

COURSE CATALOGUE

COMMUNICATION DESIGN

WINTER TERM 2017/2018

1. SEMESTER

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SEM1 A|B

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2. SEMESTER

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SEM2 A|B

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CONCEPTION & DESIGN

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K&E

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DESIGNINITIATIVE

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THEORY COMMUNICATIONSDESIGN

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INTERDISCIPLINARY PROJECTS

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IP

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PRACTICAL SEMESTER AND SEMESTER ABROAD

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ACCOMPANYING EVENTS BA-THESIS

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ADD SERVICES FOR STUDENTS

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1. SEMESTER GROUP A

MODUL	PROFESSOR/LECTURER	DAY	TIME	ROOM
DESIGN BASICS 1	CHARLOTTE SCHRÖNER	TUESDAY	14:00-18:00	CG1.02
TYPOGRAPHY 1	GREGOR ADE	THURSDAY	09:00-13:00	H2.01
DRAWING	KATJA DAVAR	TUESDAY	09:00-13:00	H2.03+AKTSAAL
TEXT DESIGN	NADJA MAYER	THURSDAY	14:00-18:00	H2.08
ART AND CULTURAL HISTORY	VERA KLEWITZ	FRIDAY	10:00-13:30	H2.03
WORKSHOP INTRODUCTIONS	WORKSHOPMANAGER UND TUTORS		SEMESTERWEEKS 1 & 2	WORKSHOPS

Posters are beautiful, and a lot of work

Course Content:

We listen to music. You design posters and hold a brief presentation.

Teaching Method:

Seminar, exercises, presentations, excursion, individual work

Qualification Goals:

Learn to design and be able to discuss the results.

Required Coursework:

Drafts, presentation and attendance

Literature List

Will be announced during the course

Materials and Tools:

Analogue working material: pens and black construction paper, and later digital work with Indesign, Illustrator and Photoshop. Don't worry - you are in the first semester.

Other Information / Remarks

-

PROFESSOR/LECTURER:

Charlotte Schröner

TIME:

TUE, 17.10.2017, 14:00 Uhr

PARTICIPANTS:

1A

*die regulären Termine sind dem Stundenplan zu entnehmen

The Power of Typography

Experimental and applied handling of writing

Course Content:

Insight into the history, present and (digital) future of typography.
 Practical tasks for the experimental and applied handling of writing.

Teaching Method:

Seminar, lectures, exercises, workshop, presentations, field trip, teamwork, individual work, discussion of work, case studies

Qualification Goals:

Basic knowledge and fundamentals for dealing with lettering and basic knowledge of the history of lettering and layout. More confidence in handling typography and font selection.

Required Coursework:

Practical work, presentation, attendance and committed participation, design and documentation

Requirements:

Interesse am Schrift – und am Experiment

Literature List:

Will be announced during the course

Materials and Tools:

Computer, InDesign, camera, and more

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Gregor Ade

TIME:

THU, 19.10, 09:00 Uhr

PARTICIPANTS:

1A

*die regulären Termine sind dem Stundenplan zu entnehmen

Making a Mark

Course Content:

Drawing is one of the fastest and most immediate forms of expression and understanding. It is one of the simplest forms of pictorial representation, and thus omnipresent. We draw arrows to show directions and currents, mark places of interest by circles and rings, insert paths into maps to communicate our knowledge and achieve a visual weighting. In this seminar we will explore objects and representations graphically.

Teaching Method:

Seminar for free drawing

Qualification Goals:

Learn the basics of drawing and close observation. Learn to perceive the whole or the overall picture by means of condensation and dissolution of objects from nature and everyday life. Development of graphic concepts.

Required Coursework:

Documentation in the form of a bound work-sketch-concept book, short presentation, development and presentation of drawings.

Requirements:

keine

Literature List:

Will be discussed during the seminar – handset

Materials and Tools:

Sketchbook A4 + A3, pencils B-B6, graphite pencils B6, chalks, art erasers, brushes, scissors, cutters, glue. Other materials (such as papers) will be discussed in the beginning.

Other Information / Remarks:

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PROFESSOR/LECTURER:

Katja Davar

TIME

THU, 17.10, 10:00 Uhr

PARTICIPANTS:

1A

*die regulären Termine sind dem Stundenplan zu entnehmen

If you don't listen, you're a squirrel

Course Content:

Why does it rain cats and dogs in England and here it rains strings? Does that perhaps sound Spanish to us? We examine idioms and analyze their rhetorical forms, their origin and meaning. We consider in which areas of life new, contemporary idioms could be meaningful and useful and: go ahead and invent them yourself.

Teaching Method:

Seminar, exercises, presentations, field trip, teamwork

Qualification Goals:

You learn to distinguish sense and meaning from each other and acquire a confident way of handling of language habits, metaphors, analogies and other rhetorical forms.

Required Coursework:

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Requirements:

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Literature List:

Will be discussed in the course

Materials and Tools:

Paper, pencil, later also: computer

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Nadja Mayer

TIME

THU, 19.10., 14:00 Uhr

PARTICIPANTS:

1A

*die regulären Termine sind dem Stundenplan zu entnehmen

Original !

Course Content:

Expression qualities such as color, form, line, surface, body, space and composition can best be explored in direct contact with the original. By exploring the radius of the Studi-Ticket, we get to know the diverse museum landscape of the Rhine-Main area, discuss the presentation of the objects and the guided tours in the individual buildings. Using originals we have selected ourselves from different eras, techniques and genres, we examine artistic forms of expression and sources of inspiration as well as the intended message and subjectively perceived impact, which are to be adequately translated into language and text. Work analysis and interpretation serve as a basis for individual designs.

Teaching Method:

Seminar

Qualification Goals:

Independent examination of original works of art, development of an independently formulated oral presentation with subsequent written elaboration

Required Coursework:

Oral presentation and written presentation of the paper

Requirements:

An interest in art history

Literature List:

Will be discussed during the first seminar session

Materials and Tools:

Materials for drawing and taking notes

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Vera Klewitz

TIME

FR, 20.10, 10.00 - 13.30

PARTICIPANTS:

1A

*die regulären Termine sind dem Stundenplan zu entnehmen

1. SEMESTER GROUP B

MODUL	PROFESSOR/LECTURER	DAY	TIME	ROOM
DESIGN BASICS 1	ISABEL NAEGELE	THURSDAY	09:00-13:00	H2.02
.....
TYPOGRAPHY 1	PHILIP PAPE	WEDNESDAY	09:00-13:00	H2.01
.....
DRAWING	BERNADETTE DIEMER	TUESDAY	09:00-13:00	H4.09
.....
TEXT DESIGN	SYLVIE PAGÉ	TUESDAY	14:00-18:00	CG1.04
.....
ART AND CULTURAL HISTORY	VERA KLEWITZ	THURDAY	13:30-13:00	H2.03
.....
WORKSHOP INTRODUCTIONS	WORKSHOPMANAGER UND TUTORS		SEMESTERWEEKS 1 & 2	WORKSHOPS
.....

“The Shadow”

Course Content:

“School of Sight”. From the visible and invisible, with open and closed eyes, with and without digital support, in black and white. Perception phenomena and design principles, as well as basic design techniques are examined.

Teaching Method:

Seminar, lectures, exercises, field trip, team work

Qualification Goals:

Fundamentals of methods and techniques of design

Required Coursework:

Presentation, design projects

Requirements:

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Literature List:

Will be announced during the seminar, reserve shelf

Materials and Tools:

Writing utensils, scissors, ruler, cutter, glue, workbook

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Isabel Naegele

TIME

THU, 19.10., 9:15 Uhr

PARTICIPANTS:

1B

*die regulären Termine sind dem Stundenplan zu entnehmen

Micro vs. Macro

Introduction to Typography

Course Content:

You will get to know the two worlds of typography and experiment with them week after week. Letting legibility compete against attention, distraction against concentration, conspicuousness against understatement, text against subtext, advertising against literature, information against propaganda: there are conflicts between the two types of typography everywhere. After getting to know both worlds, you will end up arranging a rendezvous and connecting the two worlds.

Teaching Method:

Seminar, lecture, exercises, presentation, teamwork, discussion of work

Qualification Goals:

Getting to know the basics of typography in theory and practice.

Required Coursework:

Entwürfe, praktische Arbeit, Referat, Präsentationen, aktive Mitarbeit, Dokumentation.

Requirements:

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Literature List:

Will be announced in the seminar.

Materials and Tools:

Sketchbook, various writing instruments, scissors, transparent paper, InDesign, if possible a laptop.

Other Information / Remarks:

Please bring three examples each of particularly legible and particularly interesting, eye-catching typography with you to the introduction on October 11.

PROFESSOR/LECTURER:

Philip Pape

TIME

WED, 18.10., 09:00 Uhr

PARTICIPANTS:

1B

*die regulären Termine sind dem Stundenplan zu entnehmen

The Fundamentals of Drawing

Drawing and Illustration

Course Content:

We will learn about the basics of drawing, but also about illustration, animation, graphic novels and comics. The goal is for you to be able to understand and use drawing as a tool in your design career.

Teaching Method:

Seminar, presentations, discussion of work

Qualification Goals:

Learn to apply drawing and illustration in the design context.

Required Coursework:

-

Requirements:

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Literature List:

-

Materials and Tools:

Bring along a DIN A4-sized pad and drawing utensils you feel comfortable with to the introduction date.

Other Information / Remarks:

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PROFESSOR/LECTURER:

Bernadette Diemer

TIME

TUE, 17.10., 09:00 Uhr

PARTICIPANTS:

1B

*die regulären Termine sind dem Stundenplan zu entnehmen

Look, Listen, Feel and Act

Course Content:

What can a communication designer create to defend a social debate like „Women’s Rights or Gender Equality“? In this course we will analyze posters, short films and texts designed to improve the status of women. Afterwards, the students should try to support this battle with the medium of their choice.

Teaching Method:

Exercises, workshop, presentations, teamwork, discussion of work, case studies

Qualification Goals:

-

Required Coursework:

Research, analysis, discussion, documentation, active participation

Requirements:

Courage to take risks, desire for experiments and willingness to work in a team

Literature List:

Will be discussed during the seminar

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Sylvie Pagé

TIME

TUE, 17.10., 14:00-18:00 Uhr

PARTICIPANTS:

1B

*die regulären Termine sind dem Stundenplan zu entnehmen

Original !

Course Content:

Expression qualities such as color, form, line, surface, body, space and composition can best be explored in direct contact with the original. By exploring the radius of the Studi-Ticket, we get to know the diverse museum landscape of the Rhine-Main area, discuss the presentation of the objects and the guided tours in the individual buildings. Using originals we have selected ourselves from different eras, techniques and genres, we examine artistic forms of expression and sources of inspiration as well as the intended message and subjectively perceived impact, which are to be adequately translated into language and text. Work analysis and interpretation serve as a basis for individual designs.

Teaching Method:

Seminar

Qualification Goals:

Independent examination of original works of art, development of an independently formulated oral presentation with subsequent written elaboration

Required Coursework:

Oral presentation and written presentation of the paper

Requirements:

An interest in art history

Literature List:

Will be discussed during the first seminar session

Materials and Tools:

Materials for drawing and taking notes

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Vera Klewitz

TIME

THU, 19.10., 13:30-17:00 Uhr

PARTICIPANTS:

1B

*die regulären Termine sind dem Stundenplan zu entnehmen

2. SEMESTER GROUP A

MODUL	PROFESSOR/LECTURER	DAY	TIME	ROOM
DESIGN BASICS 2	FLORIAN JENETT	WEDNESDAY	09:00-13:00	H2.02
TYPOGRAPHY 2	JEROME KNEBUSCH	TUESDAY	14:00-18:00	H2.01
FREE DESIGN, ART	SKAFTE KUHN	THU, 2.WEEKS	09:00-18:00	H4.07
HISTORY OF DESIGN	PETRA EISELE	MONDAY	11:30-13:00	H2.03
PHOTOGRAPHY	STEFAN ENDERS	MONDAY	14:00-18:00	H3.10
WORKSHOP INTRODUCTIONS	WORKSHOPMANAGER UND TUTORS		SEMESTERWEEKS 1 & 2	WORKSHOPS

Digital Design Fundamentals

Course Content:

Building on the design fundamentals from the first semester, further design levels such as color, animation and interaction will be introduced. We first look at and develop these instruments together, in order to try them out and go into them in more depth in experiments and tasks.

Teaching Method:

Seminar, lectures, exercises, workshop, field trip, teamwork, individual work

Qualification Goals:

Design skills and gaining design experiences in dealing with color, animation and interaction

Required Coursework:

Practical work, presentation, active participation, documentation, drafts, attendance

Requirements:

-

Literature List:

-

Materials and Tools:

Laptop or MacBook would be good

Other Information / Remarks:

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PROFESSOR/LECTURER:

Florian Jenett

TIME

WED, 18.10., 09:00 uhr

PARTICIPANTS:

2A

*die regulären Termine sind dem Stundenplan zu entnehmen

Broadway Boggie-Woggie

Design of a print publication on abstract, geometric painting.

Course Content:

Following Mondrian's last painting „Broadway Boogie-Woogie“, students work in two groups on a print publication on abstract, geometric painting (also called concrete or constructivist). We will deal with the content (selection of an artist or work of art, texts, images), its arrangement and structure, as well as the design of typographic grids and font selection. Special attention is also paid to the quality of paper and printing in the final production process.

Teaching Method:

Seminar, exercises, teamwork, discussion of work, case studies, mandatory event

Qualification Goals:

Recognizing and applying the benefits of typographic grids.

Required Coursework:

Printed publication (magazine, book, ...) + concept (text)

Requirements:

Passed Typography Course 1, basic knowledge of Adobe Indesign

Literature List:

- Rastersysteme für die visuelle Gestaltung, Josef Müller-Brockmann, Sulgen, Niggli, 1981.
- Designing books: practice and theory, Jost Hochuli & Robin Kinross, London, Hyphen, 1996.
- The Elements of Typographic Style, Robert Bringhurst, Vancouver, Hartley & Marks, 1992.

Materials and Tools:

Computer, Adobe Indesign

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Jerome Knebusch

TIME

TUE, 17.10., 14:00 Uhr

PARTICIPANTS:

2A

*die regulären Termine sind dem Stundenplan zu entnehmen

N.N.

Course Content:

Introduction to artistic and experimental methods of work and approaches with reference to positions in contemporary art

Teaching Method:

Seminar, presentations, field trip, teamwork, individual work, discussion of work, obligatory event

Qualification Goals:

Learning and development of an artistic working process. Research and use of various materials, testing their effects and learning artistic techniques. In addition, the development of a personal attitude, reflection and rhetorical presentation of the topic are focused on.

Required Coursework:

Documentation of the subject-related works, short oral presentation, handout

Requirements:

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Literature List:

Will be announced at the beginning of the semester

Materials and Tools:

Will be announced at the beginning of the semester

Other Information / Remarks:

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PROFESSOR/LECTURER:

Skaŕte Kuhn

TIME

THU, 19.10., 9:00-18:00 Uhr

PARTICIPANTS:

2A

*die regulären Termine sind dem Stundenplan zu entnehmen

To this day.

Key Texts on Design Theory

Course Content:

The seminar deals with basic theoretical design texts, knowledge of which is indispensable for communication designers - from the English Art and Crafts movement to the present day. The texts are made available; each student selects his or her own text, summarizes it in a paper and independently researches the respective historical design context.

Teaching Method:

Seminar, field trip

Qualification Goals:

The aim is not only to gain a first insight into the history of design, but also to get to know fundamental theoretical design positions and discussions.

Required Coursework:

Presentation and enjoyment of discussions, participation in field trip.

Requirements:

Successful conclusion of 1st semester

Literature List:

Will be announced in the seminar.

Materials and Tools:

-

Other Information / Remarks:

Excursions in the Rhine-Main region take place as part of the seminar.

PROFESSOR/LECTURER:

Petra Eisele

TIME

MON, 16.10., 10:30 Uhr

PARTICIPANTS:

2A

Basic Photography

Course Content:

In this course, the basic design possibilities of photography as a medium, such as focal lengths and perspective, sharpness/blurriness or the use of artificial light, are discussed. At the same time, several independent semester projects are being developed. One project deals with „observational“ photography and is realized with analogue SW material. Another project is implemented in color; here the „staged“ photographic approach is the focal point and the introduction to digital photography takes place parallel to this.

Teaching Method:

Artistic-practical seminar, lectures, exercises

Qualification Goals:

The ability to consciously use photography-specific means.

Required Coursework:

Artistic-practical work, short presentations

Requirements:

A desire to realize image ideas using the medium of photography.

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Stefan Enders

TIME

MON, 16.10., 14:00 Uhr

PARTICIPANTS:

2A

*die regulären Termine sind dem Stundenplan zu entnehmen

2. SEMESTER GROUP B

<u>MODUL</u>	<u>PROFESSOR/LECTURER</u>	<u>DAY</u>	<u>TIME</u>	<u>ROOM</u>
DESIGN BASICS 2B	ANNA-LISA SCHÖNECKER	WEDNESDAY	09:00-13:00	H2.05
.....
TYPOGRAPHY 2B	ULYSSES VOELKER	TUESDAY	09:00-13:00	H2.08
.....
FREE DESIGN, ART 2B	ANDREA OSTERMEYER	MONDAY	09:00-13:00	H4.07
.....
HISTORY OF DESIGN 2B	PETRA EISELE	THURSDAY	11:30-13:00	H2.05
.....
PHOTOGRAPHY 2B	AXEL STEPHAN	FRIDAY	09:00-13:00	H3.10
.....
WORKSHOP INTRODUCTIONS	WORKSHOPMANAGER UND TUTORS		SEMESTERWEEKS 1 & 2	WORKSHOPS
.....

Digital Design

Vom Umgang mit Farbe, Grafik und Bewegung

Course Content:

We design, discard and experiment with form and color on the computer and in screen printing. We start with a double class and then meet weekly at the seminar and the silkscreen printing workshop. In a workshop for Nodebox we get a look at the designing of 2D animations with code.

Teaching Method:

Seminar, exercises, workshop, individual work, discussion of work

Qualification Goals:

Design competences and basic design principles, brainstorming and conceptual approaches, image design, moving graphics, editorial and information design. Two- to four-week exercises and short projects, supplemented by the workshop introduction to After Effects.

Required Coursework:

Practical work, oral report, presentation, active participation, documentation, drafts, exhibition

Requirements:

Good working knowledge of Photoshop, Illustrator and InDesign

Literature List:

Handbuch der Farbe, Hans Gekeler Dumont Verlag / Interaction of colour, Grundlegung einer Didaktik des Sehens, Josef Albers, Dumont Verlag / Farben zwischen Licht und Dunkelheit, Ulrich Bachmann, Niggli Verlag

Materials and Tools:

Sketchbook, mechanical pencil, post-its, colored pencils, laptop

Other Information / Remarks:

The task in the After Effects workshop introduction is to be done in individual work.
Group work is not permitted.

PROFESSOR/LECTURER:

Anna-Lisa Schönecker

TIME

MON, 25.09. und TUE, 26.09., 9.00 bis 17.00 Uhr

PARTICIPANTS:

2B

*die regulären Termine sind dem Stundenplan zu entnehmen

Visual Rhetoric

MODUL : TYPOGRAPHY 2B

Course Content:

The coming weeks will be about texts and how to deal with them. Before you start designing this semester, you will create the content yourself - by discussing design-relevant news from blogs and newspapers. You will then try to stage your texts in different ways by taking the reception behavior of predefined target groups into account.

Teaching Method:

Seminar

Qualification Goals:

Acquisition and expansion of basic typographic knowledge.

Required Coursework:

Completion of all tasks, presentation of a texted and structured documentation at the end of the semester.

Requirements:

2nd semester

Literature List:

READ + PLAY, Ulysses Voelker, Verlag Hermann Schmidt Mainz,
can be checked out at the library.

Materials and Tools:

Will be announced during the course

Other Information / Remarks:

-

SEMESTER : 2B

PROFESSOR/LECTURER:

Ulysess Voelker

TIME

TUE, 17.10., 9:00 Uhr

PARTICIPANTS:

2B

*die regulären Termine sind dem Stundenplan zu entnehmen

FREE DESIGN - Foundations

Introduction to the artistic working process

Course Content:

Learning and developing artistic work processes

Teaching Method:

Seminar

Qualification Goals:

Learning and development of an artistic working process. Research and use of various materials, testing their effects and learning artistic techniques. In addition, the development of a personal attitude, reflection and rhetorical presentation of the topic are focused on.

Required Coursework:

Mappe mit fachpraktischen Arbeiten, Kurzreferat_

Requirements:

-

Literature List:

Will be announced at the beginning of the semester

Materials and Tools:

Will be announced at the beginning of the semester

Other Information / Remarks:

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PROFESSOR/LECTURER:

Andrea Ostermayer

TIME

MON, 16.10., 9:00h - 13:00 Uhr

PARTICIPANTS:

2B

*die regulären Termine sind dem Stundenplan zu entnehmen

To this day.

Key Texts on Design Theory

Course Content:

The seminar deals with basic theoretical design texts, knowledge of which is indispensable for communication designers - from the English Art and Crafts movement to the present day. The texts are made available; each student selects his or her own text, summarizes it in a paper and independently researches the respective historical design context.

Teaching Method:

Seminar, field trip

Qualification Goals:

The aim is not only to gain a first insight into the history of design, but also to get to know fundamental theoretical design positions and discussions.

Required Coursework:

Referat und Diskussionsfreude, Teilnahme an Exkursion.

Requirements:

Successful conclusion of 1st semester

Literature List:

Will be announced in the seminar.

Materials and Tools:

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Other Information / Remarks:

Excursions in the Rhine-Main region take place as part of the seminar.

PROFESSOR/LECTURER:

Petra Eisele

TIME

THU, 19.10., 10:30 Uhr

PARTICIPANTS:

2B

Basic Photography

Course Content:

In this course, the basic design possibilities of photography as a medium, such as focal lengths, sharpness/blurriness or the use of artificial light, are discussed. At the same time, two independent semester projects will be developed. The first project deals with „observational“ photography and is realized with analogue SW material. The second work is digitally converted into black and white or color and is freer. Either a „staged“ or an „experimental“ photographic approach can be chosen. The introduction to digital photography takes place parallel to this.

Teaching Method:

Seminar

Qualification Goals:

Development of concepts of own photographic works, consciously using the learned photography-specific means.

Required Coursework:

Artistic-practical work, participation in the seminar

Requirements:

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Literature List:

-

Materials and Tools:

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Other Information / Remarks:

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PROFESSOR/LECTURER:

Axel Stephan

TIME

FRI, 20.10., 9.00 - 13.00 Uhr

PARTICIPANTS:

2B

*die regulären Termine sind dem Stundenplan zu entnehmen

CONCEPTION AND DESIGN (K&E)

NO.	MODUL	SUBJECT	PROFESSOR/LECTURER	DAY	TIME	ROOM
01	K&E	FREE DESIGN, ART	KIRSTIN ARNDT	TUESDAY	14:00-18:00	H4.07
02	K&E	EXPERIMENT.DRAWING	KATJA DAVAR	TUESDAY	14:00-18:00	H2.03+H3.01
03	K&E	EXPERIMENT.DRAWING	KATJA DAVAR	WEDNESDAY	09:00-13:00	H2.03+H3.01
04	K&E	PHOTOGRAPHY	STEFAN EDNERS	WEDNESDAY	09:00-13:00	H3.10
05	K&E	TEXT DESIGN	SYLVIE PAGÉ	THURSDAY	14:00-18:00	H4.09
06	K&E	TYPOGRAPHY	ULYSESS VOELKER	THURSDAY	09:00-13:00	H2.08
07	K&E	CORPORATE DESIGN	GREGOR ADE	THURSDAY	14:00-18:00	H2.02
08	K&E	ILLU./DRAWING	MONIKA AICHELE	TUESDAY	14:00-18:00	H4.09
09	K&E	COPORATE DESIGN	MICHAELA MÜLLER	WEDNESDAY	14:00-18:00	H2.01
10	K&E	TYPOGRAPHY	ISABEL NAEGELE	TUESDAY	09:00-13:00	H2.02

NEW ABSTRACTION

New abstract tendencies in contemporary art and an outlook of possible impacts on design

Course Content:

We focus on selected areas of abstract contemporary art (painting, sculpture, installation, photography), examine them by means of presentations and read current texts on the subject. On this basis, you will develop independent subject-related practical work based on tasks. The seminar focuses on subject-related practical experiments. Artistic stylistic devices such as stylization, abstraction, alienation, destruction and construction are used here. Furthermore, we will also think about the subject-related practical aspects of transferring the results to the design.

Teaching Method:

Seminar, exercises, workshop, presentations, field trip, teamwork, individual work, discussion of work, case studies

Qualification Goals:

Development of individual artistic and design skills, encouragement of curiosity and experimentation; independent realization of artistic and design projects, independent examination of the work of an artist as well as preparation and presentation of a short presentation; development of a (self-)critical attitude towards one's own work and the work of others, ability to discuss; ability to work individually and with a partner

Required Coursework:

Subject-related practical work, short presentation (approx. 15 min.), presentations, documentation of seminar papers, commitment and collaboration

Requirements:

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Literature List:

- Broken Spaces, Kai 10/Arthena Foundation, Kerber Verlag 2015
- Kunstforum International, Bd. 206, Jan./ Feb. 2011

Materials and Tools:

Will be announced at the beginning of the semester

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Kirstin Arndt

TIME

TUE, 10.10., 14:00 Uhr

PARTICIPANTS:

19

*die regulären Termine sind dem Stundenplan zu entnehmen

Energy in the Landscape

Course Content:

The sheer visibility of the structures and forms that deliver us the energy that we are so used to receiving is the main focus of this seminar. We will be contemplating the omnipresent question of our energy sources as well as the visibility of energy production and transmission, oil, electrification, industrial landscapes and environmental pollution within landscape and urban settings. All these serve as an arena for the reflection of contexts and responsibilities within society's ever increasing demand for energy. Through memories of paintings, drawings, photographs and films, it is not only the appearance of the environment that triggers landscape within us but it is a structure that we can only perceive with the help of our pictorial memory. Our mental images of landscapes are affected by varying perspectives and approaches. We will be reflecting these questions predominantly through experimentation in the print medium. Selected outcome of this course will be included in a publication on the subject. We know that there is a changing awareness of landscape because man has appropriated it as 'territory', to serve and to yield, however, essentially we pose the question, to what extent does the mirror effect between landscape and technology influence contemporary images?

Teaching Method:

Seminar

Qualification Goals:

Development of independent thought and ideas expressed through the drawn and printed medium.

Required Coursework:

A portfolio of printed and drawn works. Discussion, research, documentation. Development of communication and presentation skills.

Requirements:

Motivation

Literature List:

To be found in the library: ‚Handapparat‘

Materials and Tools:

none

Other Information / Remarks:

A recommended Design Initiative: Print Club 2

PROFESSOR/LECTURER:

Katja Davar

TIME

TUE, 10.10., 14:00 Uhr

PARTICIPANTS:

19

*die regulären Termine sind dem Stundenplan zu entnehmen

Lanterns of Motion

An Experimental Animation Studio

Course Content:

Animation is creative, exploratory and playful – as a discipline it is vast. Skills in drawing allow one to visualise ideas and to create order and sequence to communicate ideas via the screen and other media. In this seminar we will be looking at different methods and techniques of animation, from historical examples of handmade animation to contemporary practices. We will also focus on developing skills in drawing movement, sequential thinking, visualising thoughts, memories, and a possible expansion of new approaches to drawing. A substantial part of this seminar will also be watching and assessing film, we will be looking at the visual language of the abstract animation from the early 1920's (Oskar Fischinger, Hans Richter), as well as the pioneering silhouette animator Lotte Reiniger (1899 - 1981) and the avant garde works from the 1960's (Stan Brackage). We will be working with the unique qualities of motion and light, rhythm and composition as well as drawing practices to create non-linear, non-narrative works. Collaborating on projects in teams and developing specific working atmospheres to test ideas is the aim.

Teaching Method:

An experimental movement laboratory

Qualification Goals:

Development of an independent and experimental approach to ‚moving‘ image-making. Appreciation of historical and contemporary positions in animation / film.

Required Coursework:

Realisation of collaborative and independent projects. Research. Development of communication and presentation skills.

Requirements:

Motivation. Animation is fun but work-intensive.

Literature List:

To be found in the library: ‚Handapparat‘

Materials and Tools:

none

Other Information / Remarks:

PROFESSOR/LECTURER:

Katja Davar

TIME

Wednesday, 11.10., 11:00 Uhr

PARTICIPANTS:

19

*die regulären Termine sind dem Stundenplan zu entnehmen

How do we reside - how do we live?

A photographic examination of the living space of housing

Course Content:

Television films convey images and shape our ideas of how people in Germany supposedly live. Newspapers usually focus on the issue of housing shortage. At the same time, we all have friends, acquaintances and relatives whose apartments we know personally.

But how do people really live in Germany in 2017? The living space, the environment in which we live, is formative and decisive. And it is changing. It says a lot about the culture of a society and a country.

In the seminar we want to create a kind of photographic survey of this topic together:

Under what spatial conditions do people in Germany live today? What kind of architecture shapes this habitat? This inventory can take the form of a documentary or conceptual-artistic analysis.

The individual results are then intended to lead to a joint book on the topic.

Teaching Method:

Artistic-practical seminar, lectures, exercises, presentations

Qualification Goals:

Sensitization to the topic in the social sense, ability to create an own photographic-artistic examination of the topic.

Required Coursework:

Artistic-practical work; presentation

Requirements:

Successful completion of "Basic Photography" seminar

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Stefan Enders

TIME

WED, 11.10., 9:00 Uhr

PARTICIPANTS:

19

*die regulären Termine sind dem Stundenplan zu entnehmen

„Creativity is intelligence having fun!“ Tim Burton

Critical and ironic animated films in 2D and 3D

Course Content:

Animated film production offers students the opportunity to create new universes with complete freedom of imagination and a very personal aesthetic. With the expertise of media designer Hamza Alpoguz, the students will create one minute of film, which will be presented during our International Week (April 27, 2018) at the Kino Capitol in Mainz.

Teaching Method:

Exercises, workshop, presentations, teamwork, discussion of work

Qualification Goals:

Courage to take risks, desire for experiments and willingness to work in a team

Required Coursework:

Research, analysis, discussion, documentation, active participation

Requirements:

Interdisciplinary thinking, development of creative skills, completion of semester assignments

Literature List:

Will be discussed during interdisciplinary thinking, development of creative skills, completion of semester assignments.

Materials and Tools:

Keine

Other Information / Remarks:

The students should present a synopsis (résumé of their film idea) in the first course.

PROFESSOR/LECTURER:

Sylvie Pagé u. Hamza Alpoguz

TIME

THU, 12.10., 14:00 Uhr

PARTICIPANTS:

19

Design relevant

Course Content:

It is quite noticeable: personal and socially relevant statements are commonplace in art and architecture. And what happens in our profession? Is it true that designers tend to see themselves as mute service providers - if they aren't just getting dolled up to sell themselves in display windows (keyword: great posters with no relevant content)? Isn't that right? Too polemical? Then welcome to this course. We will deal with the manifold problems that our everyday life has to offer and come up with solutions - on a weekly basis.

Teaching Method:

Seminar

Qualification Goals:

Acquiring typographic knowledge, learning to think in terms of design, practicing narrative forms of design.

Required Coursework:

Presentation of a texted and designed publication at the end of the semester.

Requirements:

3+

Literature List:

The literature will be announced during the course.

Materials and Tools:

The literature will be announced during the course.

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Ulysses Voelker

TIME

THU, 12.10., 9:00 Uhr

PARTICIPANTS:

19

Move!

Rethinking mobility

Course Content:

We develop new brands for mobility and investigate what makes the conceived brands unique and what they stand for. We define the target groups and the strategic orientation and create an unmistakable, strong corporate design.

Teaching Method:

Seminar, lectures, exercises, workshop, presentations, field trip, teamwork, individual work, discussion of work, impromptu, case studies

Qualification Goals:

Insight into the conceptual development and practical implementation of a comprehensive and cross-media corporate design

Required Coursework:

Discussion, presentation, participation, conception and design of a corporate design and documentation (Brand Book)

Requirements:

Good knowledge in dealing with typography

Literature List:

Will be announced in the seminar

Materials and Tools:

Computer, InDesign, camera

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Gregor Ade

TIME

THU, 19.10., 14:00 Uhr

PARTICIPANTS:

19

*die regulären Termine sind dem Stundenplan zu entnehmen

Man Mouse Machine II

Introduction to Illustration

Course Content:

Man Mouse Machine — What does the increasing influence / use of artificial intelligence mean for our private and professional everyday life?
 You will implement the theme as an editorial illustration, a picture story and an illustrated GIF.

A selection of the illustrations is to be reproduced in a joint booklet printed using risography. Please plan for the production costs here.

It is planned to show the works at the 18th International Erlangen Comic Salon from May 31 – June 3, 2018

<https://www.comic-salon.de/de>

Teaching Method:

Seminar, exercises, presentations

Qualification Goals:

Developing and expanding illustrative and narrative skills

Required Coursework:

Subject-related practical work, presentation

Requirements:

You have a strong interest in illustration

Literature List:

Will be announced during the course

<https://www.how-i-got-the-idea.com/>

Materials and Tools:

Laptop, drawing utensils

Other Information / Remarks:

Please note the changed date for the introductory event.

This semester there are two free tutorials that you should be interested in:

Digital drawing, nude drawing

PROFESSOR/LECTURER:

Monika Aichele

TIME

WED, 11.9., 13:30 Uhr

PARTICIPANTS:

19

*die regulären Termine sind dem Stundenplan zu entnehmen

„Moonshots“

Branding into the future

Google’s famous „moonshot“ principle ist based on their aspiration to make everything ten times better than existing ones. The name itself therefore alludes to John F. Kennedys ambitious space program in the 1960s. New technologies, services, or products like google glasses, google brain, project loon, or the self-driving car are all destined to drive substantial innovations. In doing so, the exploration and development of new technology is vital. That’s why google’s holding Alphabet instituted a research team under the name „GoogleX“ in 2010, with their pithy slogan „the moonshot factory“.

In general, those moonshots can be regarded as the aspiration to develop innovative solutions for mankind’s most crucial problems in the fields of mobility, access to information, lifestyle and healthcare. But to communicate such new approaches it needs a strong brand that symbolizes these core visions. In this seminar, we are going to develop our own fictional moonshots and grant them a strong visual brand. What are the crucial criteria for a brand to gather supporters (or customers) under its mission and how can design contribute to a clear and strong communication of the brands ideals? Key features of such a corporate identity should be a cross-medial communication, that picks up digital media and new technologies, strategically as well as visually.

We will be analyzing current technology trends as well as trending topics within our modern society. Leading corporations of the digital industry like google, facebook, apple and amazon shall be analyzed amongst the smaller, but often times more innovative start-up culture.

Teaching Method:

Seminar, Exercises, Presentation

Qualification Goals:

Gather insights into the needs and issues of a cross-medial, future-oriented corporate design

Required Coursework:

Developing a cross-medial corporate design and brand book

Requirements:

–

Literature List:

–

Materials and Tools:

Laptop

Other Information / Remarks:

–

PROFESSOR/LECTURER:

Michaela Müller

TIME

WED, 11.10., 14:00 Uhr

PARTICIPANTS:

19

»How to spell...«

Experimental Typography / Type Design

Course Content:

On the occasion of Bauhaus's 100th birthday in 2019, the University of Applied Sciences Mainz is participating in an exhibition. For this occasion, we are developing an edition that, after a style analysis and experiment, examines how we can now re-enact and sample the visual heritage of the 1920s and the New Typography with experimental rules.

links: jeromeknebusch.net, bauhaus100.de

Teaching Method:

Seminar, workshop, field trip, discussion of work, impromptu

Qualification Goals:

Methodical design, experiment, introduction to type design

Required Coursework:

Presentation, design project, participation in the workshop

Requirements:

Typo 1+2

Literature List:

Announced during the seminar, course reserve shelf

Materials and Tools:

Laptop, writing instruments, scissors, glue

Other Information / Remarks:

Type design workshops with Jérôme Knebusch in November 2017:

Friday the 10th, Saturday the 11th and Friday the 22nd, all-day.

PROFESSOR/LECTURER:

Prof. Dr. Isabel Naegele, Jérôme Knebusch

TIME

TUE, 10.10., 10:00 Uhr

PARTICIPANTS:

19

*die regulären Termine sind dem Stundenplan zu entnehmen

DESIGNINITIATIVE (DI)

NR.	MODUL	PROFESSOR/LECTURER	DAY	TIME	ROOM
01	DI	ANNA-LISA SCHÖNECKER	MONDAY	14:00-16:00	H2.05
02	DI	PHILIP PAPE	THURSDAY	14:00	H2.01
03	DI	MONIKA AICHELE	TUESDAY	18:00-20:00 + TBA	H4.09
04	DI	KATJA DAVAR	WEDNESDAY	17:00 + TBA	H2.03 + H3.01
05	DI	STEFAN ENDERS	WEDNESDAY	18:15 + TBA	H3.10
06	DI	ARNDT / VOELKER	MONDAY	18:15 + TBA	H2.08 + H4.07
07	DI	EISELE / NAEGELE	MONDAY	14:30 + TBA	H4.09
08	DI	MARCEL FLEISCHMANN	FRIDAY	14:00 + TBA	H2.03
09	DI	CHARLOTTE SCHRÖNER	TUESDAY	18:00-20:00	CG1.02

To the barricades

Conceiving and designing resistance

Course Content:

Our democracy is under attack. Fake news, the language of populism and a new rhetoric in the political arena create a climate in which we will have to defend our democracy in the future. But how and with what means? With design! In this design initiative we want to conceive and design protest posters and banners for social networks and/or the street. We choose public institutions close to our hearts, for which we design individual protest posters. Please read the book “Über Tyrannei” (“On Tyranny”) by Timothy Snyder before the introduction event.

Teaching Method:

Seminar, workshop, presentations, teamwork, individual work, discussion of work

Qualification Goals:

Formulating and shaping political messages.

Required Coursework:

Protest posters and banners

Requirements:

A passion for the topic

Literature List:

Über Tyrannei: Zwanzig Lektionen für den Widerstand. Timothy Snyder 2017 <http://blogTime.de/teilchen/2016/11/30/donald-trump-demokratie-widerstand/> <http://www.ardmediathek.de/radio/Buch-und-H%C3%B6rbuch/Timothy-Snyder-%C3%9Cber-Tyrannei-Zwanzig-/hr2/Audio-Podcast?bcas-tId=3732&documentId=42584112> <https://www.theguardian.com/commentisfree/2017/jun/20/authoritarianism-trump-resistance-defeat>

Materials and Tools:

Sketchbook, pencil

Other Information / Remarks:

Please read the book “Über Tyrannei” (“On Tyranny”) von Timothy Snyder before the introductory event.

PROFESSOR/LECTURER:

Anna-Lisa Schönecker

TIME

MON, 16.10., 9:00 Uhr

PARTICIPANTS:

10

*die regulären Termine sind dem Stundenplan zu entnehmen

Every Day.

Practice Makes Perfect.

Course Content:

This design initiative deals with perfecting something by repeating it every day (for a year). Truly, every day. There are two conditions: daily activity must have something to do with design and you must publish it every day.

Teaching Method:

Exercises, individual work, discussions of work

Qualification Goals:

Testing endurance, experiencing the process of perfecting, using social networks for one's own work, discussions of work.

Required Coursework:

Daily publications, documentation of work at the end of the semester.

Requirements:

Perseverance

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Philip Pape

TIME

THU, 12.10., 14:00 Uhr

PARTICIPANTS:

10

*die regulären Termine sind dem Stundenplan zu entnehmen

Man Mouse Machine I

What will our stand look like at the Erlangen Comic Salon?

Course Content:

Man Mouse Machine — What does the increasing influence / use of artificial intelligence mean for our private and professional everyday life?
 You design a trade fair stand for the Erlangen Comic Salon.

Analogue and digital illustration projects are to be shown there, which were created at the University in recent years and will be developed in the current semester.

Information: 18th International Erlangen Comic Salon from May 31 – June 3, 2018

<https://www.comic-salon.de/de>

Teaching Method:

Teamwork, discussion of work

Qualification Goals:

Designing illustration in space

Required Coursework:

Subject-related work

Requirements:

You have a strong interest in illustration, planning, building and organizing

Literature List:

Will be announced during the course

<https://www.how-i-got-the-idea.com/>

Materials and Tools:

Laptop, drawing utensils

Other Information / Remarks:

Please note the changed date for the introductory event.

This semester there are two free tutorials that you should be interested in:

Digital drawing, nude drawing

PROFESSOR/LECTURER:

Monika Aichele

TIME

WED, 11.10., 15:30 Uhr

PARTICIPANTS:

10

*die regulären Termine sind dem Stundenplan zu entnehmen

Print Club 2

Course Content:

Print Club is a platform open to all students and educators from the Hochschule Mainz. We understand the print format in all its diversity, as an open-ended starting point for projects of an interdisciplinary and experimental nature. We will be working practically in the printing workshops as well as exploring contemporary discourse on printing techniques within current image production. Some print formats and techniques possible: Etching, Aquatint, Monotyping, screen printing on paper and textiles. The workshops contain archives of work samples and manuals for working in the printing workshops. Individual instruction is provided for projects and all forms of collaborative practice is welcome. Individual appointments can be arranged (katja.davar@hs-mainz.de) We use products and cleaning materials that are health and environmentally friendly.

Teaching Method:

Seminar

Qualification Goals:

-

Required Coursework:

-

Requirements:

-

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Katja Davar

TIME

WED, 18.10., 17:00 Uhr

PARTICIPANTS:

10

*die regulären Termine sind dem Stundenplan zu entnehmen

What is so-and-so up to? ... - Our Former Students

Course Content:

The design initiative is a continuation of the last semester. There we visited former professors and photographed and interviewed them in the spirit of the well-known STERN column „ What is so-and-so up to?“

Now we want to continue this series and visit former students, our alumni.

Within the scope of this design initiative, you will first find interesting alumni with the help of the staff, then visit them and produce small printable articles about them.

Teaching Method:

Seminar

Qualification Goals:

Ability to research, conceptualize and photograph your own subject.

Required Coursework:

Oral and visual presentation and written elaboration of the paper

Requirements:

Successful completion of the seminar “Basic Photography”

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Stefan Enders

TIME

MON, 09.10., 18:15 Uhr

PARTICIPANTS:

10

*die regulären Termine sind dem Stundenplan zu entnehmen

Artist's Book

Course Content:

In this DI you deal with the topic of artist books and create one of your own. The project is located at the interface of art & design and offers the opportunity to work on a free topic of your own choosing. The book as a work of art is in the foreground. In the first two sessions you will get to know artist's books and create your own concept, which you will execute in two workshops.

We're going to get right to it:

Introduction & first class are Wednesday, October 11, 2017 at 11:30 am in H 208. Please bring pencils, papers, etc. and you are also welcome to bring along your first ideas.

Teaching Method:

Seminar, exercises, workshop, individual work, discussion of work, case studies

Qualification Goals:

Learning and implementation of artistic planning and organizational processes, learning creative design processes and skills within the framework of an artistic and design project; development of individual artistic and design skills as well as the ability to discuss and communicate.

Required Coursework:

Conception and realization of an artist's book; planning and organization of workshops; active participation in the DI team.

Requirements:

-

Literature List:

Will be announced at the beginning of the semester.

Materials and Tools:

We're going to get right to it:
Introduction & first class are Wednesday, October 11, 2017 at 11:30 am in H 208. Please bring pencils, papers, etc. and you are also welcome to bring along your first ideas.

Other Information / Remarks:

Introduction & first class are Wednesday, October 11, 2017 at 11:30 am in H 208.

PROFESSOR/LECTURER:

Prof. Kirstin Arndt, Prof. Ulysses Voelker

TIME

WED, 11.10., 11:30 Uhr

PARTICIPANTS:

10

*die regulären Termine sind dem Stundenplan zu entnehmen

Lecture series: Design Publishers

Course Content:

We conceive and organize lectures in which publishers present themselves with a design-specific program: What are the selection criteria for the book titles? How is a publishing program created? How exactly does the collaboration between publisher, author and designer work? What are the criteria for a good catalogue design?

Three lecture evenings are planned, which will be accompanied by you in terms of design, and also hosted in terms of content. Searching for suitable publishers begins on October 13 - right at the Book Fair.

Teaching Method:

Seminar, workshop, discussion of work

Qualification Goals:

Training of autonomous organizational skills in a team.

Required Coursework:

Independent organization and supervision of the speakers, design of the media, committed participation beyond the actual meetings, participation in the field trip to the Frankfurt Book Fair

Requirements:

Erfolgreich abgeschlossenes 2. Semester

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

First meeting will take place on Thursday, October 12 at 2 pm – after that by appointment. Please note October 13 for the Book Fair.

PROFESSOR/LECTURER:

Petra Eisele / Isabel Naegele

TIME

THU, 12.10., 14:30 Uhr

PARTICIPANTS:

10

*die regulären Termine sind dem Stundenplan zu entnehmen

Redesign designinmainz

Course Content:

Research and impulses for the redesign of designinmainz.

The Communication Design degree program is to be presented in a more modern, clearer and more fascinating way in the future. To this end, the designinmainz website and the associated social media presentations are to be redesigned and visually revised.

How can the Communication Design degree program be presented in an open, clear and fascinating way, and how can the quality of teaching, the students' work and life at the university be presented in the best possible way?

Using an internal analysis, analysis of the competition and documentation, we develop the basis and provide impulses for the redesign of designinmainz.

Teaching Method:

Seminar, teamwork, discussion of work

Qualification Goals:

The ability to research a topic, analyze, evaluate and document information, to work independently, to discuss and communicate

Required Coursework:

Oral and visual presentation, documentation

Requirements:

Successful conclusion of the 2nd semester

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Marcel Fleischmann

TIME

FRI. 13.10., 14:00 Uhr

PARTICIPANTS:

10

A lot to see and hear

Cultural Visits in the Rhine-Main Region

Course Content:

We go to classical concerts, opera and theatre. We visit exhibitions and collections and read the feature pages.

Teaching Method:

Seminar, field trip

Qualification Goals:

Get to know a lot of things.

Required Coursework:

Attendance and presentations

Requirements:

Interest

Literature List:

-

Materials and Tools:

Frankfurter Allgemeine Sunday paper and other high-quality newspapers

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Charlotte Schröner

TIME

TUE, 10.10., 18:00 Uhr

PARTICIPANTS:

10

*die regulären Termine sind dem Stundenplan zu entnehmen

THEORY KD

MODUL	PROFESSOR/LECTURER	DAY	TIME	ROOM
DESIGN HISTORY/THEORY	PETRA EISELE	TUESDAY	11:30-13:00	H2.05
PSYCHOLOGY	ANETTE OTTO	THURSDAY	14:00-16:15	CG1.02
MARKETING	BERRIN ÖZERGIN	MONDAY	13:30-16:30	CG1.02
DESIGNMANAGEMENT	MARCEL TEINE	THURSDAY	16:00-19:00	CG1.02
HISTORY OF ART AND CULTURE	VERA KLEWITZ	WEDNESDAY	10:00-13:30	H2.03
THEORY	MARY PEPCHINSKI	FRIDAY	09:00-13:00	H2.03

das bauhaus

Course Content:

The seminar is dedicated to the history and central personalities of Bauhaus. In addition, special attention is paid to the avant-garde developments in typography and advertising of the 1920s. We will take a closer look at numerous original documents, especially books and magazines from the twenties.

The aim of the seminar is to conceive and implement a joint publication with texts from all seminar participants in view of the 100th anniversary of Bauhaus.

A two-day Bauhaus field trip is also planned.

Teaching Method:

Seminar, lectures, presentation, field trip, individual work, discussion of work

Qualification Goals:

Going more in-depth into historical design content and the application of scientific working methods.

Required Coursework:

Productive participation, presentation and scientific text publication to be published together. Participation in the field trip.

Requirements:

Successful conclusion of 2nd semester

Literature List:

Handset with basic literature: library, Holzstraße

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Petra Eisele

TIME

TUE, 10.10., 10:30 Uhr

PARTICIPANTS:

25

*die regulären Termine sind dem Stundenplan zu entnehmen

Narrator's perspective = reader's perspective?

Design and its perception: important aspects from the field of psychology

Course Content:

As part of the course, important basics from psychology (such as principles of perception grouping, social perception, emotions and motivation) will be examined and applied in the planning and design of various exercises (working in small groups). Students develop concepts for posters, books and advertisements during the semester.

Teaching Method:

Seminar with theoretical introduction, reading-based approach & discussion, analysis and practical application of selected perceptual psychological basics, group work and presentation of results.

Qualification Goals:

Knowledge and understanding of psychological principles of perception for the application in creative work. Building on the basics, own concepts are developed in small groups, the results of which are presented and discussed.

Required Coursework:

aktive Teilnahme durch Groupnarbeit und Ergebnispräsentation

Requirements:

Interest in how people perceive and process information, willingness to read texts in English, enjoy group work, actively participate on a regular basis (max. 2 absences)

Literature List:

Will be announced during the course supporting the respective themes

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Annette Otto

TIME

THU, 19.10., 14:00 Uhr

PARTICIPANTS:

25

*die regulären Termine sind dem Stundenplan zu entnehmen

Digital Marketing as a Current Manifestation of Marketing

Foundations, central concepts, planning and design

Course Content:

The event provides an introduction to marketing and highlights the differences and special features of digital marketing. It covers the basics, central concepts, planning and design of digital marketing.

Teaching Method:

Seminar, lectures, presentations, case studies

Qualification Goals:

The students are introduced to the basics of marketing and learn about the differences and special features of digital marketing as a current form of marketing. You will learn the basics, central features, concepts, objectives, strategies and fields of application of digital marketing. The students learn the target-oriented selection and content design of online marketing communication instruments in the development of marketing campaigns that integrate online and offline communication tools.

Required Coursework:

Presentation

Requirements:

-

Literature List:

Chaffey, D./ Ellis-Chadwick,F.: Digital Marketing, Harlow, 2016

Kreutzer, R. T.: Praxisorientiertes Online Marketing. Konzepte – Instrumente – Checklisten, Wiesbaden, 2014

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Berrin Özergin

TIME

FRI, 20.10, 13:30 Uhr

PARTICIPANTS:

25

*die regulären Termine sind dem Stundenplan zu entnehmen

Design Management - the designer's field of activity grows

Course Content:

The communications industry is changing rapidly. Communication designers need to find their way around in this dynamic world. How can design management help us to do so? What is Design Thinking and how do I use a SWOT analysis? We get to know a selection of relevant tools for design management.

Teaching Method:

Seminar, exercises, presentations, case studies

Qualification Goals:

Getting to know and apply tools in design management.

Required Coursework:

Presentation

Requirements:

-

Literature List:

Gernot Brauer, Erfolgsfaktor Designmanagement. Ein Leitfaden für Unternehmer und Designer. Birkhäuser, Basel, 2007 David Carlson, Design oder nicht sein. Das kleiner rote Buch des guten Design. Midas, Zürich, 2016 Frank Wagner, The Value of Design. Wirkung und Wert von Design im 21. Jahrhundert. Hermann Schmidt Verlag, Mainz 2015

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Marcel Teine

TIME

THU, 19.10., 16:00 Uhr

PARTICIPANTS:

25

*die regulären Termine sind dem Stundenplan zu entnehmen

(Picture) Narratives - Yesterday and Today

Course Content:

To what extent does an image recognized as art possess a „guiding system“ for the viewing eye? Is it used to guide or manipulate the audience, the representation or the caricature of what is depicted? What role do texts and their design play in the message of an image? To what extent can musical concepts such as „sound color“, „rhythm“ and „composition“ be related to visual art? In order to find out, we compare representations of similar pictorial themes from different eras. In the juxtaposition, commonalities and differences will emerge, as well as individual questions about the objects are to be developed - as a source of inspiration for own design.

Teaching Method:

Seminar

Qualification Goals:

Independent examination of works of art and the history of their creation, preparation of an independently formulated oral presentation with subsequent written elaboration

Required Coursework:

Oral and visual presentation and written elaboration of the paper

Requirements:

Fundamentals of Art History

Literature List:

Will be discussed during the first seminar session

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Vera Klewitz

TIME

WED, 11.10., 10.00 - 13.30 Uhr

PARTICIPANTS:

25

*die regulären Termine sind dem Stundenplan zu entnehmen

Basics of Photography

Seminar: Female architects, designers and designer engineers in the 20th and 21st centuries: From practice and partnership to professionalism and the Pritzker Prize, 1907-present

Course Content:

The seminar deals with gender and professional life, focusing on women in technical professions in the 20th and 21st centuries. Above all, we deal with works by female architects in the context of the professionalization of women in technical professions during this time. Using their biographies, various aspects of gender Theorys and women's studies are presented, explained and reflected upon. Functional, conceptual and technical aspects of their buildings will be presented in order to highlight different questions on gender and space.

The lectures are supplemented by alternative media (such as film). Through their interdisciplinary content, they are accessible to a broad spectrum of students.

3 ECTS:

- Attendance and active participation in the seminar;
- 1x oral presentation; submission of a PowerPoint, keynote or pdf presentation as testing;

4 ECTS:

- Attendance and active participation in the seminar;
- 1x oral presentation; submission of a PowerPoint, keynote or pdf presentation as testing;
- Participation in the field trip to FFM (planned on December 9, 2017) and development of an exposé (approx. 1- 2 DIN A4-sized pages) on it, by arrangement;

5 ECTS:

- Attendance and active participation in the seminar;
- 1x oral presentation; submission of a PowerPoint, keynote or pdf presentation as testing;
- Participation in the field trip to FFM (planned on December 9, 2017) and development of an exposé (approx. 1- 2 DIN A4-sized pages) on it, by arrangement;
- Written drafting of a paper (architects, civil engineers) or a graphic representation of the results of the semester (as a booklet or poster, for example) (designers);

6 ECTS:

- Attendance and active participation in the seminar;
- 1x oral presentation; submission of a PowerPoint, keynote or pdf presentation as testing;
- Participation in the field trip to FFM (planned on December 9, 2017) and development of an exposé (approx. 1- 2 DIN A4-sized pages) on it, by arrangement;
- Written drafting of a paper (architects, civil engineers) or a graphic representation of the results of the semester (as a booklet or poster, for example) (designers);
- and either (for civil engineers):
(1) an in-depth (technical or constructive, for example) examination of a building by an architect dealt with in the seminar. Submission of the work by arrangement either in the form of a written paper or an oral presentation with pictures (PPT/keynote/pdf).

PROFESSOR/LECTURER:

Frau Prof. Dr.-Ing. Mary Pepchinski

TIME

FRI, 20.10.2017, 9:00 - 13:00 Uhr

PARTICIPANTS:

10

*die regulären Termine sind dem Stundenplan zu entnehmen

INTERDISCIPLINARY PROJECTS (IP)

<u>MODUL</u>	<u>PROFESSOR/LECTURER</u>	<u>DAY</u>	<u>TIME</u>	<u>ROOM</u>
IP 01	SCHÖNECKER/RECKTER	MONDAY	09:00-13:00	H2.05
IP 02	SCHRÖNER/MAYER	THURSDAY	09:00-13:00	CG1.02
IP 03	AICHELE/KNOLL	WEDNESDAY	09:00-13:00	H4.09
IP 04	ENDERS/JÖRGER	TUESDAY	14:00-18:00	H3.10
IP 05	VOELKER/ARNDT	WEDNESDAY	09:00-13:00	H4.07/2.08
IP 06	JENETT/DIEHL/MÜLLER	MONDAY	14:00-18:00	R2.02

Hidden Zoo

Interactive Content - A Realization Project with the University of Mainz

Course Content:

A virtual reality design project that uses digital applications to bring fictitious animals into the urban space of Mainz. These creatures, outlined with text and images, condense ideas developed by students from the fields of design, cultural studies and literature in their interdisciplinary explorations of the subject of human-animal relationships. Please note the introduction date on Thursday, October 12 and Friday, October 13 at 9 am, all day long, which deviates from the seminar date on Mondays from 2 pm to 6:30 pm.

Teaching Method:

Seminar, exercises, presentations, teamwork, individual work, discussion of work

Qualification Goals:

Developing interdisciplinary skills, independent research work, applying design and conceptual skills.

Required Coursework:

Interactive content for the Hidden Zoo website. Multimedia design and realization.

Requirements:

Curiosity and a spirit of research, very good English language skills. You should have a basic understanding of statistics and like to deal intensively with contemporary issues.

Literature List:

-

Materials and Tools:

Sketchbook, mechanical pencil, post-its, colored pencils, laptop

Other Information / Remarks:

Sketchbook, mechanical pencil, post-its, colored pencils, laptop

PROFESSOR/LECTURER:

Schönecker/Reckter

TIME

THU, 12.10. & FRI, 13.10., 9.00 Uhr

PARTICIPANTS:

15

*die regulären Termine sind dem Stundenplan zu entnehmen

Campaign for Children and Young People for the Blue Angel

MODUL: IP 2

Course Content:

We develop a campaign to fill children and young people with enthusiasm for the Blue Angel. The Blue Angel is a symbol that draws attention to particularly eco-friendly products and services in everyday life.

Teaching Method:

Seminar, teamwork, discussion of work

Qualification Goals:

You will learn how to write a good briefing (and why it is important), become familiar with the requirements of target-group oriented communication and learn how to get good ideas to work.

Required Coursework:

Feasible campaign ideas for the Blue Angel

Requirements:

-

Literature List:

-

Materials and Tools:

Paper, pencil, computer

Other Information / Remarks:

-

SEMESTER: 6+

PROFESSOR/LECTURER:

Schröner/Mayer

TIME

THU, 12.10. 09:00 Uhr

PARTICIPANTS:

15

*die regulären Termine sind dem Stundenplan zu entnehmen

Man Mouse Machine III

Visual Storytelling

Course Content:

Storytelling and illustrating - this course brings both together. Whether in digital or analog form, you will work on the topic 'Man Mouse Machine - What does the increasing influence and use of artificial intelligence mean for our private and professional everyday life?' Picture stories, graphic novels or walking games can be created.

You present the works at the 18th International Erlangen Comic Salon from May 31 – June 3, 2018.

<https://www.comic-salon.de/de>

Production costs will be incurred - it is planned to duplicate the analogue works using risography.

Teaching Method:

Seminar, lectures, workshop, presentations, teamwork, individual work

Qualification Goals:

Developing and expanding illustrative and narrative skills

Required Coursework:

Subject-related practical work, presentation

Requirements:

You have a strong interest in illustration

Literature List:

Will be announced during the course

<https://www.how-i-got-the-idea.com/>

Materials and Tools:

Laptop, drawing utensils

Other Information / Remarks:

Please note the changed date for the introductory event (in room H 409).

This semester there are two free tutorials that you should be interested in:

Digital drawing, nude drawing

PROFESSOR/LECTURER:

Aichele/Knoll

TIME

WED, 11.10., 11:30 Uhr

PARTICIPANTS:

15

*die regulären Termine sind dem Stundenplan zu entnehmen

Photography between documentation and fiction

Course Content:

Photography shapes our life today. We are not only confronted with it continuously; we also use it every day ourselves - at the latest since the invention of smartphones. But what is photography, what can photography do? Two different approaches to content determine its use: photography as a documentary medium and photography as fiction.

In this seminar we want to explore photography between these two diametrically contradictory fields of application. On the one hand, there is a desire to „capture“ moments with photography or, in a journalistic sense, to describe reality. On the other hand, however, we can also use photography as a medium to tell fictional stories or to carry out a free, experimental interpretation of reality.

During the semester, we will work on this topic in the context of various photographic tasks: starting with the analog, camera-less image, through the digital image up to the departure from the individual, standing image, i.e. to the image sequence / the moving film.

Teaching Method:

Artistic-practical seminar, lectures, exercises, presentations

Qualification Goals:

Sensitization to and analytical understanding of the impact and social use of photography as a medium. Ability to use photography for one's own creative work on an independent and reflective basis.

Required Coursework:

Artistic-practical work within the scope of the assignments; short presentation

Requirements:

Basic photographic knowledge, having passed "Basic Photography"

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Prof. Stefan Enders & Friedel Jorger

TIME

TUE, 10.10., 14:00 Uhr

PARTICIPANTS:

15

Resistance

Course Content:

In this IP we will talk about the concept of „resistance“ and its interpretations, we will see which positions and projects in art and design have the subject of resistance. So there is a lot of discussion, analysis and observation, but also plenty of design. There will be a major semester assignment that you will work on on your own initiative with a partner (and without discussion of corrections), and also a theme-related art project and a theme-related design project, as well as small impromptu assignments and possibly a field trip.

Teaching Method:

Seminar, exercises, workshop, presentations, field trip, teamwork, individual work, discussion of work, impromptu

Qualification Goals:

Independent development of free artistic and design works (analysis, brainstorming, conception, design, implementation, adequate presentation), development of a (self-)critical attitude towards one's own work and the work of others, ability to discuss; independent examination of the work of an artist/designer and development and presentation of a short paper on this position; ability to work individually and with a partner.

Required Coursework:

Development of ideas, concepts and drafts for artistic and creative works as well as their realization; oral report, documentation, presentation, commitment and participation during the course.

Requirements:

-

Literature List:

Will be announced at the beginning of the semester.

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Prof. Kirstin Arndt, Prof. Ulysses Voelker

TIME

WED, 11.10., 09:00 Uhr

PARTICIPANTS:

15

Between Word and Movement

MODUL: IP 6

Course Content:

The aim of this course is to create an interactive website that will enable you to learn and understand relationships between language (typography) and movement data (visualization).

Teaching Method:

Seminar, lectures, workshop, field trip

Qualification Goals:

Introduction to web applications, specialization in JavaScript and user-centered design

Required Coursework:

Project, documentation

Requirements:

Fundamentals of HTML / CSS

Literature List:

<http://choreographiccoding.org/>

<https://www.superhi.com/learn-to-code-now-book>

<https://goo.gl/ry9wUc>

Materials and Tools:

A mobile computer would be good

Other Information / Remarks:

-

SEMESTER:

PROFESSOR/LECTURER:

Prof. Florian Jenett, Prof. Ingo Diehl,

Prof. Dr. Marcus Müller

TIME

MON, 09.10., 14:00 Uhr

PARTICIPANTS:

15

*die regulären Termine sind dem Stundenplan zu entnehmen

Practical Semester Colloquia, Semester Abroad Colloquia

Reports of experience from agencies, design offices and universities abroad

Course Content:

Reports from the practical semester and the studies abroad.

Teaching Method:

Presentations

Qualification Goals:

Proof of the practical semester and the foreign semesters

Required Coursework:

Presentation and attendance

Requirements:

-

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Charlotte Schröner

TIME

SGP Room 1.02 Wednesday, October 18, 2 pm for 3rd and 4th
semesters, 3 pm for 6th semester

PARTICIPANTS:

-

*die regulären Termine sind dem Stundenplan zu entnehmen

Strategies of Scientific Work: Bachelor's Thesis

Course Content:

The course accompanies the work on your bachelor's thesis and supports it by deepening the fundamentals of scientific work: systematic literature and information research related to the topic of the BA thesis, development of a stringent conceptual concept, especially the documentation. The rules for correct scientific citation and bibliographical references are presented.

The seminar is intended as constructive support for your BA thesis, especially with regard to the strategies of scientific work and accordingly also offers individual consulting hours.

Teaching Method:

Seminar, lectures, presentations

Qualification Goals:

Confident scientific work

Required Coursework:

Presentation of the BA topic in a plenary session; individual consulting hours.

Requirements:

Completed study of all modules.

Literature List:

Petra Eisele: BA-Thesis. Hinweise zum wissenschaftlichen Arbeiten (wird im Seminar ausgegeben); weitere Literatur wird im Seminar besprochen; besonders zu empfehlen ist: Haines, Maria: ABC der wissenschaftlichen Abschlussarbeit. Paderborn: Ferdinand Schöning, 2009.

Materials and Tools:

–

Other Information / Remarks:

The lecture hall will be posted in H2.05.

PROFESSOR/LECTURER:

Petra Eisele

TIME

WED, 11.10., 10:30 Uhr

PARTICIPANTS:

*die regulären Termine sind dem Stundenplan zu entnehmen

Exhibiting

BA and MA exhibition

Course Content:

Brainstorming, teambuilding and presentation questions are developed together in small workshops. We are looking for committed students who are interested in a design and organization project that encompasses all aspects of a practical project - right up to the final implementation.

Teaching Method:

Workshop, teamwork, discussion of work, obligatory course

Qualification Goals:

2D/3D thinking and designing, social competence

Required Coursework:

Attendance list, presentation, concrete implementation

Requirements:

-

Literature List:

Will be announced in the seminar

Materials and Tools:

Permanent markers, laptop

Other Information / Remarks:

The 3 workshop dates are obligatory!

Other dates in the group on Tuesdays by appointment and see below.

Introduction and first workshop (everyone!): Tue 10 October 2017, 2-5 pm

Second Workshop (not BAs!): Tue 24 October 2017, 2-5 pm

Third Workshop (everyone!): Tue 9 January 2017, 2-5 pm

Structure Fri 19 January 2017 / Tour Mo 22 January 2017 / Opening: Thu 25 January 2017 /

Exhibition period until Sun 28 January 2017 /Dismantling Mo 29 January 2017

PROFESSOR/LECTURER:

Prof. Dr. Isabel Naegele, Marcel Fleischmann

TIME

TUE, 10.10., 14:00 Uhr

PARTICIPANTS:

*die regulären Termine sind dem Stundenplan zu entnehmen

Design in Mainz. A Analysis of the Corporate Design in Mainz.

SEMESTER: MODUL: CORPORATE DESIGN

Course Content:

The Course is a continuation from the summer term and can not be choosen anymore.

Teaching Method:

-

Qualification Goals:

-

Required Coursework:

-

Requirements:

-

Literature List:

-

Materials and Tools:

-

Other Information / Remarks:

-

PROFESSOR/LECTURER:

Prof. Gregor Ade

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TIME

-

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PARTICIPANTS:

-

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*die regulären Termine sind dem Stundenplan zu entnehmen

SEMESTER:

ZUSATZANGEBOTE FÜR ALLE STUDIERENDE

MODUL	PROFESSOR/LECTURER	DAY	TIME	ROOM
DIGITAL DRAWING	JENS ROTH	THURSDAY	18:00-20:00	R2.02

Digitales Zeichnen

Course Content:

Für diejenigen, die wissen wollen, wie digitale Zeichnungen mit Hilfe eines Grafik-Tablets entstehen. Anhand von Übungen und Beispielen in Adobe Photoshop und Illustrator werden im Kurs ein paar Tipps und Tricks vermittelt. Um den Umgang mit Stift und Tablet zu üben, wollen wir mit kleinen Projekten verschiedene Stile und Techniken entdecken und das digitale Zeichnen üben. Der Kurs ist vor allem für Neueinsteiger geeignet, die keine Tableterfahrungen mitbringen, allerdings sollte man in Besitz eines funktionsfähigen Tablets sein. Weitere Details und Informationen zum Ablauf gibt es an der Einführungsveranstaltung.

Teaching Method:

fremwillige Teilnahme

Qualification Goals:

Erstellen von digitalen Illustrationen

Required Coursework:

-

Requirements:

-

Literature List:

-

Materials and Tools:

Grafik Tablet (Wacom o.Ä.)

Other Information / Remarks:

PROFESSOR/LECTURER:

Jens Roth

TIME

THU, 12.10, 18:00 Uhr

PARTICIPANTS:

20

*die regulären Termine sind dem Stundenplan zu entnehmen