contracts and billing;
- prepare specifications and cost calculations for smaller construction tasks;
- know the basics of construction management.

Means of assessment
Work portfolio / documentation / written examination

Type of assessment
Graded examination performance

Module		Module code
GT Building Technology, Building Law, Construction Management		GT 126 GB
Course	Course type	Course code
Building Technology	Seminar	GT 126 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Building technology, supply and disposal systems, energy sources, energy distribution systems, alternative energy, sanitary facilities, heating systems, thermal insulation, regulations and standards.

Module		Module code
GT Building Technology, Building Law, Construction Management		GT 126 GB
Course	Course type	Course code
Building Law, Construction Management	Seminar	GT 126 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Basics of VOB (German Construction Contract Procedures), BGB (German Civil Code) and HOAI (Fee Structure for Architects and Engineers); preparation of cost estimates and calculations; bidding / awarding / invoicing (AVA) of services; basic principles of construction management; project coordination.

Module	Module code
GT Layout und Print	GT 108 GB
Module coordinator	Faculty
Prof. Dominika Hasse	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Layout und Print: Graduate Catalogue	Elective	3.00	84
2.	Layout und Print: Production	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students know the context of text/image compositions under corporate design guidelines. They are able to work within a given time quota dealing with various image and text components. Students can apply grid systems and test their knowledge by realizing print publications. They can work out a creative central idea in a team, develop the appropriate layout that meets the requirements of a graduate catalogue and implement it in the allotted time. Students have basic discussion skills and apply acquired presentation techniques. Students are able to formulate individual workflows and are able to define, delegate and put them into practice.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Layout und Print		GT 108 GB
Course	Course type	Course code
Layout und Print: Graduate Catalogue	Seminar	GT 108 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Development of a central idea and its application to the categorization and structuring of textual and visual messages. Layout assignments aimed at learning sub-goals such as weighting and statement as well as dramaturgy and structure. • Grid design and page types as sample template.

Module		Module code
GT Layout und Print		GT 108 GB
Course	Course type	Course code
Layout und Print: Production	Seminar	GT 108 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Implementation of text-image compositions in terms of publication and reproduction feasibility; • Elaboration of layout and pagination; • Analysis and discussion of the different stages of development as well as review, evaluation and documentation of the production.

Module	Module code
GT Exterior Lighting Design	GT 128 GB
Module coordinator	Faculty
Prof. Dr. Paul Walter Schmits-Reinecke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Elective	6.00

Recommended prerequisites
Project Development, PE Spatial Planning, Color Planning, Light Planning 1

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Exterior Lighting Design – Street Lighting	Elective	3.00	84
2.	Exterior Lighting Design – Urban Lighting	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students • have knowledge of the technical and design fundamentals of lighting technology and visual function in threshold areas and can apply this knowledge in lighting design; • evaluate and apply all standards and recommendations relevant to various outdoor situations; • define design concepts and implement them in quantitative and qualitative planning; • master methods and programs for the planning of digital outdoor lighting; • adopt a standpoint on ethical and environmental issues concerning artificial lighting at night (immission control, environmental compatibility, gender aspects); • expand their knowledge by discussing designs using qualitative and quantitative methods (sampling, measurements, appropriate visualizations and simple numerical calculations).

Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Exterior Lighting Design		GT 128 GB
Course	Course type	Course code
Exterior Lighting Design – Street Lighting	Lecture/practical course	GT 128 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
• Recognition of details on the nighttime street, visual performance. • Basic lighting technology parameters (formulas and calculations). • Interpretation of standards and recommendations for outdoor lighting, light sources and quality criteria of outdoor luminaires, planning methods and design failures. • Cost effectiveness and maintenance of lighting systems.

Module		Module code
GT Exterior Lighting Design		GT 128 GB
Course	Course type	Course code
Exterior Lighting Design – Urban Lighting	Lecture/practical course	GT 128 GB-V2
Teaching professor	Faculty	Compulsory/elective
Norbert Wasserfurth	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Simple methods of light design for nighttime urban spaces, use of dynamic lighting, and concepts of building illumination.

Module	Module code
GT Interior Lighting Design	GT 127 GB
Module coordinator	Faculty
Prof. Dr. Paul Walter Schmits-Reinecke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Project Development, PE Spatial Planning, Color Planning, Light Planning 1

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Interior Lighting Technique	Elective	3.00	84
2.	Interior Lighting Layout	Elective	3.00	84
Total (elective)			6.00	168

Target competences

Students

- have knowledge of the technical and design fundamentals of lighting technology and natural light and can use this knowledge in lighting design;
- evaluate and apply all appropriate standards and recommendations as well as relevant findings on the effects of lighting on health to different interior lighting situations;
- define design contents and implement them in quantitative and qualitative planning;
- are proficient in methods and programs for digital lighting design;
- analyze building conditions (room dimensions and materials, ceiling structure etc.) and apply this knowledge to the planning process;
- broaden their knowledge by discussing designs using qualitative and quantitative models (sampling, measurements, suitable visualizations and simple numerical calculations).

Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Modulecode
GT Interior Lighting Design		GT 127 GB
Course	Course type	Course code
Interior Lighting Technique	Lecture/practical course	GT 127 GB -V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
• Basic lighting technology parameters (formulas and calculations). • Light measurement. • Interpretation of standards and recommendations. • Light sources and quality criteria of indoor luminaires, planning methods and design failures. • Economy and maintenance of lighting systems.

Module		Modulecode
GT Interior Lighting Design		GT 127 GB
Course	Course type	Course code
Interior Lighting Layout	Vorlesung/Übung	GT 127 GB -V2
Teaching professor	Faculty	Compulsory/elective
Norbert Wasserfurth	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
• Simple methods of light design. • Performance profile of the lighting design. • Qualitative and quantitative use of natural light.

Module	Module code
GT Market and Products	GT 130 GB
Module coordinator	Faculty
Prof. Dr. Paul Walter Schmits-Reinecke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Luminaires and Light Control	Elective	3.00	84
2.	The Lighting Market	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students • have knowledge of the technical design of luminaires and methods of light control; • have the ability to examine theoretically and/or practically the relevant photometrically effective materials and assess their feasibility; • can assess the possibilities and potential sources of error of the various methods of light control and take them into account during practical application; • can use the methods of light control when building a lighting unit with a given lighting effect (spot, wallwasher, table lamp, etc); • are familiar with the most important players in the lighting market and their key products and are able assess and discuss their relevance.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Market and Products		GT 130 GB
Course	Course type	Course code
Luminaires and Light Control	Seminar	GT 130 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
• The physics of light (diffraction, refraction, scattering, interference etc.), methods of light generation and conversion, fluorescent materials, methods and materials of light control; • Measurement and indicators of material qualities; • Design and practical implementation of a luminaire unit that produces a predetermined light distribution on a surface.

Module		Module code
GT Market and Products		GT 130 GB
Course	Course type	Course code
The Lighting Market	Seminar	GT 130 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
• Classification systems for lighting technology products. • Market structure and manufacturers. • Development of lighting design as a profession.

Module	Module code
GT Fundamentals of Metal	GT 139 GB
Module coordinator	Faculty
Cord Theinert	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Fundamentals of Metal	Elective	3.00	84
2.	Fundamentals of Precious Metals	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Practical exercises in materials and technology: • theoretical and applied training of work techniques, knowledge of materials and machine working methods; • application of basic work techniques for the development of product designs; • planning, implementation, documentation and presentation of a work activity exercise; • instruction in occupational safety and accident prevention; • acquisition and application of functional, esthetic and economic criteria during the work process.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Fundamentals of Metal		GT 139 GB
Course	Course type	Course code
Fundamentals of Metal	Seminar	GT 139 GB-V1
Teaching professors	Faculty	Compulsory/elective
Dipl.-Des. Ellen Ropeter Cord Theinert	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Exercises in materials and technology: • theoretical and applied training of work techniques, knowledge of materials and machine working methods; • application of basic work techniques for the development of product designs; • planning, implementation, documentation and presentation of a work activity exercise; • instruction in occupational safety and accident prevention; • acquisition and application of functional, esthetic and economic criteria during the work process.

Module		Module code
GT Fundamentals of Metal		GT 139 GB
Course	Course type	Course code
Fundamentals of Precious Metals	Seminar	GT 139 GB-V2
Teaching professors	Faculty	Compulsory/elective
Dipl.-Des. Ellen Ropeter Cord Theinert	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Exercises in materials and technology: • theoretical and applied training of work techniques, knowledge of materials and machine working methods; • application of basic work techniques for the development of product designs; • planning, implementation, documentation and presentation of a work activity exercise; • instruction in occupational safety and accident prevention; • acquisition and application of functional, esthetic and economic criteria during the work process.

Module	Module code
GT Metalwork – Special Techniques	GT 140 GB
Module coordinator	Faculty
Dipl.-Des. Ellen Ropeter	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
• Basic knowledge of the materials and technology of metalworking. • Basic knowledge of CAD.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Special Analog Techniques in Metal Design	Elective	3.00	84
2.	Special Digital Techniques in Metal Design	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students have: • knowledge of special analog techniques specific to metalwork in forging, silversmithing and goldsmithing (Damascus steel forging, filigree soldering, non-ferrous metal welding, special casting processes, precious metal etching, enamel techniques, mokume-gane...); • knowledge of appropriate design and working methods as well as effective application of work processes to specific materials; • specialized digital knowledge as a basis for metalworking in forging, silversmithing, and goldsmithing (digital measurement, data preparation for CNC machining, modeling for digital casting, digital gemstone setting...); • knowledge of appropriate design and working methods as well as effective application of work processes will be respected.

Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Metalwork – Special Techniques		GT 140 GB
Course	Course type	Course code
Special Analog Techniques in Metal Design	Seminar	GT 140 GB-V1
Teaching professors	Faculty	Compulsory/elective
Cord Theinert Ellen Ropeter	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Consolidation and further development of materials covered in Modules Metal Basics and CAD 1. Special analog techniques in forging, silversmithing, and goldsmithing are taught and applied (Damascus steel forging, filigree soldering, non-ferrous metal welding, special casting processes, precious metal etching, enamel techniques, mokume-gane). The purpose is to establish appropriate design and working methods and a responsible approach to operational procedures.

Module		Module code
GT Metalwork – Special Techniques		GT 140 GB
Course	Course type	Course code
Special Digital Techniques in Metal Design	Seminar	GT 140 GB-V2
Teaching professors	Faculty	Compulsory/elective
Cord Theinert Ellen Ropeter	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
The materials covered in the module **GT Fundamentals of Metal** are combined and further developed with digital processing methods. Special digital techniques are taught as a basis for processing in forging, silversmithing, and goldsmithing (digital measurement, data preparation for CNC machining, modeling for digital casting, digital gemstone setting.) The purpose is to establish appropriate design and working methods and a responsible approach to operational procedures.

Module	Module code
GT Mobile and Web Design	GT 119 GB
Module coordinator	Faculty
Prof. Stefan Wölwer	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Responsive Design	Elective	3.00	84
2.	Mobile and Web Technologies	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Basic knowledge of current web-based programming languages and authoring tools and their targeted use in the context of responsive design. • Understanding coding as a means of expression in the creative process. • Ability to recognize current trends in the field of mobile and web-based media and to allow them to flow into your own work.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Mobile and Web Design		GT 119 GB
Course	Course type	Course code
Responsive Design	Seminar	GT 119 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Students acquire basic design knowledge in the field of current mobile and web-based design of responsive design solutions. They analyze and broaden this knowledge through practical exercises.

Module		Module code
GT Mobile and Web Design		GT 119 GB
Course	Course type	Course code
Mobile and Web Technologies	Seminar	GT 119 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Students acquire basic technological knowledge in the field of current mobile and web-based applications and test this knowledge through practical exercises.

Module	Module code
GT Product Modeling	GT 132 GB
Module coordinator	Faculty
Julia Kuhlenkamp	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Model Building	Elective	6.00	168
Total (elective)			6.00	168

Target competences
Classroom instruction of basic work processes in product design. The students have knowledge and practical experience with manual and machine working techniques and materials used for product modeling. They have knowledge of occupational safety and accident prevention. Students will be able to apply these basics in subsequent courses and perform simple modeling tasks independently and responsibly.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Modulecode
GT Product Modeling		GT 132 GB
Course	Course type	Course code
Model Building	Lecture/practical course	GT 132 GB-V1
Teaching professor	Faculty	Compulsory/elective
Julia Kuhlenkamp	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	6.00	German	20 participants

Contents
Practical training in materials and technology. • Theoretical and applied training in working techniques, materials and machine working methods. • Application of basic product modeling techniques for the development of product designs. • Planning, execution, documentation and presentation of a work exercise; • Instruction in occupational safety and accident prevention. • Knowing and using primary functional, esthetic and economic criteria as part of the work process.

Module	Module code
GT Motion Design Basics – Animation and Compositing	GT 109 GB
Module coordinator	Faculty
Prof. Christian Mahler	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Compositing	Elective	3.00	84
2.	Animation	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Differentiation of various collage and animation techniques. • Concieving and realizing moving collages and animations. • Apply animation techniques systematically. • Develop and animate characters and sets for 2D animations. • Development of individual, project-oriented workflows.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Motion Design Basics – Animation and Compositing		GT 109 GB
Course	Course type	Course code
Compositing	Seminar	GT 109 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Christian Mahler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Students will be able to conceive typographical and graphic concepts for time-based media using creative editing and collage tools, and implement them using a basic knowledge of digital compositing. Instruction includes: layer technique, masks, keying, tracking, green screen, set extension, color correction, media and storage formats, workflow.

Module		Module code
GT Motion Design Basics – Animation and Compositing		GT 109 GB
Course	Course type	Course code
Animation	Seminar	GT 109 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Christian Mahler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Introduction to basic principles of animation and 2D character animation using various techniques. Instruction includes: keyframing, squash & stretch, anticipation, straight ahead & pose-to-pose, slow in & slow out, secondary action, timing, exaggeration, rigging, lip-sync, 2.5D camera, set design.

Module	Module code
GT Motion Design Basics – Cinematic Design	GT 111 GB
Module coordinator	Faculty
Dipl.-Des. Christoph Schwendy	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Camera and Film Lighting	Elective	3.00	84
2.	Film and Sound Editing	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Knowledge of cinematic terminology and workflows. • Workflow management for recording cinematic sequences using the latest photographic, audio, and lighting technology. • Organization of postproduction workflows. • Preparation and organization of cinematic material and structuring it within the development of one's own creative position, taking into account dramaturgical and rhythmic design methods. • Team conception and realization of small cinematic projects (approx. five to seven minutes) in teamwork.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Motion Design Basics – Cinematic Design		GT 111 GB
Course	Course type	Course code
Camera and Film Lighting	Seminar	GT 111 GB-V1
Teaching professor	Faculty	Compulsory/elective
Dipl.-Des. Christoph Schwendy	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
Cinematic terminology and workflows are presented, through which students can explore, analyze and internalize the possibilities of camera and lighting technique, and acquire practically applicable knowledge of cinematic design. Special attention is paid to the training of seeing with the camera. The basics of lighting design as well as electronic and safety knowledge are taught.

Module		Module code
GT Motion Design Basics – Cinematic Design		GT 111 GB
Course	Course type	Course code
Film and Sound Editing	Seminar	GT 111 GB-V2
Teaching professor	Faculty	Compulsory/elective
Christoph Schwendy	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
The course includes training in theoretical and technical basics of film and audio editing by means of practical exercises. Workflow, specialized terminology and cinematic postproduction are introduced and mastered.

Module	Module code
GT Photography	GT 115 GB
Module coordinator	Faculty
Prof. Andreas Magdanz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Basic knowledge in photography, specialized software, DTP

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Photography A	Elective	3.00	84
2.	Photography B	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students • can develop and evaluate their own visual concepts in dealing with light, color, form and composition; • they are familiar and competent with increasingly complex techniques, implementation possibilities and presentation methods; • have state of the art knowledge of current industry-leading software such as Adobe CC, Capture One, AutoPano Pro etc.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Photography		GT 115 GB
Course	Course type	Course code
Photography A	Seminar	GT 115 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Magdanz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Lectures on artistic standpoints in photography using the example of contemporary artists; • Guest lectures by artists, photographers, filmmakers, publishers, software specialists; • The ability to uncover a story behind a motif or theme, and to recognize, interpret and process its social relevance; • Storytelling: the importance of presenting complex issues as simply and understandably as possible so that the viewer understands what is being discussed and why; • As is the case in any artistically-oriented teaching activity, the self-critical questioning of one's own work is fundamental; • Individual standpoints and concepts, with particular focus on contemporary photography will be presented in order to develop an awareness of sound artistic strategies and workflows; • Introduction to software and camera techniques such as: Capture One, Autopano, panoramic photography, spherical photography and virtual tours, 35mm, medium and digital large format, drone photography, and film.

Module		Module code
GT Photography		GT 115 GB
Course	Course type	Course code
Photography B	Practical course	GT 115 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Magdanz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Practical application of the materials presented in Design 01 through on-location assignments in the immediate vicinity and/or on field trips. • Objective: the creation of a collective publication (book, magazine, newspaper on demand).

Module	Module code
GT Physical Computing	GT 113 GB
Module coordinator	Faculty
Prof. Stefan Wölwer	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Fundamentals of Creative Technologies	Elective	3.00	84
2.	Coded Design	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Basics of robotics. • Knowledge of design-relevant coding for hardware. • Planning and realization of the interaction between technology and design. • Classification of individual skills in interdisciplinary development teams.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Physical Computing		GT 113 GB
Course	Course type	Course code
Fundamentals of Creative Technologies	Seminar	GT 113 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
The students test and explore current robot systems in experimental and free design processes.

Module		Module code
GT Physical Computing		GT 113 GB
Course	Course type	Course code
Coded Design	Seminar	GT 113 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
The students jointly design and develop their own functional prototypes by creatively combining hardware and software.

Module	Module code
GT Portfolio, Cases, and Competitions	GT 102 GB
Module coordinator	Faculty
Interim Prof. Mathias Rebmann	Organizational units

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Portfolios and Competitions	Elective	3.00	84
2.	Cases and Tools	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Through lectures and weekly exercises, students become familiar with project documentation, the creation of a portfolio and the preparation of work for competitions. They present their results and receive feedback from the instructor and other seminar participants. The students: • are familiar with various types of project documentation; • are familiar with important competitions; • apply this knowledge to building their portfolios; • independently research, analyze, and develop concepts for caseboards and casefilms; • put the concepts into practice using their own projects and with the aid of appropriate presentation techniques; • are familiar with a wide range of portfolio tools and platforms; • are capable of constructive criticism and self analysis.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Portfolio, Cases, and Competitions		GT 102 GB
Course	Course type	Course code
Portfolio and Competitions	Lecture/practical course	GT 102 GB-V1
Teaching professor	Faculty	Compulsory/elective
Interim Prof. Mathias Rebmann	Organizational units	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
Portfolio analysis / analysis of best cases / methods of documentation and presentation / application to portfolio / documentation concept

Module		Module code
GT Portfolio, Cases, and Competitions		GT 102 GB
Course	Course type	Course code
Cases und Tools	Lecture/practical course	GT 102 GB-V2
Teaching professor	Faculty	Compulsory/elective
Interim Prof. Mathias Rebmann	Organizational units	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents
Techniques of audiovisual presentation; caseboards, casefilms, mockups; portfolio tools and platforms; preparation of competition submissions.

Module	Module code
GT Prepress	GT 104 GB
Module coordinator	Faculty
Tatjana Rabe	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Basic Digital Publishing

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Prepress 1	Elective	3.00	84
2.	Prepress 2	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Extended software knowledge Adobe CC with focus on Indesign and Acrobat Pro. • Prepress expertise: materials (paper, all types of printing materials) offset printing, digital print finishing. • Editing and transfer of files for the creation of a print product (communication with service providers and teamwork during the prepress stage). • Theoretical and practical expertise in the print finishing stage. • Problem-solving competence in prepress issues. • Participants in this module are able to prepare files up to the point of going to press, solve any problems that may arise during production, and evaluate the quality of a print product on the basis of production expertise. • Time management and cost effectiveness in planning print products.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Prepress		GT 104 GB
Course	Course type	Course code
Prepress 1	Seminar	GT 104 GB-V1
Teaching professor	Faculty	Compulsory/elective
Tatjana Rabe	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Specialized lectures: printing techniques, paper, print finishing. • Exercises on Adobe CC software (creating initial files looking towards print production). • Practical discussion of issues involved in the production of a print product, group development of a simple print product. • Research of production processes appropriate to the content of a print product. • Communication in print production (know-how and vocabulary regarding product range, data sheets, software).

Module		Module code
GT Prepress		GT 104 GB
Course	Course type	Course code
Prepress 2	Seminar	GT 104 GB-V2
Teaching professor	Faculty	Compulsory/elective
Tatjana Rabe	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Intensive exercises on software knowledge (creation of complex files looking towards print production). • Accompaniment of a complex print file from conception to printing. • Field trips to production companies. • Specialized testing of a printed product after production.

Module	Module code
GT Software and Tools	GT 105 GB
Module coordinator	Faculty
Michael Herzog	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Software and Tools 1	Elective	3.00	84
2.	Software and Tools 2	Elective	3.00	84
Total (elective)			6.00	168

Planned study semester
Semesters 1 through 4
Target competences
Students are familiarized with important software products and tools. They receive an overview of the functionality and application possibilities of individual products and their possible interaction. In practical exercises, students test and broaden their skills.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Modue lcode
GT Software and Tools		GT 105 GB
Course	Course type	Course code
Software and Tools 1	Vorlesung/Übung	GT 105 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Introduction to current software packages: • Adobe CC. • Printing, plotting and workshop use.

Module		Module code
GT Software and Tools		GT 105 GB
Course	Course type	Course code
Software and Tools 2	Lecture/Practical course	GT 105 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Introduction to mockup software for digital media (e.g. Adobe XD, Sketch, Invision, etc.).

Module	Module code
GT Text and Image	GT 107 GB
Module coordinator	Faculty
Prof. Dominika Hasse	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Text/Image Composition	Elective	3.00	84
2.	Text/Image Effects in Layouts	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students understand the connection between textual and visual compositions. They have basic knowledge on balancing text and image, are able to systematically use various image texts and details, and are able to apply image effects and textures for subsequent use in advertisements, posters, covers, magazines, brochures, newspapers and digital applications. The students can use raster systems for various media. They can draft initial layouts and have the knowledge of different effects of proportion in dealing with text and image components, thus resulting in coherent composition. The students have knowledge of individual work steps to define and test. They have the ability to hold initial discussions and are able to apply presentation techniques. The students are able to work in subsequent modules in printed or digital form to further develop visual communication abilities.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Text and Image		GT 107 GB
Course	Course type	Course code
Text/Image Composition	Seminar	GT 107 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents

Text/image compositions with emphasis on publication and reproduction in relevant publication forms and media.

- Connection of text/image messages.
- Relationship between messages and translation using text and images.
- Typefaces and their effect in design.
- Grids, layouts, and page types as sample templates.

Module		Module code
GT Text and Image		GT 107 GB
Course	Course type	Course code
Text/Image Effects in Layouts	Seminar	GT 107 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	3.00	3.00	German	20 participants

Contents

- Layout exercises for understanding secondary objectives such as weighting and statement as well as storyline and structure.
- Instruction in layout techniques, from manual to digital for on and offline media analysis, discussion of the various formative stages, and interim presentations, investigation, evaluation and documentation.

Module	Module code
GT Text Writing und Storytelling	GT 103 GB
Module coordinator	Faculty
Prof. Barbara Kotte	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Brand Storytelling	Elective	3.00	84
2.	Text Writing and Editing	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students are familiarized with text writing and storytelling through lectures and weekly exercises. They present their results and receive feedback from the lecturer and other seminar participants. The students: • know the possibilities of storytelling and its potential for education, knowledge transfer and communication; • are familiar with methods of storytelling and can apply them; • research independently and develop texts and content for various communication media (advertisements, posters, radio, social media tweets and posts, websites, blogs, press releases, editorial contributions etc.); • put communication ideas into practice with the help of storytelling, content and text; • are able to offer constructive criticism and are capable of accepting criticism themselves.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Text und Storytelling		GT 103 GB
Course	Course type	Course code
Brand Storytelling	Lecture/practical course	GT 103 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Barbara Kotte	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Best practices in communication, education, knowledge transfer, storytelling methods, storyline character, storyline development, user-generated content in various media.

Module		Module code
GT Text und Storytelling		GT 103 GB
Course	Course type	Course code
Text Writing and Editing	Lecture/practical course	GT 103 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Barbara Kotte	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
Text formats and content development for ads, posters, radio, social media tweets and posts, websites, blogs, press releases, editorial contributions, presentations, feedback culture, documentation for portfolios.

Module	Module code
GT Typography 1	GT 116 GB
Module coordinator	Faculty
Prof. Ursula Knecht	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Digital publishing basics

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Typography 1A	Elective	3.00	84
2.	Typography 1B	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students are given basic theoretical and design expertise in theory blocks and are provided with appropriate theoretical material and exercise sheets. The students are encouraged to verbally participate in the regularly held group discussions focused on developing their critical faculties and use of technical terms. In this module, the basic expertise and a toolkit for broadening knowledge in subsequent modules such as Typography 2, Editorial Design, etc. will be created. The students • gain basic typographical design skills for coping with simple, relevant tasks; • put their expertise into practice through various design assignments; • are familiar with the technical language and critically evaluate their own and other typographical results; • develop their own personal style through typographical compositions; • develop a wide range of design capabilities in classical as well as experimental typography;

• have the ability to develop, carry out, and present various relevant approaches to solving assigned tasks; • develop typographical judgement skills, analyze them with the group, and formulate relevant self-assessment; • develop their social competence in group discussions and activities.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Typography 1		GT 116 GB
Course	Course type	Course code
Typography 1A	Seminar	GT 116 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Ursula Knecht Interim Prof. Christoph Lemmer	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Font classification and features. • Research on type designs and type designers. • Confidence with the basic technical terms. • Basics of reading typography (typesetting, readability, types of sentences, appropriate font selection). • Simple exercises for reading typography (line length, line spacing, font size, markings etc.). • Presentation and discussion of individual subtasks.

Module		Module code
GT Typography 1		GT 116 GB
Course	Course type	Course code
Typography 1B	Seminar	GT 116 GB-V2
Teaching professors	Faculty	Compulsory/elective
Prof. Ursula Knecht Interim Prof. Christoph Lemmer	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Basic knowledge of the historical, technical, and technological development of typography. • Development of staged typographical compositions, expressions and experiments. • Practical experience with working processes through ideas, sketches, drafts, and implementation. • Content-appropriate typographical practices. • Development of subject-specific, typographical designs. • Presentation and discussion of the individual subtasks.

Module	Module code
GT Typography 2	GT 117 GB
Module coordinator	Faculty
Interim Prof. Christoph Lemmer	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
Digital publishing basics, solid fundamentals in typography and font classification.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Typography 2A	Elective	3.00	84
2.	Typography 2B	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Students are given in-depth theoretical and design knowledge and are provided with appropriate working materials and exercise sheets. The students are encouraged to participate actively in the seminar in regular group discussions focused on sharpening their typographical perception and judgement. In this module, advanced typographical specialization is applied promoting creative typographical expression, so that the students can independently master even complex typographical tasks afterwards. The students • gain advanced typographical expertise for mastering relevant tasks of medium difficulty; • put their expertise into practice through various design assignments;

• expand and refine their individual range of expression in classical as well as experimental typography; • have the ability to critically analyze tasks in order to independently develop and present a variety of goal-oriented and appropriate solutions; • are familiar with the technical language and critically evaluate their own and other typographical results; • develop their social competence in group discussions; • sharpen their own design and judgemental skills, formulate and analyze these in the group, and formulate a relevant self-assessment.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Typography 2		GT 117 GB
Course	Course type	Course code
Typography 2A	Seminar	GT 117 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Ursula Knecht Interim Prof. Christoph Lemmer	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Development of innovative typographical designs with staged fonts. • Encouragement of typographical interpretation, composition, expression and experimentation. • Development of an individual typographical repertoire (both classical and experimental typography). • Appropriate use of different media and techniques. • Broadening font classification, appropriate font selection. • Differentiation between macro and micro typographical particularities.

Module		Module code
GT Typography 2		GT 117 GB
Course	Course type	Course code
Typography 2B	Seminar	GT 117 GB-V2
Teaching professors	Faculty	Compulsory/elective
Interim Prof. Christoph Lemmer Prof. Ursula Knecht	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Confidence with advanced technical terms. • Advanced technical knowledge in typesetting, orthotypography, readability. • Analysis and structuring of text content. • Development of grid and classification systems. • Composition and experimentation in with reading typography. • Appropriate realization, structure, and composition of reading typography.

Module	Module code
GT Events and Conferences	GT 118 GB
Module coordinator	Faculty
Dean of Studies MA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Event Planning	Elective	3.00	84
2.	Event Organization and Coordination	Elective	3.00	84
Total (elective)			6.00	168

Target competences
Working as a team the students conceive, organize, and carry out an event or conference taking on different roles within the group. The students: • are familiar with the subject area of the event and can research independently; • know methods of project planning and project management and can apply them; • learn to organize themselves as a team; • assume responsibility in their area of responsibility and make decisions; • are able to offer constructive criticism and are capable of accepting criticism themselves.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Events and Conferences		GT 118 GB
Course	Course type	Course code
Event Planning	Practical course	GT 118 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	German	20 participants

Contents
Conceiving and designing the content of an event or conference.

Module		Module code
GT Events and Conferences		GT 118 GB
Course	Course type	Course code
Event Organization and Coordination	Practical course	GT 118 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	3.00	German	20 participants

Contents
Independent organization and coordination of an event or conference.

Module	Module code
GT Virtual, Mixed, Augmented Realities	GT 114 GB
Module coordinator	Faculty
Prof. Stefan Wölwer	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	VR/MR/AR Coding	Elective	3.00	84
2.	VR/MR/AR Experience Design	Elective	3.00	84
Total (elective)			6.00	168

Target competences
• Mastery of basic three-dimensional design techniques in the field of VR/ MR/AR. • Differentiation between real, virtual and augmented design spaces. • Ability to contribute one's own strong points in interdisciplinary development teams; technology-supported design in a social context.
Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Virtual, Mixed, Augmented Realities		GT 114 GB
Course	Course type	Course code
VR/MR/AR Coding	Seminar	GT 114 GB-V1
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
The students work together to create interactive spaces by coding and using authoring programs and analyze the results within the technical and creative design process.

Module		Module code
GT Virtual, Mixed, Augmented Realities		GT 114 GB
Course	Course type	Course code
VR/MR/AR Experience Design	Seminar	GT 114 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
Based on prototypes, in an iterative process the students develop ideas and concepts for the effect of digital worlds and digitally extended spaces and formulate them further based on their own experience and user research.

Module	Module code
GT Showing, Telling, Presenting with Light	GT 129 GB
Module coordinator	Faculty
Prof. Dr. Paul Walter Schmits-Reinecke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Recommended prerequisites
PE Spatial Planning, Color Planning, Light Planning 1

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	GT Showing, Telling, Presenting with Light	Elective	3.00	84
2.	Light - Scenography	Elective	3.00	84
Total (elective)			6.00	168

Target competences
The students: • have knowledge of the technical and design fundamentals of lighting technology with a focus on presentation and exhibition lighting; • understand and apply the basic techniques of dynamic stage lighting; • understand and apply relevant theories and information from current publications on the emotional effects of lighting on different presentation situations (shop, gastronomy, trade fair, museum etc.); • can describe and apply the various possibilities of spectral light distribution; • can define design contents and implement them in quantitative and qualitative planning; • expand their knowledge by discussing designs using qualitative and quantitative representations (sampling, measurements, suitable visualizations).

Means of assessment
Work portfolio / documentation / written examination
Type of assessment
Graded examination performance

Module		Module code
GT Showing, Telling, Presenting with Light		GT 129 GB
Course	Course type	Course code
GT Showing, Telling, Presenting with Light	Lecture	GT 129 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
• Basics of lighting technology for the technical description of spotlighting devices for architectural lighting. • The relationship between lighting characteristics and human emotions in theory and practice. • The description and potential effect of various spectral light distributions. • The design and realization of an emotional lighting effect.

Module		Module code
GT Showing, Telling, Presenting with Light		GT 129 GB
Course	Course type	Course code
Light - Scenography	Seminar	GT 129 GB-V2
Teaching professor	Faculty	Compulsory/elective
	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	3.00	German	20 participants

Contents
• The basics of stage lighting. • Working methods of the scenographer. • Terminology and equipment for stage and event lighting. • Practical exercises in scenography.

Module	Module code
IPS HAWK Plus: Individual Profile Studies	IPS 800 GB
Module coordinator	Faculty
Alternating	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Compulsory	6.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	HAWK Plus – Specialized Courses A	Compulsory	3.00	84
2.	HAWK Plus veranstaltungsspezifisch B	Compulsory	3.00	84
Total (compulsory)			6.00	168

Target competences
The students develop specific knowledge and skills in the following areas: • entrepreneurial thinking and acting; • leadership; • communication and individual skills; • social responsibility with the voluntary sector; • selected tools for everyday professional life; • science and research; • foreign language skills.
Means of assessment
IPS assessment methods include: written and oral exams; homework; homework corresponding to specific learning activities; presentation, creation and documentation of computer programs; practical work experience; practical reports; presentations; day and week projects; field trip reports; project work; case studies, learning portfolios; written self-analyses.
Type of assessment
Graded examination performance

Module		Module code
IPS HAWK Plus: Individual Profile Studies		IPS 800 GB
Course	Course type	Course code
HAWK Plus – Specialized Courses A	Various	HAWK 800 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
IPS employs a vast array of teaching and learning methods: seminars, lecture/conference, presentations (both individually and in groups), practical exercises, laboratory teaching, e-learning, blended learning, project work, workshops, classroom discussions, group work, case studies, experimentation, reports, portfolios, selected readings, problem solving (both individually and in groups), and more.

Module		Module code
IPS HAWK Plus: Individual Profile Studies		IPS 800 GB
Course	Course type	Course code
HAWK Plus – Specialized Courses B	Kurs	HAWK 800 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
IPS employs a vast array of teaching and learning methods: seminars, lecture/conference, presentations (both individually and in groups), practical exercises, laboratory teaching, e-learning, blended learning, project work, workshops, classroom discussions, group work, case studies, experimentation, reports, portfolios, selected readings, problem solving (both individually and in groups), and more.

Module	Module code
PE Object Design Methodology	PE 505 GB
Module coordinators	Faculty
Prof. Hartwig Gerbracht Prof. Matthias Ries Prof. Andreas Schulz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Basic knowledge of materials, basic understanding of CAD.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Object Design Methodology	Elective	6.00	168
2.	Materials and Technology	Elective	3.00	168
Total (elective)			9.00	336

Target competences
Knowledge of creative techniques and methods for the structuring and execution of design processes for a predetermined subject. Knowledge of methods and approaches to design subjects. Carrying out of the design process and realization of the model. Documentation and presentation. The students have basic knowledge of design-relevant materials (e.g. metals, wood/wood-based materials, plastics), their technologies, and their processing techniques.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PE Object Design Methodology		PE 505 GB
Course	Course type	Course code
Object Design Methodology	Seminar	PE 505 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Hartwig Gerbracht Prof. Andreas Schulz Prof. Matthias Ries	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	6.00	German	20 participants

Contents
Instruction of creative techniques and methods for structuring and implementing design processes on a predetermined subject. Instruction of methods and procedures related to a design subject. Execution of the design process, as well as the implementation in the model. Documentation and presentation.

Module		Module code
PE Object Design Methodology		PE 505 GB
Course	Course type	Course code
Materials and Technology	Lecture	PE 505 GB-V2
Teaching professors	Faculty	Compulsory/elective
Cord Theinert Julia Kuhlenkamp N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	3.00	German	20 participants

Contents
Instruction on the characteristics, uses, and processing technologies of design-relevant materials (e.g. metals, wood/wood-based materials, plastics). Additional topics such as alternative material selection, alternative processes, sustainability, economic efficiency, etc. are covered.

Module	Module code
PE Design Project	PE 501 GB
Module coordinator	Faculty
	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Basic understanding of typography and layout

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Design Project 1	Elective	3.00	112
2.	Design Project 2	Elective	6.00	224
Total (elective)			9.00	336

Target competences
The module trains students to identify and formulate design problems and tasks on the basis of practice-related topics and to sketch and develop prototypical design ideas on their own initiative. The design is carried out based on examples taken from the perspective of one of the following design fields: advertising design, branding design, motion design, or interaction design. A fundamental focus is to get acquainted with creative, interdisciplinary work methods. • Discriminative identification and use of methods for developing design projects. • Problem formulation skills. • Ability to define the steps required to find a design solution. • Ability to formally and functionally develop ideas and concepts, expressing them both verbally and visually. • Present, discuss, critically analyze, and document design prototype drafts. • Social and communication team skills.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PE Design Project		PE 501 GB
Course	Course type	Course code
Design Project 1	Seminar	PE 501 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Stefan Wölwer N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
On the basis of a practice-related assignment, an individual project is conceptually and creatively developed and the design process is documented. The design is based on standard requirements, but varies according to the field of specialization: advertising design, branding design, interaction design or motion design. Teaching content: • methods and techniques of visual and verbal discovery and presentation of ideas in various media: exposé, mood board, concept sketches, style board, story board, visual storytelling; • prototypical design presentation using current design tools; • presentation, pitch, technical terms.

Module		Module code
PE Design Project		PE 501 GB
Course	Course type	Course code
Design Project 2	Seminar	PE 501 GB-V2
Teaching professors	Faculty	Compulsory/elective
Prof. Christian Mahler Interim Prof. Mathias Rebmann	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	8.00	6.00	German	20 participants

Contents
On the basis of a practice-related assignment, a team project is conceptually and creatively developed and prototyped. The design process is documented and analyzed. The design is based on standard requirements, but varies according to the field of specialization: advertising design, branding design, interaction design or motion design.

Teaching content:

- methods and techniques of visual and verbal discovery and presentation of ideas in various media: exposé, mood board, concept sketches, style board, story board, visual storytelling;
- prototypical design presentation using current design tools;
- presentation, pitch, project documentation.

Module	Module code
PE Materials and Utilization	PE 504 GB
Module coordinator	Faculty
Prof. Andreas Schulz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Materials and Utilization/CAD 1	Elective	5.00	196
2.	Materials and Utilization	Elective	4.00	112
Total (elective)			9.00	336

Target competences
The students master: • basic digital knowledge of design-appropriate CAD programs, as well as data preparation for rapid prototyping and transfer into rendering software. Ability to implement in CAM process technologies, (rapid prototyping, laser cutting); • basic coordination of design and constructional goals in relation to various materials. Drafting designs in technical drawings.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PE Materials and Utilization		PE 504 GB
Course	Course type	Course code
Materials and Utilization /CAD 1	Seminar	PE 504 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Hartwig Gerbracht Prof. Andreas Schulz Prof. Matthias Ries	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	8.00	5.00	German	20 participants

Contents
The students master: • basic digital knowledge of design-appropriate CAD programs, as well as data preparation for rapid prototyping and transfer into rendering software. Ability to implement in CAM process technologies, (rapid prototyping, laser cutting); • basic coordination of design and constructional goals in relation to various materials. Drafting designs in technical drawings.

Module		Module code
PE Materials and Utilization		PE 504 GB
Course	Course type	Course code
Materials and Utilization	Seminar	PE 504 GB-V2
Teaching professos	Faculty	Compulsory/elective
Prof. Andreas Schulz Prof. Hartwig Gerbracht Prof. Matthias Ries	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	4.00	German	20 participants

Contents
Discussion of esthetics and construction of forms with relation to materials and semi-finished products. Mediation of manual processing methods, e.g. in paper model making. Use of machine processing technologies based on 2D data.

Module	Module code
PE Project Development: Typography and Layout 1	PE 500 GB
Module coordinator	Faculty
Prof. Alessio Leonardi	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Typography Basics	Elective	3.00	112
2.	Layout Basics	Elective	6.00	224
Total (elective)			9.00	336

Target competences
• Mastery of basic theoretical and practical knowledge of typography and layout in various uses and contexts. • Development of typographical compositions and various means of typographical expression. • Formally and functionally develop ideas and concepts and verbally and visually express them. • Present, discuss and critically analyze design drafts.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PE Project Development: Typography and Layout 1		PE 500 GB
Course	Course type	Course code
Typography Basics	Seminar	PE 500 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Ursula Knecht Interim Prof. Christoph Lemmer	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
The students are trained to develop their own typographical design solutions, to master basic technical terms, to express and formulate critical evaluations of their own and other typographical solutions, and to analyze them in group discussions. Course contents: • Basics of typographical design. • Overview of font classification. • Basic technical terms. • Exploration of design with different forms of a typeface. • Staging of typefaces, words and sentences. • Typo collages from traditional to experimental typography. • Development of relevant typographical designs.

Module		Module code
PE Project Development: Typography and Layout 1		PE 500 GB
Course	Course type	Course code
Layout Basics	Seminar	PE 500 GB-V2
Teaching professors	Faculty	Compulsory/elective
Prof. Alessio Leonardi Prof. Roman Bittner	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	8.00	6.00	German	20 participants

Contents
The students are trained to develop their own graphic design solutions, to formulate them in a structured way, and to convincingly visualize, verbalize and present concepts. Course contents: design methodologies; analysis of existing layouts; brainstorming; formats, page layout, grid function and use; information structure and reading flow; harmony and contrast, rhythm; layout, execution (digital, analog), presentation.

Module	Module code
PE Spatial Planning, Color Planning, Light Planning 1	PE 502 GB
Module coordinator	Faculty
Prof. Patrick Pütz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Spatial Planning	Elective	3.00	112
2.	Color Planning	Elective	3.00	112
3.	Light Planning	Elective	3.00	112
Total (elective)			9.00	336

Target competences
The students: • have basic knowledge of room, color and lighting design; • are aware of the interplay between creativity and construction and are able to combine them in a planning process according to appropriate standards and scale; • evaluate and interpret their own work in a team and jointly develop new solutions; • are able to analyze design tasks critically and methodically, to creatively and systematically develop a variety of solutions, and to communicate them to viewers in an understandable way using appropriate presentation techniques; • develop a professional self image and are able to assess, analyze and justify their design decisions; • can describe materials, colors, and color or light values technically and apply them systematically.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PE Spatial Planning, Color Planning, Light Planning 1		PE 502 GB
Course	Course type	Course code
Spatial Planning	Seminar	PE 502 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Patrick Pütz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
• Conceptual and artistic design. • Finishing materials, material effects, application, material assembly, fabricated examples, scale, proportion, spatial planning, spatial design. • Assessing the level of difficulty of a task. • Comprehensive development of basic design exercises and techniques, with a focus on material, color, light. • Various types of displays and CAD (see CAD 1).

Module		Module code
PE Spatial Planning, Color Planning, Light Planning 1		PE 502 GB
Course	Course type	Course code
Color Planning	Seminar	PE 502 GB-V2
Teaching professors	Faculty	Compulsory/elective
Prof. Markus Schlegel Prof. Timo Rieke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
In lectures and practical exercises, students learn to understand and apply color as an elementary factor of design in space. • Color concepts in space, strategic color and material collages. • The use of tools for color communication and color systematics. • Comprehensive development of basic design exercises and techniques, with a focus on material, color, light. • Various types of displays and CAD (see CAD 1).

Module		Module code
PE Spatial Planning, Color Planning, Light Planning 1		PE 502 GB
Course	Course type	Course code
Light Planning	Seminar	PE 502 GB-V3
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
• Qualitative and quantitative description of light and lighting. • Natural lighting and windows. • Principles of light design and light planning. • Approximation methods of light planning, selection of luminaires. • Comprehensive development of basic design exercises and techniques, with a focus on material, color, light. • Various types of displays and CAD (see CAD 1).

Module	Module code
PE Spatial Planning, Color Planning, Light Planning 2	PE 503 GB
Module coordinator	Faculty
Prof. Dr. Paul Walter Schmits-Reinecke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Project Development 1 Spaces, Color, Light

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Development 2; KF IA; FD; LD	Elective	3.00	168
2.	Project Development 2; KF IA; FD; LD; Project Coordination/Project Management	Elective	3.00	84
3.	Project Development 2; KF IA; FD; LD; Future Viability, Sustainability, Natural Light	Elective	3.00	84
Total (elective)			9.00	336

Target competences
The students work in interdisciplinary teams on a basic design project. They work independently, organize with each other, and discuss their concepts and drafts in weekly meetings. The students: • know the theoretical basics of future viability, sustainability, natural light; • are able to implement their own design concepts, with particular focus on the interrelationships of space, color, and light; • implement concepts and design solutions from a functional and constructive viewpoint, taking into account future viability, sustainability and natural light; • have an understanding of the connections between content, form, function and construction.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PE Spatial Planning, Color Planning, Light Planning 2		PE 503 GB
Course	Course type	Course code
Project Development 2; KF IA; FD; LD	Seminar	PE 503 GB-V1
Teaching professor	Faculty	Compulsory/elective
	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	3.00	German	20 participants

Contents
Analysis (review, from theoretical to experimental, critical discussion) of the location and of model projects/objects and their classification in relation to the given task. Transfer into project and design processes; strategies and methods for the step-by-step development of a color-light-space concept in relation to the given task; discussion on the visualization and presentation of the designs and the communication of one's own ideas through explanations, diagrams, sketches, working and presentation models and plans. Simulation of the project presentation (analog/digital/verbal); individual development of autonomous work methods, broadening of independent study techniques.

Module		Module code
PE Spatial Planning, Color Planning, Light Planning 2		PE 503 GB
Course	Course type	Course code
Project Development 2; KF IA; FD; LD; **Project Coordination/ Project Management**	Seminar	PE 503 GB-V2
Teaching professor	Faculty	Compulsory/elective
N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
• Project coordination, project management. • Participation in the realization of a project, distribution of roles and responsibilities. • Exercises on management quality, planning quality, time management.

Module		Module code
PE Spatial Planning, Color Planning, Light Planning 2		PE 503 GB
Course	Course type	Course code
Project development 2; KF IA; FD; LD; Future Viability, Sustainability, Natural Light	Lecture/practical course	PE 503 GB-V3
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents

- Future viability, megatrends and their impact on design, color, atmosphere and spatial identity.
- Sustainability, the interrelationships between people and the environment, cycles, energy, ecological building, ecological building materials; daylight supply, implementation of sustainability aspects.
- Various types of lighting-related certification (LEED, BREEAM, DGNB, WELL).

Module	Module code
PM Supplementary Module	PM 700 GB
Module coordinator	Faculty
Dean of Studies BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Knowledge Base or Design Discussion	Elective	6.00	168
Total (elective)			6.00	168

Target competences
The students have the capacity to develop personal interests, set priorities, and to acquire general and specialized knowledge as a supplement to the compulsory modules. The students: • are able to define their own professional interests, the current status of their own formation, and the goals yet to be realized, compare their own experience with those of their peers, and to research appropriate strategies for continuing development; • are responsible for choosing from the courses offered by the Faculty of Design, the courses offered by other faculties, the central courses offered by HAWK Plus, and courses offered by other universities in Germany and abroad; • have the ability to combine interdisciplinary and extra-disciplinary subjects with their own design training; • are able to make professionally well-founded decisions regarding their own training on the basis of current course offerings and educational opportunities; • In the case of study abroad, the students will not only have a basic understanding of the host country, but also knowledge of the organization of studies and current design trends and issues in the host country. Upon return, they will be able to incorporate this professional and cultural awareness in their studies and everyday life.

Means of assessment
Documentation/homework/ practical experience and reports
Type of assessment
Graded examination performance

Module		Module code
PM Supplementary Module		PM 700 GB
Course	Course type	Course code
Knowledge Base or Design Discussion	Seminar	PM 700 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	6.00	German	20 participants

Contents
Students choose up to 6 credits (180 hours workload) of courses in the design disciplines or other subject areas. They can choose from the following courses in the module groups of the Design Faculty: Design Techniques, Design Experimentation, Research, and Theory. In addition, they can take courses for 6 credits at other faculties of the HAWK, at HAWK Plus (the central teaching offer of the HAWK), the University of Hildesheim, as well as at other universities in Lower Saxony, in other federal states and abroad. In Lower Saxony there are official agreements between universities. In the interest of flexibility, enrollment can be freely carried out within the 4th and 5th semesters. Students research individually and are free to choose one or more courses or modules. Faculty members are available to provide advice. Credit points are recognized by the Dean of Studies of the Bachelor of Arts Design (or a person authorized by him) upon written confirmation from the university attended. In the case of reduced credit points due to different module designs, compensation can be made in the amount of 1 credit point by written documentation (6-12 pages) or a presentation of the results to the university (10-20 minutes) as decided by the Dean of Studies.

Module	Module code
PM Research Project	PM 702 GB
Module coordinator	Faculty
Dean of Studies BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters and a completed project module.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Research Project	Elective	6.00	280
2.	Documentation	Elective	1.00	56
Total (elective)			7.00	336

Target competences
The students can • analytically examine a research question and use it to form targeted steps for elaboration; • research, analyze and contrast current scientific and creative work on specific subjects; • apply a repertoire of various design research or design development methods such as expert interviews, case studies, usability tests, futurology; • design, implement, document and methodically evaluate basic research and survey models; • formulate and present findings.
Type of assessment
Pass/fail

Module		Module code
PM Research Project		PM 702 GB
Course	Course type	Course code
Research Project	Seminar	PM 702 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	10.00	6.00	German	20 participants

Contents
Students work individually or in teams on a research question that is either pre-defined or developed within the project. They work independently and organize themselves in teams using scientific research methods to defend their theories, solutions and drafts in weekly meetings.

Module		Module code
PM Research Project		PM 702 GB
Course	Course type	Course code
Documentation	Practical course	PM 702 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	2.00	1.00	German	20 participants

Contents
The unit serves to produce comprehensible, analytical documentation of the process and an evaluation of the entire research project

Module	Module code
PM Integrative Project	PM 701 GB
Module coordinator	Faculty
Dean of Studies BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters and a completed project module.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Integrative Project: Development	Elective	3.00	84
2.	Integrative Project: Implementation	Elective	3.00	196
3.	Integrative Project: Documentation		1.00	56
Total (elective)			7.00	336

Target competences
The students can: • derive, develop and implement design projects through interdisciplinary teamwork; • assess and weigh the relevance of their own design competence in relation to the design project; • organize themselves independently in interdisciplinary project teams; • analytically document work steps and results.
Type of assessment
Pass/fail

Module		Module code
PM Integrative Project		PM 701 GB
Course	Course type	Course code
Integrative Project: Development	Seminar	PM 701 GB-V1
Teaching professor	Faculty	Compulsory/elective
Aternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	20 participants

Contents
In the integrative project, students from various fields of expertise design and implement a realistic assignment through interdisciplinary teamwork. The project development serves to familiarize the students with the subject, to analyze and evaluate existing design concepts, to define objectives, to work out the design methods, and to form project teams.

Module		Module code
PM Integrative Project		PM 701 GB
Course	Course type	Course code
Integrative Project: Implementation	Practical course	PM 701 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	7.00	3.00	German	20 participants

Contents
The course aims to draft, develop and implement design concepts in project teams. The project work is organized independently by the students and discussed in weekly meetings.

Module		Module code
PM Integrative Project		PM 701 GB
Course	Course type	Course code
Integrative Project: Documentation	Lecture/practical course	PM 701 GB-V3

Teaching professor	Faculty	Compulsory/elective
Alternating	Design	

Frequency	ECTS	SWS	Language	Group size
Each semester	2.00	1.00	German	20 participants

Contents
This unit is designed to produce comprehensible, analytical documentation and evaluation of all project phases.

Module	Module code
PM Internship Mobility Semester	PM 703 GB
Module coordinator	Faculty
Alternating	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	30.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Internship Mobility Semester	Elective		840
Total (elective)			.	840

Target competences
Students gain knowledge of the conditions, procedures and processes involved in the conception, planning and implementation of design projects and issues in professional environment. The students • are able to define their own professional interests, the current state of their own training, the goals yet to be achieved, and compare themselves with their peers researching appropriate further strategies; • responsibly select employers, preferably from their field specialization, and justify their decisions; • acquire in-depth, practice-related knowledge and skills in their field of expertise and integrate these into their studies; • are familiar with the organizational structure and working methods of agencies, planning offices, companies and government agencies in the professional design world; • on the basis of practical experience are able to professionally make sound decisions regarding further education and specialization.
Means of assessment
Documentation/homework/ practical experience and reports
Type of assessment
Pass/fail

Module		Module code
PM Internship Mobility Semester		PM 703 GB
Course	Course type	Course code
Internship Mobility Semester	Practical course	PM 703 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	30.00		German	20 participants

Contents
First-hand insight into the professional design world, including the cooperation of all those involved in the design process. Credit points are recognized by the Undergraduate Dean of Studies (or a person appointed by him/her) upon submission of an application and a written confirmation from the employer. All else is regulated by established guidelines.

Module	Module code
PR Activation Advertising	PR 601 GB
Module coordinator	Faculty
Interim Prof. Mathias Rebmann	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Activation Advertising	Elective	3.00	112
2.	Concept Activation	Elective	2.00	112
3.	Visualization, Documentation, Presentation	Elective	2.00	112
Total (elective)			7.00	336

Target competences
The students work in teams on a project. They work independently, organize with each other and defend their solutions and drafts in weekly meetings. The students: • analyze the problem situation and resulting communication design tasks; • investigate these further with a goal-oriented approach and develop ideas; • know the appropriate channels and means of activating communication; • know and apply the appropriate communication mechanisms; • develop and evaluate activating communication for various media and channels; • visualize ideas, if necessary realize them, document and present the work; • act independently and organize themselves in teams.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Activation Advertising		PR 601 GB
Course	Course type	Course code
Activation Advertising	Seminar	PR 601 GB-V1
Teaching professor	Faculty	Compulsory/elective
Interim Prof. Mathias Rebmann	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
Briefing methods / analysis of best practices / definition of target groups / activation methods / analysis of activation channels

Module		Module code
PR Activation Advertising		PR 601 GB
Course	Course type	Course code
Concept Activation	Seminar	PR 601 GB-V2
Teaching professor	Faculty	Compulsory/elective
Interim Prof. Mathias Rebmann	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
Channel-specific communication mechanisms /analytically-based methods of idea development / media and channel requirements / conceiving appropriate media communication measures / presenting ideas / self evaluation and third-party evaluation methods

Module		Module code
PR Activation Advertising		PR 601 GB
Course	Course type	Course code
Visualization, Documentation, Presentation	Seminar	PR 601 GB-V3
Teaching professor	Faculty	Compulsory/elective
Interim Prof. Mathias Rebmann	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
Techniques of visual and verbal representation of ideas in various media / if applicable, implementation / documentation / presentation of results

Module	Module code
PR Architectural Lighting Project	PR 616 GB
Module coordinator	Faculty
Prof. Andreas Matthias Schulz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
GT Exterior Lighting Design or **GT Interior Lighting Design**

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Development	Elective	3.00	168
2.	Design Draft	Elective	2.00	84
3.	Advanced Detail Planning	Elective	2.00	84
Total (elective)			7.00	336

Target competences

The students work individually or in teams on a complex project with high design standards or a master plan. They work independently, organize themselves together and discuss their concepts and drafts in weekly meetings.

The students:

- know the basics and methods of lighting design (interior or exterior) and the lighting planning process (service descriptions according to HOAI);
- are able to design their own lighting concepts taking into account situation-specific and general conditions (e.g. user requirements, functional relationships, protection of monuments)
- realize creative lighting solutions taking into account space, surface material, and color;
- are able to choose the appropriate means to communicate and present the concept and design of a project (black plans, visualizations, calculations, models etc.).

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Architectural Lighting Project		PR 616 GB
Course	Course type	Course code
Project Development	Seminar	PR 616 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Matthias Schulz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	3.00	German	20 participants

Contents
• Strategies and methods for the step-by-step development of a lighting design in relation to the task at hand. • Visualization and presentation of designs and communication of ideas using explanations, sketches, black plans, samples, and if necessary presentation models and reflected ceiling plans. • Simulation of the project presentation (analog/digital/verbal).

Module		Module code
PR Architectural Lighting Project		PR 616 GB
Course	Course type	Course code
Design Draft	Seminar	PR 616 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Matthias Schulz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
Design techniques, idea development; research and analysis (systematic examination, from theoretical to experimental, critical discussion) of the project or location as well as of model projects/objects and their classification in relation to the given task. Transfer into project and design processes.

Module		Module code
PR Architectural Lighting Project		PR 616 GB
Course	Course type	Course code
Advanced Detail Planning	Seminar	PR 616 GB-V3

Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Matthias Schulz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
• Development and detail planning, performance specifications. • Preparation of a luminaire book and a reflected ceiling plan. • Circuit specifications and data points for dynamic lighting management.

Module	Modulcode
PR Corporate Design Basics A / B (various subjects)	PR 602 GB
Module coordinator	Faculty
Prof. Dominika Hasse	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	CD: Brand, Market, Target Groups, Strategy and Conception	Elective	2.00	112
2.	CD: Strategic Idea Development	Elective	3.00	112
3.	CD: Visualization/Realization, Documentation, Presentation	Elective	2.00	112
Total (elective)			7.00	336

Target competences
The students work alone or in teams on a relevant project subject. They work independently, organize themselves with each other and discuss their solutions and drafts in weekly meetings. The students are able to: • analyze corporate design systems and develop relevant design features for a corporate design system in the context of the subject, be it in two or three dimensional form or as a digital brand; • develop strategic communication strategies and derive communication media using the resulting CD elements; • apply creativity techniques and communication tools; • develop and evaluate communication concepts in various media; • visualize and document ideas and present results of their work; • act independently and to organize themselves in teams.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Modue lcode
PR Corporate Design Basics A / B (various subjects)		PR 602 GB
Course	Course type	Course code
CD: Brand, Market, Target Groups, Strategy and Conception	Seminar	PR 602 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dominika Hasse	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
• Methods for briefings and strategies with focus on market and competitor analyses. • Communication methods and media, development of positioning, creative briefs, defining parameters relevant to CI.

Module		Module code
PR Corporate Design Basics A / B (various subjects)		PR 602 GB
Course	Course type	Course code
CD: Strategic Idea Development	Seminar	PR 602 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dominika Hasse	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
• Creativity techniques and communication tools. • Methods of idea development and idea presentation e.g. moodboards and personas. • Self evaluation and third-party evaluation methods.

Module		Module code
PR Corporate Design Basics A / B (various subjects)		PR 602 GB
Course	Course type	Course code
CD: Visualization/Realization, Documentation, Presentation	Seminar	PR 602 GB-V3
Teaching professor	Faculty	Compulsory/elective
Prof. Dominika Hasse	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
• Techniques of visual and verbal presentation of ideas in various media. • Documentation and presentation of the entire process from briefing to the final result. • If required, implementation of various communication media.

Module	Module code
PR Editorial Design A / B (various subjects)	PR 612 GB
Module coordinator	Faculty
Prof. Dominika Hasse	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Basic knowledge of typography und layout.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	ED: Print and Digital Publications	Elective	2.00	112
2.	ED: Conceptual Design	Elective	3.00	112
3.	ED: Visualization/Realization, Documentation, Presentation	Elective	2.00	112
Total (elective)			7.00	336

Target competences

The students work individually or in teams on an edition or publication in printed or digital form. They work independently, organize themselves with each other and discuss their solutions and drafts in weekly meetings.

The students are able to:

- analyze and develop forms and methods of publishing within the context of a given topic;
- develop strategic communication media and using creative publishing expertise, to determine the hierarchal details of text and dramatic elements;
- develop and evaluate communication concepts in various media;
- visualize and document ideas and present results of their work;
- act independently and to organize themselves in teams.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Editorial Design A / B (various subjects)		PR 612 GB
Course	Course type	Course code
ED: Print and Digital Publications	Seminar	PR 612 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dominika Hasse	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
Analysis of content, design, and media: • Briefing / communication concept and strategy with a focus on market and competitor analyses. • Definition and development of positioning and creative briefs.

Module e		Modulcode
PR Editorial Design A / B (various subjects)		PR 612 GB
Course	Course type	Course code
ED: Conceptual Design	Seminar	PR 612 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dominika Hasse	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
• Creative techniques for planning, development and design as well as for structure, arrangement and dramatic elements of publications. • Idea development methods. • Adaptation of design approaches for further development and application in complex editorial contexts.

Module		Module code
PR Editorial Design A / B (various subjects)		PR 612 GB
Course	Course type	Course code
ED: Visualization/Realization, Documentation, Presentation	Seminar	PR 612 GB-V3
Teaching professor	Faculty	Compulsory/elective
Prof. Dominika Hasse	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
• Techniques of visual and verbal presentation of ideas in various media. • Documentation and presentation of the entire process from briefing to the final result. • If required, individual or teamwork on an assigned project.

Module	Module code
PR Color and Architecture	PR 606 GB
Module coordinator	Faculty
Prof. Markus Schlegel	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Proficiency with Adobe Illustrator, Photoshop und InDesign.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	See Color, Document Color	Elective	3.00	112
2.	Creation of Color Strategies and Color Models	Elective	2.00	112
3.	Visualization, Documentation, Presentation	Elective	2.00	112
Total (elective)			7.00	336

Target competences
The students work in teams or individually on a predetermined project. They work independently, organize themselves with each other and discuss their solutions and drafts in weekly meetings. They have the knowledge and the methods in particular for specialized research, independent conception and independent design through project-related application of techniques. The students: • analyze design issues concerning color, architecture, urban and cultural context; • are familiar with research methods and will research, evaluate, and document the results; • further develop these strategically in context and derive conceptual approaches; • know the organizing principles and effect of color, surface, and materials; • know and apply creative, design and presentation techniques of color and material planning; • develop color and material profiles as color strategies for architecture and urban environments; • develop color and material codes and color atmospheres; • have the knowledge and skills to combine and present the results.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Color and Architecture		PR 606 GB
Course	Course type	Course code
See Color, Document Color	Seminar	PR 606 GB-V1
Teaching professor	Faculty	Compulsory/elective
wechselnder Lehrender	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	4.00	3.00	German	20 participants

Contents
• Analysis and discussion of color design issues in urban and architectural design and cultural context. • Research, documentation and evaluation of urban images, architecture and material typologies. • Practical exercises on the arrangement, effect and sequence of color and surface. • Presentation and ordering of researched color values as a series or small collection.

Module		Module code
PR Color and Architecture		PR 606 GB
Course	Course type	Course code
Creation of Color Strategies and Color Models	Seminar	PR 606 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	4.00	2.00	German	20 participants

Contents
• Exercises of initial subject-related color strategies as a preliminary draft; • Development of ideas. • Creativity techniques and communication exercises for color and material planning. • Creation and final draft of color strategies and color models. • Preparation of color transfer into the model, presentation of ideas, self and third-party evaluation.

Module		Module code
PR Color and Architecture		PR 606 GB
Course	Course type	Course code
Visualization, Documentation, Presentation	Seminar	PR 606 GB-V3

Teaching professors	Faculty	Compulsory/elective
Prof. Markus Schlegel Prof. Timo Rieke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	4.00	2.00	German	20 participants

Contents

- Visual and verbal presentation of ideas and designs in various media and dimensions.
- Documentation with theoretical explanation of methods and drafts.
- Documentation and presentation of the entire process from briefing to the final result.

Module	Module code
PR Color and Surface – CMF, Surface Lab	PR 607 GB
Module coordinator	Faculty
Prof. Timo Rieke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Proficiency with Adobe Illustrator, Photoshop und InDesign.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Development: Color	Elective	1.00	56
2.	Color Design Draft	Elective	4.00	168
3.	Prototyping and Presentation	Elective	2.00	112
Total (elective)			7.00	336

Target competences

The students work in teams or individually on a predetermined project. They have the knowledge and the methods in particular for specialized research, independent conception and independent design through project-related application of techniques.

The students:

- analyze design issues concerning color, materials, and surfaces (CMF);
- know the organizing principles and effect of color, surface, and materials;
- have command of of conception methods, positioning methods, and design techniques for specific target groups, comprehensive color-material concepts;
- develop new color schemes and color combinations, color profiles, and surfaces and if applicable, collections on given subject areas;
- are particularly proficient in the interaction of surface structure, gloss level, haptics, shape and color;
- know the specialized forms of presentation and technical terms;
- have the knowledge and skills to combine and present the results.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Color and Surface – CMF, Surface Lab		PR 607 GB
Course	Course type	Course code
Project Development: Color	Seminar	PR 607 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Timo Rieke Prof. Markus Schlegel	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	2.00	1.00	German	20 participants

Contents
Working as a team, students develop a project procedure according to the following principles: understand, develop, communicate, diversify, visualize and prototype, evaluate.

Module		Module code
PR Color and Surface – CMF, Surface Lab		PR 607 GB
Course	Course type	Course code
Color Design Draft	Seminar	PR 607 GB-V2
Teaching professors	Faculty	Compulsory/elective
Prof. Timo Rieke Prof. Markus Schlegel	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	6.00	4.00	German	20 participants

Contents
Based on lectures and practical exercises, students draft concepts in the field of Color, Material, Finish (CMF): • the relation between color and surface; • Surface Lab; • VisualHapticExperience; • color context analysis; • recognizing and applying optically functional, sensual and socio-cultural design moments; • developing narratives, creating references; • developing, presenting, and justifying color collections.

Module		Module code
PR Color and Surface – CMF, Surface Lab		PR 607 GB
Course	Course type	Course code
Prototyping and Presentation	Seminar	PR 607 GB-V3
Teaching professors	Faculty	Compulsory/elective
Prof. Timo Rieke Prof. Markus Schlegel	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	4.00	2.00	German	20 participants

Contents
• Color Surface Prototyping. • Color-Material-Collage (CMF). • Discussion of visualization.

Module	Module code
PR Color and Future	PR 608 GB
Module coordinator	Faculty
Prof. Markus Schlegel	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Proficiency with Adobe Illustrator, Photoshop und InDesign, CAD

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Trends, Research, and Scouting: Seeing and Documenting Color	Elective	2.00	112
2.	Monitoring and Color Coding: Scenarios and Style Clusters	Elective	3.00	112
3.	Visualization, Documentation, Presentation	Elective	2.00	112
Total (elective)			7.00	336

Target competences
The students work in teams or individually on a predetermined project. They work independently, organize themselves with each other and discuss their solutions and drafts in weekly meetings. They have the knowledge and the methods in particular for specialized research, independent conception and independent design through project-related application of techniques. The students: • analyze design issues concerning the future, trend research, color, and material in a cultural context; • are familiar with research methods and observe, identify, research, methodically evaluate, and document the results; • further develop these in context with a strategic monitoring process and derive conceptual approaches for sustainable, experimental, functional collections, scenarios, or style ranges;

• know the organizing principles and effect of color, surface, and materials; • know and apply creative, design, and presentation techniques of color and material planning and collage and scenario technique; • develop color and material profiles as color strategies, color and material codes, color atmospheres, and future scenarios; • have the knowledge and skills to combine and present the results.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Color and Future		PR 608 GB
Course	Course type	Course code
Trends, Research, and Scouting: Seeing and Documenting Color	Seminar	PR 608 GB -V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	4.00	2.00	German	20 participants

Contents

- Analysis and discussion of color design issues of the future, trend research.
- Research, analysis and documentation of past trends, current trend documentation, and megatrends.
- Impact of micro- and megatrends on design.
- Visual training and practical exercises on methodical identification.
- Classification and evaluation of future-oriented color themes and design phenomena in different media (scouting). Contextual research of subjects, colors and materials.

Module		Module code
PR Color and Future		PR 608 GB
Course	Course type	Course code
Monitoring and Color Coding: Scenarios and Style Clusters	Seminar	PR 608 GB -V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	4.00	3.00	German	20 participants

Contents

- Methods and exercises for the observation matrix and monitoring processes.
- Conception and creation of thematically justifiable color and trend clusters for target groups.
- Color coding according to color system and associated parameters.
- Conception and creation of scenarios and style clusters with focus on color and material.

Module		Module code
PR Color and Future		PR 608 GB
Course	Course type	Course code
Visualization, Documentation, Presentation	Seminar	PR 608 GB -V3
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	4.00	2.00	German	20 participants

Contents
• Visual and verbal presentation of ideas and designs in various media and dimensions. • Documentation with theoretical explanation of methods and drafts. • Documentation and presentation of the entire process from briefing to the final result.

Module	Module code
PR Free Project	PR 699 GB
Module coordinator	Faculty
Dean of Studies BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Free Project: Conception	Elective	5.00	280
2.	Free project: Realization and Documentation	Elective	2.00	56
Total (elective)			7.00	336

Target competences
The students are able to: • independently formulate and elaborate a design question; • integrate cultural, societal and social commitment into their own design work; • act independently; • adopt study and interdisciplinary working methods; • document work steps, working methods and results and critically analyze their own performance.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Free Project		PR 699 GB
Course	Course type	Course code
Free Project: Conception	Seminar	PR 699 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	10.00	5.00	German	20 participants

Contents
Individual and independent examination of a creative project subject that pursues a scientific, cultural or social issue. All project steps such as conception, realization, documentation and analysis are supervised. As an alternative, an external initiative relevant to the course of study can be recognized in support of the students' civil social commitment.

Module		Module code
PR Free Project		PR 699 GB
Course	Course type	Course code
Free project: Realization and Documentation	Seminar	PR 699 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	2.00	2.00	German	20 participants

Contents
Documentation and analysis of the completed project.

Module	Module code
PR Illustrative Infographic	PR 611 GB
Module coordinator	Faculty
Prof. Alessio Leonardi	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Basic knowledge of typography, layout and design drafting

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Theory and Practice of Illustration and Infographic	Elective	3.00	112
2.	Design Office Project	Elective	4.00	224
Total (elective)			7.00	336

Target competences
The students have: • knowledge of the history, current trends and most important exponents of visual communication and of current communication media and forms; • the ability to develop media-dependent and cross-media presentation concepts; • the ability to translate textual content into communication pictures and visual stories; • the ability to orient the structure and story line in relevant target group communication; • the ability to present and critically analyze their own work.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Illustrative Infographic		PR 611 GB
Course	Course type	Course code
Theory and Practice of Illustration and Infographic	Seminar	PR 611 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Alessio Leonardi	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	4.00	3.00	German	20 participants

Contents
History and current developments in illustration and infographic, analysis and discussion of case studies; application of creative techniques; methods of project planning, conception and strategy.

Module		Module code
PR Illustrative Infographic		PR 611 GB
Course	Course type	Course code
Design Office Project	Seminar	PR 611 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Alessio Leonardi	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Winter semester	8.00	4.00	German	20 participants

Contents
On the basis of a real or fictitious assignment, a history or other text content is analyzed, structured and, after a conceptual phase, designed and visualized in an appropriate media format. The conceptual, theoretical and design knowledge acquired thus far in the course of studies is incorporated into this creative process. Special attention is paid to the illustration of the textual content, i.e. to the realization of communication pictures and picture stories for specific target groups. Analysis and evaluation of existing case studies as well as presentation, analysis, and critical discussion of individual work will be part of the assignment.

Module	Module code
PR Information Design	PR 609 GB
Module coordinator	Faculty
Prof. Alessio Leonardi	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Basic knowledge of typography, layout and design drafting

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Theory and Practice of Information Design	Elective	3.00	112
2.	Information Design Project	Elective	4.00	224
Total (elective)			7.00	336

Target competences
• Knowledge of history, current trends and the most important exponents of information design. • Research and critical analysis of existing design solutions in the field of information design (orientation and information systems, digital and analog). • Formulation of questions, selection and structuring of information. • Project planning and realization of meaningful concept visualizations. • The ability to present and critically analyze their own work.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Information Design		PR 609 GB
Course	Course type	Course code
Theory and Practice of Information Design	Seminar	PR 609 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Alessio Leonardi	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	4.00	3.00	German	20 participants

Contents
History and current developments in the field of information design; presentation of information architects; analysis and discussion of case studies; introduction to information architecture; methods of project planning, conception and strategy.

Module		Module code
PR Information Design		PR 609 GB
Course	Course type	Course code
Information Design Project	Seminar	PR 609 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Alessio Leonardi	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	8.00	4.00	German	20 participants

Contents
On the basis of real or fictitious tasks, complex information is analyzed, structured and, after a conceptual phase, designed and visualized in an appropriate media format. The conceptual, theoretical and design knowledge acquired thus far in the course of studies is incorporated into this creative process. Special attention is paid to the communication of information and content to a specific target group. Analysis and evaluation of existing case studies as well as presentation, analysis, and critical discussion of individual work will be part of the assignment.

Module	Module code
PR Interaction Design	PR 605 GB
Module coordinator	Faculty
Prof. Stefan Wölwer	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Elective	12.00

Recommended prerequisites
Basics in the creative use of digital media.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Theory and Practice of Interaction Design	Elective	3.00	112
2.	Interaction Design Project	Elective	4.00	224
Total (elective)			7.00	336

Target competences
• Ability to plan and carry out projects both independently and in a team. • Mastery of the basic design and research methods in the field of interaction design. • Ability to develop nonlinear narrative, action, and design structures; • Innovation. • Design competence in algorithmization. • Analysis of designs in the context of esthetic principles of interaction design. • Ability to classify and evaluate projects in their social and societal context.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Interaction Design		PR 605 GB
Course	Course type	Course code
Theory and Practice of Interaction Design	Seminar	PR 605 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Stefan Wölwer	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
Development of a project through advanced design and design research methods and placement of the specific subject matter in its social, economic and societal context. Conception and realization in visual as well as narrative description of the project based on a predetermined as well as an independently chosen assignment.

Module		Module code
PR Interaction Design		PR 605 GB
Course	Course type	Course code
Interaction Design Project	Seminar	PR 605 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Stefan Wölwer	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	8.00	4.00	German	20 participants

Contents
The content of the project is based on a current development and tendency in the field of Interaction Design with its various integrative currents, e.g. User Experience Design, Social Design and Service Design or in collaboration with partners from industry, culture, and research. It will be announced at the beginning of the semester during enrollment.

Module	Module code
PR Light and Project	PR 618 GB
Module coordinator	Faculty
Prof. Dr. Paul Walter Schmits-Reinecke	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Development	Elective	3.00	168
2.	Project Work	Elective	2.00	84
3.	Project Detail Planning	Elective	2.00	84
Total (elective)			7.00	336

Target competences
The students work individually or in teams on a complex interdisciplinary project dealing with current issues, assignments, and opportunities. They work independently, organize themselves with each other and discuss their concepts and drafts in weekly meetings. The students: • know the fundamentals and methods of lighting design and associated disciplines; • can develop and implement appropriate project designs; • are able to formulate questions, communicate procedures and results, and give a presentation that is tailored to the project content.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Light and Project		PR 618 GB
Course	Course type	Course code
Project Development	Seminar	PR 618 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	3.00	German	20 participants

Contents
• Interdisciplinary methods of project development. • Scientific working methods. • Research of specialized publications. • Clarification of formulated questions. • Transfer to project and trial implementation.

Module		Module code
PR Light and Project		PR 618 GB
Course	Course type	Course code
Project Work	Seminar	PR 618 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
• Strategies and methods for the step-by-step development and structuring of the chosen subject. • Clarification and discussion of detailed tasks (elaborated in V3); • Visualization. • Presentation and documentation of the results; • Explanation of the procedure. • Preparation of a publication. • Simulation of the project presentation (analog/digital/verbal).

Module		Module code
PR Light and Project		PR 618 GB
Course	Course type	Course code
Project Detail Planning	Seminar	PR 618 GB-V3
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
• Preparation and detail planning of the project. • Performance specification through simulation and/or using appropriate models. • Feasibility check.

Module	Module code
PR Lighting Design – Research Project	PR 617 GB
Module coordinator	Faculty
Prof. Andreas Matthias Schulz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
GT Exterior Lighting Design or **GT Interior Lighting Design**

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Work	Elective	3.00	168
2.	Experimental Design	Elective	2.00	84
3.	Implementation and Discussion of Experiment	Elective	2.00	84
Total (elective)			7.00	336

Target competences
The students work individually or in teams on a research question related to a current topic in the field of lighting design. They work independently, organize themselves with each other and discuss their concepts and drafts in weekly meetings. The students: • broaden the basics and methods of scientific work; • can develop and implement appropriate project designs; • can document and communicate the research question, the experimental design and the results, and give a presentation that is tailored to the project content.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Lighting Design – Research Project		PR 617 GB
Course	Course type	Course code
Project Work	Seminar	PR 617 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Matthias Schulz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	3.00	German	20 participants

Contents
• Strategies and methods for the step-by-step development of a research question on the subject in question. • Visualization, presentation, and documentation of the results and explanation of the procedure. • Preparation of a publication. • Simulation of the project presentation (analog/digital/verbal).

Module		Module code
PR Lighting Design – Research Project		PR 617 GB
Course	Course type	Course code
Experimental Design	Seminar	PR 617 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Paul Walter Schmits-Reinecke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
• Scientific working methods. • Research of specialized publications. • Clarification of formulated questions. • Testing methods. • Development of experimental design ideas. • Transfer to project and trial implementation.

Module		Module code
PR Lighting Design – Research Project		PR 617 GB
Course	Course type	Course code
Implementation and Discussion of Experiment	Seminar	PR 617 GB-V3
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Matthias Schulz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
• Preparation and planning of the experiment setup. • Basic statistical methods for examining data quality. • Discussion of the results.

Module	Module code
PR Metal Design: Series Production	PR 619 GB
Module coordinator	Faculty
Prof. Hartwig Gerbracht	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Basic knowledge of materials and design process methodology, CAD Basics.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Work: Metal Design (series production)	Elective	5.00	252
2.	Project Realization (series production)	Elective	2.00	84
Total (elective)			7.00	336

Target competences
The students have methodological and technical knowledge of their specialization through research of basic design projects. The students: • know and use independent design process methods and the relevant skills involved; • can develop and implement subject-related project designs; • can develop variations to a draft design; • are able to formulate questions specific to the given assignment, document the procedure and results, and analyze the knowledge gained; • are able to demonstrate the results in a presentation that is appropriate to the project content; • can adapt the form of presentation to the target group (seminar group); • can constructively find simple solutions to detail issues and comprehensibly visualize them; • can transfer technical skills from basic courses under guidance and apply them in a prototypical, project-related manner.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Metal Design: Series Production		PR 619 GB
Course	Course type	Course code
Project Work: Metal Design (series production)	Seminar	PR 619 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Hartwig Gerbracht N. N.	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	9.00	5.00	German	20 participants

Contents
The students work individually or in teams on a predetermined assignment (subject). They develop a strategy and select appropriate methods for the step-by-step processing of a basic assigned project. They discuss their concepts and drafts in weekly meetings. The students: • select and apply design process methods; • employ good time management skills for the project; • artistic experimentation using scientific methods; • definition of relevant materials and techniques; • develop and implement project designs; • design draft and variation (series); • model and prototype with appropriate methods and/or procedures; • use appropriate forms of communication relevant to the project content; • formulate the question; document, analyze, and communicate the procedure and results; demonstrate the results in a presentation that is appropriate to the project content; • practice the project presentation (analog/digital/verbal).

Module		Module code
PR Metal Design: Series Production		PR 619 GB
Course	Course type	Course code
Project Realization (series production)	Seminar	PR 619 GB-V2
Teaching professors	Faculty	Compulsory/elective
Cord Theinert Ellen Ropeter	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
Practical implementation of the project draft: • guided use of appropriate materials, work processes, and technologies in an illustrative realization of project results; • detailed planning and construction; • documentation of project implementation.

Module	Module code
PR Metal Design: Unique Piece	PR 620 GB
Module coordinator	Faculty
Prof. Hartwig Gerbracht	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
• Practical experience and knowledge of design process methodology. • CAD Basics: product/object. • Basic knowledge of materials in the field of metal design.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Work – Metal Design (unique piece)	Elective	5.00	252
2.	Project Realization (unique piece)	Elective	2.00	84
Total (elective)			7.00	336

Target competences
The students have methodological and technical knowledge to independently develop and define a design-relevant question and subject (topic). The students: • use independent planning and time management for specialized research; • can develop and implement subject-related project designs; • know and use independent design process methods and the relevant skills involved; • can develop variations to a draft design;

• are able to document complex questions, procedures, and results and analyze the knowledge gained; • are able to communicate complex questions, procedures and results and present them in a presentation tailored to the project content; • can adapt the presentation form to various target groups (seminar group, project partners, external public); • can transfer technical skills from basic courses and apply them in a prototypical, project-related manner; • can make basic calculations of design services.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Metal Design: Unique Piece		PR 620 GB
Course	Course type	Course code
Project Work – Metal Design (unique piece)	Seminar	PR 620 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Hartwig Gerbracht Prof. Melanie Isverding	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	9.00	5.00	German	20 participants

Contents

The students define autonomously, in independent work or in teams, an individual task (topic). They develop a strategy and select appropriate methods for the step-by-step processing of a complex project assignment. They discuss their concepts and drafts in weekly meetings.
The students:

- independently select and apply design process methods, employ good time management skills, and define relevant materials and techniques;
- develop and implement project designs;
- develop and implement project designs;
- model and prototype with appropriate methods and/or procedures;
- use appropriate forms of communication relevant to complex project content;
- formulate the question; document, analyze, and communicate the procedure and results; demonstrate the results in a presentation that is appropriate to the project content;
- practice the project presentation (analog/digital/verbal).

Module		Module code
PR Metal Design: Unique Piece		PR 620 GB
Course	Course type	Course code
Project Realization (unique piece)	Practical course	PR 620 GB-V2
Teaching professors	Faculty	Compulsory/elective
Cord Theinert Prof. Hartwig Gerbracht Prof. Melanie Isverding	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
Practical implementation of the project draft: • use of appropriate materials, work processes, and technologies in a prototypical realization of project results; • detailed planning and construction; • calculation of the project realization (model or prototype or unique specimen); • post-calculation of the project realization; • documentation of the project realization; • practical experience and knowledge of design process methodology; • CAD Basics: product/object; • basic knowledge of materials in the field of metal design.

Module	Module code
PR Motion Design	PR 604 GB
Module coordinator	Faculty
Prof. Christian Mahler	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Basics in the creative use of digital media.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Theoretical and Applied Motion Design	Elective	3.00	112
2.	Motion Design Project	Elective	4.00	224
Total (elective)			7.00	336

Target competences
• Research of historical trends and contemporary tendencies related to current motion design projects. • Critical analysis of existing design solutions. • Identification, designation, and classification of various design principles. • Problem formulation. • Experience with current media technologies in the conception and formulation of a design assignment. • Analytical documentation and presentation of work process and results, including methods and results. • Teamwork abilities.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Motion Design		PR 604 GB
Course	Course type	Course code
Theoretical and Applied Motion Design	Seminar	PR 604 GB-V1
Teaching professors	Faculty	Compulsory/elective
Prof. Christian Mahler Christoph Schwendy	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
Development of the project by placing it in a formal and functional context. Locating the project in a design field/genre, its historical and current development. Critical analysis of existing design solutions. Research and evaluation of methods and resources for the realization of the project. Setting up teams and distributing tasks.

Module		Module code
PR Motion Design		PR 604 GB
Course	Course type	Course code
Motion Design Projekt	Seminar	PR 604 GB-V2
Teaching professors	Faculty	Compulsory/elective
Prof. Christian Mahler Christoph Schwendy	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	8.00	4.00	German	20 participants

Contents
Conception and realization of an individual project based on a specific assignment. The content of the project is based on current developments and trends within the fields of film and motion design or on cooperation with partners from industry, culture and research and will be announced at the beginning of the semester. Possible subject areas: motion graphics, media extended space, corporate motion design, teaching, learning and Infofilm, AudioVision, linear and nonlinear storytelling.

Module	Module code
PR Packaging Design	PR 603 GB
Module coordinator	Faculty
Prof. Nicole Simon	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
CI theory, familiarity with markets and management, basic skills in layout and photography.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Packaging Design Activity 1	Elective	7.00	336
Total (elective)			7.00	336

Target competences

The students master the individual search, research and development, and artistic implementation of a project of medium difficulty, interdisciplinary subject, or competition specified by the teacher. They develop a new brand, its name and packaging, where applicable using POS activities.

They carry out the project on their own responsibility, resulting in an independent conception, choice of media and materials, conceptual activities and modification, project planning, realization and presentation.

The students master or have:

- the knowledge and skills for individual subject finding, market research, positioning, product development and project realization;
- the skills to develop the branding and market strategy of product packaging and its subsequent implementation;
- a confident handling of text, images and communication design in mutual interplay;
- the creative principles of packaging design;

- skills to implement packaging design taking into consideration legal requirements;
- networking with other areas of design, e.g. other disciplines from the BA Design program;
- the development of ideas in the seminar plenum;
- the creation of a written concept according to a corporate identity;
- the visualization of the product packaging as a dummy or as a 3D simulation.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Packaging Design		PR 603 GB
Course	Course type	Course code
Packaging Design Activity 1	Projekt	PR 603 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Nicole Simon	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	12.00	7.00	German	20 participants

Contents
On the basis of an independently chosen assignment theme, a complex branding with one or several product packagings are to be conceived, expertly and market-specifically designed and positioned on the market. All conceptual, theoretical and design knowledge gathered in the previous discipline field projects is put to use in the process. Further attention is given to the implementation of a corporate identity process.

Module	Module code
PR Photography	PR 610 GB
Module coordinator	Faculty
Prof. Andreas Magdanz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Basic knowledge of photography, film, specialized software, typography, DTP.

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Photography: Ideas, Concepts, Strategies	Elective	4.00	224
2.	Applied Photography and Publication	Elective	3.00	112
Total (elective)			7.00	336

Target competences

The students:

- can develop and evaluate their own visual concepts in dealing with light, color, form and composition;
- they are familiar and competent with increasingly complex techniques, implementation possibilities and presentation methods;
- have the basic knowledge of concept development that is necessary for the successful content implementation;
- are familiar with relevant strategies and preparatory measures such as the preparation of project sketches, the processing of grant applications, and marketing and media work in post-production;
- develop a sharp awareness and sensitivity for working with subjects that are important and relevant to the future, for third parties, and that lead to a responsible individual attitude.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Photography		PR 610 GB
Course	Course type	Course code
Photography: Ideas, Concepts, Strategies	Seminar	PR 610 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Magdanz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	8.00	4.00	German	20 participants

Contents

- Lectures on artistic standpoints in photography using the example of contemporary artists and photographers on conceptual, contemporary, meaningful narrative strategies and the implementation of freely chosen themes.
- Guest lectures by artists, photographers, filmmakers, publishers, software specialists.
- The ability to uncover a story behind a motif or theme, and to recognize, interpret and process its social relevance— freely chosen themes or events can help and should be worked on individually as a separate project.
- Multimedia storytelling - in addition to photo and text, training with further transformation techniques such as video clip, sound, graphics, databases etc. and interactivity (on websites). The underlying idea is that both the narrator and the consumer can break out of the linear narrative structure. In the relevant channels, such as books, newspaper reports, YouTube, video, apps, etc., this opens up the possibility of emotionally conveying a message (through moving images and music) or intensifying it (databases and links to websites) in a targeted, parallel and independent way. Basically you can perhaps compare it with the creation of a comprehensive work of art.
- As is the case in any artistically-oriented teaching activity, self-critical questioning of one's own work is fundamental.
- The image and the photographer's motivation are inseparably linked. Individual standpoints and concepts, with particular focus on contemporary photography will therefore be presented in order to develop an awareness of sound artistic strategies and workflows.
- Introduction to software and camera techniques such as: Capture One, Autopano, panoramic photography, spherical photography and virtual tours, 35mm, medium and digital large format, drone photography, and film.

Module		Module code
PR Photographiy		PR 610 GB
Course	Course type	Course code
Applied Photography and Publication	Seminar	PR 610 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Magdanz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
Definition of transfer channels and setting goals: • required: one publication per student on a freely chosen topic; • optional: classic media such as book, print, exhibition, and digital adapted for the WWW with mobile web applications; • social media etc.

Module	Module code
PR Three-dimensional Design	PR 623 GB
Module coordinator	Faculty
Prof. Hans-Jürgen Lamb	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Three-dimensional Design A	Elective	5.00	252
2.	Three-dimensional Design B	Elective	2.00	168
Total (elective)			7.00	336

Target competences
The students gain awareness of content within the context of formulated design tasks through research, documentary assessment, and direct communication with the partners and actors involved in the project. They apply specific techniques of awareness and analysis concepts. The students independently formulate project-related questions, perspectives, theoretical proposals, and approaches. They develop creative artistic solutions for predefined tasks individually, in small groups, and in plenary sessions. They prepare sketches, concepts and problem-solving methods for implementation and put the project into practice. The results of their work will meet the requirements of any external funding provided by project partners. The students evaluate and document their results and their individual and collaborative work processes as a basis for externally published materials.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Three-dimensional Design		PR 623 GB
Course	Course type	Course code
Three-dimensional Design A	Seminar	PR 623 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Hans-Jürgen Lamb	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	6.00	5.00	German	20 participants

Contents
• Content development of the project context and the corresponding project briefings. Contextual research in individual and group work. • On-site appointments and field trips to/with/at participating project partners and corresponding documentation. • Collection of data, facts, and inspiration in individual and group work.

Module		Module code
PR Three-dimensional Design		PR 623 GB
Course	Course type	Course code
Three-dimensional Design B	Seminar	PR 623 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Hans-Jürgen Lamb	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	6.00	2.00	German	20 participants

Contents
• Training in, acquisition, and application of specific approaches, awareness techniques and analysis concepts in context. • Creation of collective and individual timelines to solve partial requirements of the project. • Development of artistic, creative and structural solutions in individual and group work.

Module	Module code
PR Building/Space Project	PR 613 GB
Module coordinator	Faculty
Prof. Günter Weber	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Work	Elective	3.00	168
2.	Design Drafts, Construction in Existing Contexts	Elective	2.00	84
3.	Advanced Detail Planning	Elective	2.00	84
Total (elective)			7.00	336

Target competences
The students work individually or in teams on a project. They work independently, organize themselves with each other, and discuss their concepts and drafts in weekly meetings. The students: • know the theoretical fundamentals of interior design and construction, construction in existing contexts; • are able to design their own rebuilding and remodeling concepts, taking into account specific guidelines and structural conditions (e.g. user requirements, functional relationships, human factor, monument protection); • realize concepts and design solutions in functional and constructional aspects including material, color and light; • have an understanding of the connections between content, form, function and construction; • can combine and present the various components in a presentation tailored to the project content.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Building/Space Project		PR 613 GB
Course	Course type	Course code
Project Work	Seminar	PR 613 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Günter Weber	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	3.00	German	20 participants

Contents
Strategies and methods for the step-by-step development of a spatial concept in relation to project content; visualization and presentation of drafts and the presentation of individual idea development through explanations, diagrams, sketches, working models, presentations, and plans; the project presentation (analog/digital/verbal) will be practiced.

Module		Module code
PR Building/Space Project		PR 613 GB
Course	Course type	Course code
Design Drafts, Construction in Existing Contexts	Seminar	PR 613 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Günter Weber	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
Design draft techniques, building construction, materials and building technology; construction in existing contexts, analysis (systematic examination, from theoretical to experimental, critical discussion) of the or location and of model projects/objects and their classification in relation to the given task. Transfer into project and design processes.

Module		Module code
PR Building/Space Project		PR 613 GB
Course	Course type	Course code
Advanced Detail Planning	Seminar	PR 613 GB-V3
Teaching professor	Faculty	Compulsory/elective
Prof. Günter Weber	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
Elaboration of an area of specialization in terms of material, color and light. Construction and detail planning of a room element (e.g. staircase, counter) that characterizes the design.

Module	Module code
PR Integrative Project: International Studio	PR 615 GB
Module coordinator	Faculty
Prof. Günter Weber	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
Good command of English

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Work	Elective	3.00	168
2.	Design Drafts, Construction in Existing Contexts	Elective	2.00	84
3.	Advanced Detail Planning	Elective	2.00	84
Total (elective)			7.00	336

Target competences

The students work on a project in mixed teams with international students and students from other disciplines (e.g. architecture students from the B+E faculty). They work independently, organize themselves with each other, and discuss their concepts and drafts in weekly meetings in English. The students:

- know the theoretical fundamentals of interior design and construction, construction in existing contexts;
- consider various approaches to building projects, various building traditions and the various building activities in their respective countries of origin;
- are able to design their own rebuilding and remodeling concepts, taking into account specific guidelines and structural conditions (e.g. user requirements, functional relationships, human factor, monument protection);
- realize concepts and design solutions in functional and constructional aspects including material, color and light;
- can combine and present the various components in an English-language presentation tailored to the project content.

Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Integrative Project: International Studio		PR 615 GB
Course	Course type	Course code
Project Work	Seminar	PR 615 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Günter Weber	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	6.00	3.00	German	20 participants

Contents
Strategies and methods for the step-by-step development of a spatial concept in relation to the assigned project; development of ideas; visualization and presentation of the drafts in English; presentation of individual ideas through explanations, diagrams, sketches, working and presentation models and plans. The project presentation (analog/digital/verbal) in English will be practiced.

Module		Module code
PR Integrative Project: International Studio		PR 615 GB
Course	Course type	Course code
Design Drafts, Construction in Existing Contexts	Seminar	PR 615 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Günter Weber	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	2.00	German	20 participants

Contents
Design draft techniques, building construction, materials and building technology; construction in existing contexts, analysis (systematic examination, from theoretical to experimental, critical discussion) of the or location and of model projects/objects and their classification in relation to the given task; analysis of building tradition and building activity in other cultural areas; transfer into project and design processes.

Module		Module code
PR Integrative Project: International Studio		PR 615 GB
Course	Course type	Course code
Advanced Detail Planning	Seminar	PR 615 GB-V3
Teaching professor	Faculty	Compulsory/elective
Prof. Günter Weber	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Summer semester	3.00	2.00	German	20 participants

Contents
Elaboration of an area of specialization in terms of material, color and light. Construction and detail planning of a room element (e.g. staircase, counter) that characterizes the design.

Module	Module code
PR Trade Fair Shop Project	PR 614 GB
Module coordinator	Faculty
Prof. Patrick Pütz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project Work	Elective	3.00	168
2.	Design Work	Elective	2.00	84
3.	Advanced Detail Planning	Elective	2.00	84
Total (elective)			7.00	336

Target competences
The students are able to develop viable concepts on which various approaches to solutions can be based and will be presented and discussed in a project presentation. They can grasp and formulate the definition of problems through analysis and research. Through methodical work and decision making throughout the design process, project results will be obtained taking into account relevant standards, regulations and laws. They assess and interpret design ideas in a team and jointly develop new approaches to solutions. They record and discuss within their professional competence in interdisciplinary groups and arrive at solutions to problems through deliberation and communication. They develop a professional self-image and are able to assess, reflect upon, and justify artistic decisions.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Trade Fair Shop Project		PR 614 GB
Course	Course type	Course code
Project Work	Seminar	PR 614 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Patrick Pütz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	3.00	German	20 participants

Contents
Strategies and methods for the step-by-step development of a spatial concept in relation to the content of the task at hand; identity development; visualization and presentation of designs and communication of individual ideas through explanations, diagrams, sketches, working models, presentation models, and plans. The project presentation (analog/digital/verbal) will be practiced.

Module		Module code
PR Trade Fair Shop Project		PR 614 GB
Course	Course type	Course code
Design Work	Seminar	PR 614 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Patrick Pütz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
Design techniques, construction, materials and spatial technology; temporary spaces, brand architecture, analysis (deliberated, theoretical to experimental, critical examination) of the project and of model projects/objects, classification in relation to the task at hand. Transfer into project and design processes.

Module		Module code
PR Trade Fair Shop Project		PR 614 GB
Course	Course type	Course code
Advanced Detail Planning	Seminar	PR 614 GB-V3

Teaching professor	Faculty	Compulsory/elective
Prof. Patrick Pütz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
Elaboration of an area of expertise in terms of construction, material, color and light. Construction and detail planning of room elements that characterize the design (e.g. built-in furniture, exhibition module, exhibition media).

Module	Module code
PR Product Design Project 1	PR 621 GB
Module coordinator	Faculty
Prof. Matthias Ries	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
PE, PD, CAD1

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project 1 PD A	Elective	5.00	224
2.	Project 1 PD B	Elective	2.00	112
Total (elective)			7.00	336

Target competences
Knowledge of the design process and product drafting in a given subject area. Application of suitable methods for the different phases of the design process. Setting a timeline and implementation of the design process. Presentation using appropriate visualizations and models.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Product Design Project 1		PR 621 GB
Course	Course type	Course code
Project 1 PD A	Seminar	PR 621 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Matthias Ries	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	8.00	5.00	German	20 participants

Contents
Overview of design processes, structuring and setting a timeline of the design process, training in methods for approaching different phases of the design process. Fundamentals for visualization and presentation of the results.

Module		Module code
PR Product Design Project 1		PR 621 GB
Course	Course type	Course code
Project 1 PD B	Seminar	PR 621 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Matthias Ries	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
Further and supplementary discussion and reflection on the subject area; training in specialized subject-related knowledge. Visits to trade fairs and businesses, when appropriate as a block.

Module	Module code
PR Product Design Project 2	PR 622 GB
Module coordinator	Faculty
Prof. Andreas Schulz	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Recommended prerequisites
PE, PD, CAD1

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Project 2 PD	Elective	5.00	224
2.	Project 2 PD Supplement	Elective	2.00	112
Total (elective)			7.00	336

Target competences
Knowledge of the design process, product design on a given subject, if applicable with an external partner. Independent application of appropriate methods for the various phases of the design process. Independent setting of a timeline and implementation of the design process. Presentation to external partners using appropriate visualizations and models.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Product Design Project 2		PR 622 GB
Course	Course type	Course code
Project 2 PD	Seminar	PR 622 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Schulz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	8.00	5.00	German	20 participants

Contents
Overview of design processes, structuring and setting a timeline of the design process, training in methods for approaching different phases of the design process. Fundamentals for visualization and presentation of the results.

Module		Module code
PR Product Design Project 2		PR 622 GB
Course	Course type	Course code
Project 2 PD Supplement	Seminar	PR 622 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Andreas Schulz	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
Further and supplementary discussion and reflection on the subject area; training in specialized subject-related knowledge, when appropriate as a block.

Module	Module code
PR Strategic Advertising	PR 600 GB
Module coordinator	Faculty
Prof. Barbara Kotte	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Elective	12.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Strategy and Conception	Elective	3.00	112
2.	Strategic Idea Development	Elective	2.00	112
3.	Visualization, Documentation, Presentation	Elective	2.00	112
Total (elective)			7.00	336

Target competences
The students work in teams or individually on a predetermined project. They work independently, organize themselves with each other and discuss their solutions and drafts in weekly meetings. The students: • analyze communication design assignments; • develop these strategically and use them as springboards for new ideas; • know creativity techniques and communication mechanisms and apply them; • develop and evaluate communicative ideas in various media; • visualize ideas, document and present the work; • act independently and organize themselves in teams.
Means of assessment
Project work, presentation, documentation
Type of assessment
Graded examination performance

Module		Module code
PR Strategic Advertising		PR 600 GB
Course	Course type	Course code
Strategy and Conception	Seminar	PR 600 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Barbara Kotte	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	3.00	German	20 participants

Contents
• Classifications of briefings. • strategies using e.g. stakeholder analyses. • market and competitor analyses and communication scenarios. • development of personas. • creative briefs with “idea springboards.”

Module		Module code
PR Strategic Advertising		PR 600 GB
Course	Course type	Course code
Strategic Idea Development	Seminar	PR 600 GB-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Barbara Kotte	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
• Creativity techniques and communication mechanisms. • Methods of idea development. • Presentation of ideas. • Methods of self and external assessment.

Module		Module code
PR Strategic Advertising		PR 600 GB
Course	Course type	Course code
Visualization, Documentation, Presentation	Seminar	PR 600 GB-V3
Teaching professor	Faculty	Compulsory/elective
Prof. Barbara Kotte	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
• Techniques of visual and verbal representation of ideas in various media. • Documentation. • Presentation of the entire process from briefing to the final result.

Module	Module code
WT Design Science/Scientific Work	WT 401 GB
Module coordinator	Faculty
Prof. Dr. Sabine Foraita	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Compulsory	6.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Design Science	Compulsory	3.00	84
2.	Scientific Working Methods and Instruction in Self-Study, Presentation	Compulsory	3.00	84
Total (compulsory)			6.00	168

Target competences
The students: • develop an idea of what distinguishes scientific discussion from practical or everyday language; • have an appropriate ethical attitude and respect for the work of others and apply appropriate techniques to distinguish their own work from that of others; • recognize the interaction between science and professional practices and can place and reflect upon design in the context of economic, scientific, social, and historical backgrounds; • can critically reflect on the knowledge and the associated methodology presented in the module and apply it in a systematic and practice-oriented way; • know techniques of scientific working methods that are relevant to the design world and can apply them in a goal-oriented way; • are able to develop further questions, fundamental initial hypotheses, and form their own positions on the basis of acquired knowledge; • understand how to describe professional competences, express them in independent thinking and translate intuitions into scientific of thinking; • know the basics of presentation techniques.
Means of assessment
Written test, term paper/exam
Type of assessment
Graded examination performance

Module		Module code
WT Design Science/Scientific Work		WT 401 GB
Course	Course type	Course code
Design Science	Lecture	WT 401 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Sabine Foraita	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	80 participants

Contents
• Presentation, definition and discussion of the concept of design in a cultural context. • Training in the basics of design science, design theory and philosophy of science. • Discussion of the concept of science, taking into account the various views of scientific theory (positivism, rationalism, constructivism, the new philosophy of science, etc.). • Presentation of the fundamentals of the design process. • Conveyance of various scientific methods and their transfer to the design process. • Discussion of various approaches to the design process. • Overview of design-relevant sciences, their foundations and methods. • Application of scientific methods to generate design-relevant knowledge (quantitative methods / qualitative methods). • Presentation, definition and placement of design science taking into account various scientific concepts. • Training in concepts of design research and example research methods that support the design process (expert interviews, case studies, questionnaires usability test, participatory design etc.).

Module		Module code
WT Design Science/Scientific Work		WT 401 GB
Course	Course type	Course code
Scientific Working Methods and Instruction in Self-Study, Presentation	Seminar	WT 401 GB-V2
Teaching professor	Faculty	Compulsory/elective
Bianka Grottendieck	Design	Pflicht

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	80 participants

Contents
• Structural methods. • Reading techniques, if applicable. • Writing techniques. • Basic research methods. • Time Management. • Knowledge management methods. • Presentation technique.

Module	Module code
WT Cultural History in Design Context	WT 400 GB
Module coordinator	Faculty
Prof. Dr. Sabine Foraita	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Compulsory	3.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	WT Cultural History in Design Context	Compulsory	3.00	84
Total (compulsory)			3.00	84

Target competences
The students: • can describe and analyze at an intermediate scientific level the phenomena of “design in the context of art and media history”; • can classify and reflect on design in the context of economic, scientific, social, and historical backgrounds; • can critically reflect on the knowledge and the associated methodology presented in the module and apply it in a systematic and practice-oriented way; • recognize and can name cross-references of involved disciplines; • are able to classify and investigate basic practical phenomena of design using methods of art and media history; • learn the fundamental technical language; • develop theoretical and methodical knowledge as a basis for creative action; • understand how to express professional competences in independent thinking; • are able to take critical positions on cultural phenomena and attitudes.
Means of assessment
Written test, term paper/exam
Type of assessment
Graded examination performance

Module		Module code
WT Cultural History in Design Context		WT 400 GB
Course	Course type	Course code
WT Cultural History in Design Context	Lecture	WT 400 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Sabine Foraita	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	80 participants

Contents

- Discussion of cultural, art and media history across the spectrum of design topics.
- Basic understanding of the lines of development in design, taking into account cultural, social and historical contexts.
- Basic understanding of the history of design, art and media, as well as their idiomatic methods and relevant body of knowledge.
- Basic understanding of the descriptions and analyses of phenomena in the history of art, media and design.
- Classification of phenomena in the context of social and historical backgrounds.
- Basic technical terminology.

Module	Module code
WT Markets and Management	WT 402 GB
Module coordinator	Faculty
Prof. Dr. Stephan Schwingeler	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Compulsory	6.00

Prerequisites for admission to exam
51 credit points from 1st and 2nd semesters.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Fundamentals of Perception	Compulsory	3.00	84
2.	Markets and Management	Compulsory	3.00	84
Total (compulsory)			6.00	168

Target competences
The students • can describe and analyze perceptual phenomena at a basic scientific level; • are able to classify and reflect upon design in the context of perceptual theory; • can describe and analyze the economic conditions of design on a simple scientific level; • are able to take critical positions on social, economic, environmental, or political phenomena and situations and to adopt a design stance accordingly; • learn the basics of scientific work in the economic fundamentals of design and related scientific disciplines and can apply them methodically and critically; • can reflect upon the knowledge presented in the module and systematically and idiomatically apply it; • apply technical terminology; • develop theoretical and methodical knowledge as a basis for creative action; • know how to express professional competences in independent thought.
Means of assessment
Written test, term paper/exam
Type of assessment
Graded examination performance

Module		Module code
Markets and Management		WT 402 GB
Course	Course type	Course code
Fundamentals of Perception	Lecture	WT 402 GB-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Stephan Schwingeler	Design	Pflicht

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	80 participants

Contents

- Basic understanding of design, art and media, as well as their characteristic and relevant knowledge.
- Basic understanding of how to describe and analyze phenomena from the history of art, media and design.
- Basic technical terminology.
- Basic understanding of phenomenological and theoretical perceptual phenomena.
- Basics of image science.
- Basic understanding of optics.
- Introduction to the history of perspective construction in the context of art and design history.
- Classification of phenomena in the context of perception theory.

Module		Module code
Markets and Management		WT 402 GB
Course	Course type	Course code
Markets and Management	Lecture	WT 402 GB-V2
Teaching professor	Faculty	Compulsory/elective
Interim Prof. Holger Fricke	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	80 participants

Contents

- Interdependencies between economy and design;
- economic conditions of design objectives and processes;
- awareness of the economic, ecological, social, and political circumstances surrounding design;
- Market concept, description parameters, market functions;

- Management as a function of planning, organization, and direction in companies;
- Marketing as an orientation of the performance processes of the market;
- Fundamentals of consumer research, marketing planning, strategy development;
- Corporate management in relation to creative action;
- Current economic affairs and their relevance for the future as designers.

Module	Module code
Z 1 Bachelor's Research Project	Z 1 850 GB
Module coordinator	Faculty
Dean of Studies BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Compulsory	6.00

Prerequisites for admission to exam
150 credit points.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Student Research Project	Compulsory	1.00	140
2.	Exposé	Compulsory		
Total (compulsory)			1.00	168

Target competences
The students: • are able to research historical and contemporary design solutions and analytically describe and assimilate them in the context of a specialized technical discussion; • develop an individual perspective in esthetic discussions of the past and present; • formulate relevant design questions using scientific methods and place them in relation to individual design standpoints and attitudes; • plan projects in terms of time, resources, means, and methods.
Type of assessment
Pass/fail

Module		Module code
Z 1 Bachelor's Research Project		Z 1 850 GB
Course	Course type	Course code
Student Research Project	Practical course	Z 1 850 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	5.00	1.00	German	

Contents
The student research project enables students to deal analytically with the content of an individually chosen design specialization and using scientific methods, to reflect on existing works of the field thus working out the foundations for what will later be developed in the bachelor thesis. Depending on the chosen subject-matter and specialization, the student research project can vary in form and scope or be supplemented by creative research, situation and market analyses, surveys, material and technical samples, floor plans, construction plans etc. As a guideline for an exclusively analytical examination of a design-relevant question, a minimum of approx. 40,000 characters including spaces is required. The elaboration of the student research project is individually supervised through direct coaching by HAWK faculty members. If the bachelor study is to be completed with a supplementary discipline, the content and form must be in agreement.

Module		Module code
Z 1 Bachelor's Research Project		Z 1 850 GB
Course	Course type	Course code
Exposé	Practical courseng	Z 1 850 GB-V2
Teaching professor	Faculty	Compulsory/elective
	Design	Pflicht

Frequency	ECTS	SWS	Language	Group size
Each semester	1.00		German	

Contents
Based on the insights gained in the student research project, in the Exposé the students define the objective/question, subject, type, scope of their bachelor thesis. This includes a timeline for preparation and a method and resource plan. The legnth of the Exposé is approx. 5,000 characters, including spaces. A set of guidelines will support the students throughout the elaboration.

Module	Module code
Z 2 Bachelor's Degree Conclusion	P PA 870 GB
Module coordinator	Faculty
Dean of Studies BA	Design

Study Program
Bachelor of Arts in Design

Duration	Compulsory/elective	ECTS
1 semester	Compulsory	18.00

Prerequisites for admission to exam
Z 1 Bachelor's Research Project

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Z 2 Bachelor's Exhibition and Poster	Compulsory		
2.	Bachelor's Project	Elective		336
3.	Bachelor's Thesis	Elective		336
4.	Bachelor's Presentation	Compulsory		168
Total (compulsory and elective)			.	504

Target competences
Upon the completion of the module, students are independent in the following areas: • the analytical insight of a design-relevant question/objective, which determines and substantiates the design process; • the conception, realization, reflection, documentation, and presentation of a project that shows the competences acquired during the course of studies and consequently their professional capacity; • implementation of projects in terms of time, resources, means and methods; • the comprehensible documentation and presentation, self-critical reflection and expertly substantiated justification of an independently developed design solution.
Type of assessment
Graded examination performance

Module		Module code
Z 2 Bachelor's Degree Conclusion		P PA 870 GB
Course	Course type	Course code
Z 2 Bachelor's Exhibition and Poster	Lecture/practical course	P PA 870 GB-V4 Bachelor's Exhibition/Poster
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	1.00			

Contents
In a bachelor's exhibition, the results of the work will be presented to an informed audience with at least one poster. The exhibition is to be ready at the time of the colloquium. The exhibition is evaluated on a pass/fail basis.

Module		Module code
Z 2 Bachelor's Degree Conclusion		P PA 870 GB
Course	Course type	Course code
Bachelor's Project	Project	Z 2 870 GB-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	12.00		German	

Contents
Conception, realization, reflection, documentation, and presentation of a design project that shows the competences acquired during the student's course of studies and consequently their professional capacity. The type and scope of the Bachelor's project is to be realized within a period of nine weeks. The project includes analytical documentation (approx. 25,000 characters including blanks) of the process and the result with an explanation of the design solution from conception to implementation. The elaboration of the bachelor's project is individually supervised through direct coaching by HAWK faculty members. The bachelor project is weighted six-fold as part of the module. If the bachelor's project is to be completed with a supplementary discipline, the subject must be in agreement with the content.

Module		Module code
Z 2 Bachelor's Degree Conclusion		P PA 870 GB
Course	Course type	Course code
Bachelor's Thesis	Project	Z 2 870 GB-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	12.00		German	

Contents
The elaboration of a freely chosen and independently developed design-relevant question. The thesis demonstrates the independent application of scientific methods used in gaining knowledge and presents of the results, in the sense of specialized knowledge transfer and consequently the ability to do scientific work. The bachelor's thesis must be completed within a period of 9 weeks and have a length of approx. 70,000 characters including spaces. The thesis is individually supervised through direct coaching by HAWK faculty members. The bachelor's thesis is weighted six-fold as part of the module. If the bachelor's thesis is to be completed with a supplementary discipline, the subject must be in agreement with the content.

Module		Module code
Z 2 Bachelor's Degree Conclusion		P PA 870 GB
Course	Course type	Course code
Bachelor's Presentation	Practical course	Z 2 870 GB-V3
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00		German	

Contents
The results of the bachelor's project and thesis are prepared for presentation and discussion to a specialized audience in various formats: colloquium, public presentation, and exhibition. The thirty-minute bachelor's colloquium serves as a specialist presentation and defense of the results. It consists of two parts: a lecture, which visually presents and explains the process from the question/objective to the result, and an oral defense of the work before the appointed examiners. The colloquium is graded and is weighted two-fold. In a short public presentation (5-7 minutes), the results of the bachelor's project and thesis are to be clearly conveyed to a jury of experts. The presentation is graded and will be weighted 1-fold as partial requirement.