Course Catalogue Module Descriptions

2021/22

School of Design

Our School of Design is composed of 3 departments

- communication design   (page 3 – 8)
- interior architecture   (page 9 – 12)
- time based media   (page 13 – 33)

They have many things in common, however the concepts and workloads are different. Each department offers major and minor subjects, which you should focus on. Besides we offer additional courses, open to all incoming students, such as language courses, business creativity (e*), culture management (e), project management (e)… (*e = taught in English)

The ECTS (**E**uropean **C**redit **T**ransfer **S**ystem) is the foundation for your individual workload. 30 ECTS credits (ecp) is the maximum workload you should opt in for. Major subjects are quite large 9-12 ecp and it is not recommended to choose more than two of them. Minor and department-overarching offers are 4-6 ecp. Hence 2 majors and up to 3 minors/additionals is what you choose. If your desired study programme comprises a German course (what it should), you must clarify with your home university whether the credits will be acknowledged (what they should).

Most courses will be graded according to the table below, however there are subjects where credits will be awarded for regular, pro-active participation – without getting a mark.

Local grade	
1,0 – 1,5	EXCELLENT: outstanding performance with only minor errors
1,6 – 2,5	VERY GOOD: above the average standard but with some errors
2,6 – 3,3	GOOD: generally sound work with a number of notable errors
3,4 – 3,7	SATISFACTORY: fair but with significant shortcomings
3,8 – 4,0	SUFFICIENT: performance meets the minimum criteria
>4,1	FAIL: more work required before the credit can be awarded
	Tg: course attended

Due to possible late failures (a course has been cancelled…), time table overlaps, the initially selected subject does not meet your expectations, or whatever reason you may think of, we cannot guarantee that every course is feasible during your stay. Therefore you should name at least 45 credits in your order of preference and return the attached course selection form by email to: erich.weiler@hs-mainz.de

In general the teaching language is German, but English will be the common language and you are expected to speak **English** on an advanced level (**B2**). We are running a „buddy system": German fellow students will assist and guide you through your studies, help with translations, explain briefings etc. and of course all the profs speak English. Theoretical courses are only accessible for German speaking students and they are not listed below.

School of Design

COMMUNICATION DESIGN

Communication design students can choose from different course groups:

- K+E = Conception and Design (10 ecp)
- IP = Interdisciplinary Projects (12 ecp) (selectable only after arrival)
- DI = Design Initiatives (5 ecp) (will not be marked, credits for participation)
- FP= Freies Projekt (5 ecp)
- CC = Complementary Courses (2-5 ecp)

Examples for individual programmes may look like this:

KE Int. Pathway*	10	KE Int. Pathway*	10	KE Int. Pathway*	10
KE Photography	10	KE Book Design	10	German	05
Design Initiative A	04	German	05	Design Initiative B	04
German	05	Bookbinding	02	Design Initiative C	04
		Design Initative	04	Business Creativity	05
				Printing Techniques	02
	29		31		30

The KE International is taught in English and compulsory for exchange students

K+E = Conception and Design, 10 ecp, 5 contact hours/week, 300 hours/semester, forms of teaching: lecture/seminar/block course/exercise/workshop/excursion

Qualification goals:
With their variety of alignments, K+E courses give students the opportunity to set their first own priorities in the course of study or even to get to know the wide variety of creative forms of expression. Both possibilities take the manifold requirements on the occupational profile of a designer into account.
The degree course will teach you the necessary skills for using the most varied design methods and techniques of conceptualisation for complex design tasks from all areas of communication design.
The degree course enables students to discover and designate new conceptual and creative methods and media. In all courses two key qualifications will be taught: the conceptual penetration of a content to be communicated (analysis, idea finding, conception) and the methodical and consistent design (analysis, idea finding, draft.
Lectures: Sensibilisation for the functioning of different media based on examples from the history of design and contemporary design. Analysis of design trends and fashions.
Technique: learning of techniques, procedures and methods relevant to the subject.
Practise: development of independent products and their detailed design, presentations of the work results as print product, interactive staging, film, animation, advertsising camapign and others.

IP = Interdisciplinary Project, 12 ecp, 6 contact hours/week, 300 hours/semester, forms of teaching: lecture/seminar/block course/exercise/workshop/excursion

The actual subject combinations of the Interdisciplinary Projects and the topics vary each semester. The current briefings of all available IP courses will be published only 1 or 2 weeks prior to the semester start. Hence it is not possible to choose IP's on your subject nomination form.
Hoever, as IP's are rated 12 ecp, they might be a good alternative if one of your chosen K+E's is not available. IP's are only selectable after arrival.

communication design

K+E ... Int. Pathway / 10ecp / 5 contact hours per week

This course is particularly tailored for international students – entirely taught in English and compulsory for exchange students. In general it covers a wide range of design discplines and may apply typography, illustration, photography…

K+E ... Free Design / 10ecp / 5 contact hours per week

After content-related research and analysis of artistic positions students shall develop and realise concepts for their own free creative-artistic works on a given theme with corresponding assignments.

K+E ... Corporate Design / 10ecp / 5 contact hours per week

Transmission of the essential components for the development of a corporate design using the example of a brand, that has to be newly designed or a redesign. (As a result a brandbook will be developed).

K+E ... Brand and Packaging Design / 10ecp / 5 contact hours

The development of packaging concepts for fictitious or real products based on the respective brand promise and embedding in the brand communication where applicable.

K+E ... Book Design / 10ecp / 5 contact hours per week

Teaching of the essential components of book design, such as the "way of reading" after Prof. Willberg. After content-related research and analysis, concepts for a book project on a given theme will be discussed and derived from that a prototype, will be carefully thought out, designed and realised.

K+E ... Illustration / 10ecp / 5 contact hours per week

In the subject of illustration students will acquire the ability to translate different, complex topics and issues into an independent artistic visual language in a simple and pointed way. Conception, design and realisation of individual illustrations or series of illustrations for different media or means of communication will be tried out. The drawn image is the basis, the implementation can take place in all analogue and digital techniques used in the pictorial arts. As illustration is mostly embedded in a context, an interdisciplinary cooperation with other subjects is appropriate.

K+E ... Screenplay / 10ecp / 5 contact hours per week

Based on topic headlines, such as for example "neighborhood", students will develop and write stories, which will then be converted into a screenplay. Students learn to identify the components of dramaturgy and thus learn how to develop film ideas in the form of a screenplay. The screenplay, in turn, will be realised as a film.

K+E ... Editorial Design / 10ecp / 5 contact hours per week

The subject "Editorial Design" is about the staging of narrative storylines and/or complex amounts of information. When editing, the intellectual positioning as well as a multilayered penetration of the contents and communication goals is essential. On this basis, communication strategies will be conceptualised. The realisation of the conceptions comprises the whole range of analogue media and expressly includes the use of digital communication channels.

K+E ... Conceptual Design / 10ecp / 5 contact hours per week

In the subject of conceptual design design will be tried out and applied on the basis of content-related research and analysis. The focus will be on the conclusive relationship between content-related considerations, the choice of medial and design means as well as a logical formal implementation. Content-related logical structures, organisations and hieracrchies will be developed and tried out in an exemplary way. The aim of conceptual design is defined specifications, that can be expressed in programmatic design rules (style sheets, templates, themes, behaviours etc.) and play an essential role in complex projects, such as extensive publications, websites and programmes.

Skills: strengthen analytical abilities, discover the importance of logic in communication, understand the choice of media as a design-related decision, get to know programmatic design.

K+E ... Advertising / 10ecp / 5 contact hours per week

Advertising unites the acquired basic skills from the first two study semesters with a conceptual approach. The exercises are practice-oriented. After a preceding analysis of communication problems solutions will be defined and then visually designed, for example in form of a campaign. Aim of the seminar is a conceptual approach to the finding of ideas and the development of communication concepts for public and economic concerns.

K+E ... Text Design / 10ecp / 5 contact hours per week

The course deepens the basic skills in the subject and leads them to a conceptional approach by means of practical exercises. These comprise the fields of advertising, conceptual design and marketing. Types of text used in advertisement and marketing such as name findings, brand names, corporate language, headline, subhead, claim; journalistic text types. The aim of the seminar is to write and distinguish between text types, text quality and text perspective.

K+E ... Typography / 10ecp / 5 contact hours per week

Application of typographic basic skills and development of design conceptions by means of applied projects. The range includes, amongst others, appearances for typographic projects, poster projects, type design and even exhibition projects on the subject og "typography".

K+E ... Information Design / 10ecp / 5 contact hours per week

Information design connects conceptual penetration of communication tasks with media-specific implementation. The collection, evaluation and conception of and with complex informations and amounts of data will be dealt with project-specifically. Methodical user experience design, editorial information graphics and editorial or generative data visualisation approaches will be tried out. The implementation of the design concepts comprises the entire bandwidth of analogue and digital means of communication whereby particular importance will be attached to a cross-media realisation.

K+E ... Interactive Design / 10ecp / 5 contact hours per week

In the subject of interactive design communications presents itself as an instrument of exchange, participation and creation of the user. The students try out user centred design and usabilty methods to design interactive means of communication. The implementation ranges from digital and interactive appearances, websites, mobile applications to spatial installations and interventions. The subject is conveyed in close cooperation with media informatics and interaction design (physical computing).

K+E ... Audiovisual/Motion Design / 10ecp / 5 contact hours per week

Students will deal with the animation of moving pictures. They will realise a short film and apply classic animation techniques, such as: stop motion, animated films, pixilation, collage films and rotoscoping.

K+E ... Photography / 10ecp / 5 contact hours per week

Photographic conceptions for certain topics and tasks will be developed, subsequently they will be realised independently. Results can be individual images or picure series. Often, these concepts are embedded in a design context, whether in the context of book, magazine or poster designs, interactive web concepts or in the context of audiovisual projects

The actual topics of the K+E courses vary each semester. The current briefings of all available K+E courses will be published only 1 or 2 weeks prior to the semester start.

DI = Design Initiative, 5 ecp, 150 hours/semester,
forms of teaching: lecture/seminar/block course/exercise/workshop/excursion

Small design tasks will be dealt with. Topics can also be suggested by students. The contents generate themselvelves from interdisciplinary issues of the design department and are mainly university related, e.g. organising an open house. 7 – 10 different design initatives will be offered each semester, for 8 – 12 participants each.

CC / CD = Complementary courses, communication design only, 2 ecp, 60 h/semester,
forms of teaching: lecture/seminar/block course/exercise/workshop

CC_BB = Bookbinding (credits for participation, no marks):
A theoretical and practical introduction to the different bookbinding techniques. After success completion of the introduction students are eligle to use the workshop independly.

CC_AP = Artistic Printing Techniques (credits for participation, no marks):
A theoretical and practical introduction to the different printign techniques, etching... After success completion of the introduction students are eligle to use the workshop independly.

CC /OA = Complementary courses, open for all, 4 - 6 ecp,
forms of teaching: lecture/seminar/block course/exercise/workshop

CC_GerIO = German: 5 ecp/ lecture/seminar/exercise
We do offer German courses on several different levels. As we do have only very few incomings that speak German, the A1-course is normally the course with the most participants.

CC_ERB2 = Refresher course English B2: 5 ecp/ lecture/seminar/exercise
Students will learn fundamental English vocabulary necessary for success in both theirstudies and later in professional life. They will improve their reading, writing and speaking skills in English and familiarize themselves with cultural aspects of the Anglo/American working world.

CC_BCB2 = Business Creativity B2: 5 ecp/ lecture/seminar/exercise
Overall Assignment – Create your own Business Idea – Leading points:
a) WHAT? – product/ idea of concept

b) WHERE? – distribution on market (regional, national, global)
c) To WHOM? – target group
d) HOW create awareness? – marketing strategy
e) COSTS?! – pricing/ strategy – low-cost or high cost strategy

Students should already possess a good command of the English language (B2). In this course students will get an insight into basic business fundamentals, such as Marketing, Branding, Company Structures, Target Groups, Pricing, and they have to make BUSINESS themselves. Due to small idea checks and presentations they have to come up with a business idea and answer the above mentioned questions. Team-work is essential, because they will have to work in groups and turn their idea into reality. At the end they have to present their final idea and their product in front of a jury.

Subject Nomination - Communication Design

The ECTS (**E**uropean **C**redit **T**ransfer **S**ystem) is the foundation for your individual study programme and workload.

30 – 32 ECTS credits (ecp) is the maximum workload you can opt in for. However, due to possible late failures (the lecturer is ill...), time table overlaps, the initially selected subject does not meet your expectations, or whatever reason you may think of, we cannot guarantee that every course is feasible during your stay. **Therefore you should nominate at least 45 credits in order of your preference:**

Please note that a <u>maximum of two KE courses</u> can be taken during one semester (including the mandatory international KE)

Student's name: _____

Home university: _____

Code:	Subject:	Credits:
KE-Int	**KE International**	**10 ecp**

If your desired study programme comprises a German course (what it should), you must clarify with your home university whether the credits will be acknowledged (what they should). Detailed briefings for the current subject topics and the timetable will only be released during the induction week, earliest two weeks before the semester starts. **Please print this form, fill it out, sign it, have it signed by your coordinator and upload it to MobilityOnline.**

_____   _____
Signature Student   Signature exchange coordinator

Interior Architectur

Interior Architecture students can choose from different major design projects and several complementary offers:

- B 61/B62 = Spatial Design Project (10 ecp)
- CC = Complementary Courses (1 – 6ecp)

Important: Although, in terms and figures, it would be possible to choose 3 design projects (3 * 10 = 30), you will only be allowed to take two!
Examples for individual programmes may look like this:

B61 Design Project	10	B61 Design Project	10
B62 Design Project	10	B62 Design Project	10
Electives 1	03	Electives 1	03
Electives 2	03	Electives 2	03
		German/English	05
26		31	

B 61, B 62 ... Design Projects / 10 ecp / 300h / 5 contact hours per week

On the basis of a prescribed scenario or assignment, "Spatial Design" involves independently solving a technical problem by applying artistic, design and scientific methods and transferring the results into an application-oriented representation and presentation. Students will develop solutions for interior design tasks in the form of original designs and present them at the end of the course. The tasks envisage interior construction work within existing architecture, but extension and complementary architecture can also arise as part of building construction. The whole project is accompanied by individual corrections to the basic evaluation, from the preliminary design phase up to the final design solution. The development draws on all the core competences needed in the professional profile of an interior designer. In particular, the aspects of design, planning and construction are integrated and elaborated on the basis of concept representations in text and explanatory visualisations, as well as through design representations using plan drawings in all types of projection and appropriate scale, pictorial visualisations and models, plus technical and construction details with qualified planning statements about impression, construction, materiality, as well as light and colour concepts.

Learning Outcomes/Competences

The project deepens knowledge on all levels of the design and structuring of space. The aim is to develop interdisciplinary links with related design disciplines. Continual exchanges between lecturers and students in individual and group tutoring facilitates optimal knowledge transfer from lecturer to students, students to each other, and to the technical and professional facilities of university institutions, and supports the trans-disciplinary orientation of current and topical design processes.

B 63p ... Portfolio / 3 ecp / 90h / 3 contact hours per week

The seminar offers students the possibility to concretely assess their own skills and knowledge. To this end, personal projects developed during studies and practical training will be brought together and organised according to quality and applicability. The results of the analysis serve as the basis for the development of a content and design conception for a personalised portfolio. At the same time, students will learn, test and document (in a blog) techniques of visual design in experimental-practical exercises. Subsequently, they will create a personalised and comprehensive portfolio in print or digital form.

B 63i a/b ... Impromptues / 1 ecp/each / 30h

Improvisational design should inspire and boost students' creativity. Therefore, students will be assigned limited tasks that can be solved in a day or at most in a week. The tasks are, further, always novel or at least unusual, so that the designers will not orient themselves to pre-existing models. Improvisational design is always about further developing students' imagination and sense of form.

B 13 ... Digital Design 1 / 5 ecp / 120h / 3 contact hours per week

"Digital Design 1 - Digital Fundamentals of Design" provides basic design-related computer skills for the creation of spaces and objects with the aid of digital media. Students acquire skills enabling them to generate and manipulate complex geometries three-dimensionally and, using digital production technologies, to transfer them into physically constructed architectural models. Building on the intermediation of the geometric foundations of perspective in the context of descriptive geometry, the course provides basics for the creation of atmospheric design drawings and digital image editing with a thematic design assignment. The course is completed by providing presentation techniques students will need to make design drawings in the term paper for the main module "Object in Space" in print and digital form.

B 23 ... Digital Design 2 / 5 ecp / 90h / 3 contact hours per week

The course "Digital Design 2 – Conceptual Design" builds on knowledge acquired in the first semester course "Digital Design 1 – Digital Design Principles." "Digital Design 2" focuses on 3D-modeling and photo-realistic 3D visualisation, which are learned and practised by completing a simple design task. 3D-modeling covers, apart from complex and parametrically modifiable geometries in the design stage (conceptual design), digital design strategies such as folding, freeform surfaces, 2D cutting planes and tessellation. Simple, object oriented parametric design, export into CAD, as well as image editing programmes and machines for digital manufacturing complement the area of 3D-modeling. Today, designers are able to simulate, visualise and animate the appearances of spaces, objects, light and materials in a physically accurate manner. Thus, they can anticipate the real effect of their designs and can even check their functionality during the design process. In the field of photo realistic 3D-visualisation, the focus is on issues such as material, light and image composition for the generation of atmospheric visualisations. The course ends with the preparation of a comprehensive presentation of the term paper in digital and print form.

**CC /OA = Complementary courses, open for all, 4 - 6 ecp,
forms of teaching: lecture/seminar/block course/exercise/workshop**

CC_GerIO = German**: 5 ecp/ lecture/seminar/exercise**
We do offer German courses on several different levels. As we do have only very few incomings that speak German, the A1-course is normally the course with the most participants.

CC_ERB2 = Refresher course English B2**: 5 ecp/ lecture/seminar/exercise**
Students will learn fundamental English vocabulary necessary for success in both theirstudies and later in professional life. They will improve their reading, writing and speaking skills in English and familiarize themselves with cultural aspects of the Anglo/American working world.

CC_BCB2 = Business Creativity B2**: 5 ecp/ lecture/seminar/exercise**
Overall Assignment – Create your own Business Idea – Leading points:
a) WHAT? – product/ idea of concept
b) WHERE? – distribution on market (regional, national, global)
c) To WHOM? – target group
d) HOW create awareness? – marketing strategy
e) COSTS?! – pricing/ strategy – low-cost or high cost strategy

Students should already possess a good command of the English language (B2). In this course students will get an insight into basic business fundamentals, such as Marketing, Branding, Company Structures, Target Groups, Pricing, and they have to make BUSINESS themselves. Due to small idea checks and presentations they have to come up with a business idea and answer the above mentioned questions. Team-work is essential, because they will have to work in groups and turn their idea into reality. At the end they have to present their final idea and their product in front of a jury.

Subject Nomination - Interior Architecture

The ECTS (**E**uropean **C**redit **T**ransfer **S**ystem) is the foundation for your individual study programme and workload.

30 – 32 ECTS credits (ecp) is the maximum workload you can opt in for. However, due to possible late failures (the lecturer is ill...), time table overlaps, the initially selected subject does not meet your expectations, or whatever reason you may think of, we cannot guarantee that every course is feasible during your stay. **Therefore you should nominate at least 45 credits in order of your preference:**

Student's name:

Home university:

Code:	Subject:	Credits:

If your desired study programme comprises a German course (what it should), you must clarify with your home university whether the credits will be acknowledged (what they should). Detailed briefings for the current subject topics and the timetable will only be released during the induction week, earliest two weeks before the semester starts. **Please print this form, fill it out, sign it, have it signed by your coordinator and upload it to MobilityOnline.**

Signature Student   Signature exchange coordinator

Time based media

Time based media students can choose from different course groups:

Projects:

- Animation (2D/3D/Design)
- Animation (2D/3D/experimental)
- Film/TV (Design)
- Film/TV (experimental)
- Interactive Design (Design)
- Interactive Design (experimental)

Module Basis:

- Animation 2D/3D
- Film/TV, Postproduction, Editing
- Audio
- Computer Science, Interactive Design

Complementary Courses:

- German
- English
- Business Creativity
- Project Management

A normal workload comprises eg. 1 project (9 ecp) + 2 Module Basis (2x9 = 18 ecp) + German (5 ecp) = 32 ecp

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Examples for individual programmes may look like this:

Project Animation	09	Info Design	09	3D Animation	09
Project Film exp	09	Film Studio	09	Film TV Design	09
Business Creativity	05	Animation FX	09	Interactive Design	09
German	05	German	05	English B2	05
	28		32		32

BD1 (8510) Animation ... (2D/3D Design) / 9 ecp / 270h / 5 contact hours per week

Content

The students learn how to realise their own short film, animation sequence or moving image design using an animation technique that will vary depending on the project. This will result in the production of, for example, compositing and layering animations, logo and corporate animations, animated TV design, character and VFX animations, promotional clips, academic and didactic visualisations, puppet and clay modelling films, cartoon or cutout animations using manual and/or digital 2D and 3D animation techniques, or live action/animation hybrids.

Depending on the project subject, various differently weighted design fundamentals relating to creating animation applications in time-based media will be accomplished. These include:

- Concepts and visual mechanisms used in international animated films and animation examples, both current and historic
- Idea and layout, composition and design, images and text, colour and light, movement and time, cutting and editing, dramaturgy and script, sound and acoustics
- An introduction to visualisation techniques such as scribbles, storyboards and animatics
- The basics of calculation and production planning
- Using studio recording technology (e.g. animation stand, cabling, camera, video assist, animation line test plus LunchBox with stop-motion)
- Using moving image and animation software (2D programs such as After Effects or Fusion and 3D programs such as Cinema 4D or Autodesk Suite)
- Using cutting, post-production, effects and musical scoring software (e.g. Premiere, Final Cut Pro, Avid, Pro Tools, Digital Performer, Logic Audio et al.)

Learning Outcomes/Skills

Upon successful completion of the tutorial, students are able to evaluate animations with regard to practical design problems and to offer stylistic assessments, as well as reflect upon and evaluate individual and conceptional imagery appropriate to the topic, plus develop, visualise and communicate their own coherent concepts.They have the competencies to independently develop the production chain from the idea, visualisation, calculations relating to its practical and technical realisation, plus post-processing and right up to presentation.

Learning Methods:

- Lectures 35%, practical exercises 20%, independent project work 45%
- For exercises and homework, students must have access to workstations containing current 2D and 3D compositing animation software and peripheralsin the PC pool/Mac pool

Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Conception and realisation of an animation in 2D or 3D that is appropriate to the topic
- Presentation and documentation of the project results on DVD, printouts and PDF file
- Entry of project data into the archive system

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BE1 (8610) ... Animation (2D/3D exp.) / 9 ecp / 270h / 5 contact hours per week

Content

Students learn how to realise their own short film, animation sequence or moving image design using an animation technique that will vary according to the project. This will result in the production of, for example, compositing and layering animations, artistic and experimental visualisations, 2D and 3D computer animations, space and body projections, special effects and post-productions, cartoon or cutout animations using manual and/or digital animation techniques, or live action/animation hybrids.

- Depending on the project subject, various differently weighted conception, design and realisation fundamentals will be accomplished. These include:
- Discourse on current and historic cartoons and animation sequences
- Idea development and being able to penetrate problems, analysis and concept development, technological research, visualisation concepts, variation
- An introduction to visualisation techniques such as scribbles, storyboards and animatics
- Using studio recording technology (animation stand, cabling, camera, video assist, animation line test plus LunchBox with stop-motion)
- Using moving image and animation software (2D software After Effects or Fusion, as well as Cinema 4D or Autodesk Suite for 3D animations)
- Using cutting, post-production, effects and musical scoring software (Premiere, Final Cut Pro, Avid, Pro Tools, Digital Performer, Logic Audio, Cubase VST)

Learning Outcomes/Skills

In this project tutorial, students have chance to try out animation forms in free and experimental design hypotheses. This provides them with opportunity to develop and discuss innovative imagery to the same extent as innovative technical and technological concepts in the artistic/creative context of traditional and current cartoon and animation culture. Students are able to develop and reflect upon their own coherent concepts, as well as being able to evaluate and communicate the aesthetic quality of the visualisations.

They have the competencies to independently develop the production chain from the idea, visualisation, calculations relating to its practical and technical realisation, plus post-processing and right up to presentation.

Learning Methods:

- Lectures 35%, practical exercises 20%, independent project work 45%
- For exercises and homework, students must have access to workstations containing current 2D and 3D compositing animation software and peripherals in the PC pool/Mac pool

Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points: Conception and realisation of an experimental 2D or 3D animation

BD2 (8520) ... Film/TV (Design) / 9 ecp / 270h
/ 5 contact hours per week

Content

- Introduction to the development of TV and film design plus its design principles, on the basis of discourse on international examples
- The basics of brand management
- The fundamentals of moving typography, logo design, logo animation, motion graphics
- Compositing in film and TV, including, among other things, editing, multilayering, chromakey, masking, special effects, motion tracking. Tracking shots, 3D options
- Development of all steps spanning the idea to realisation, such as conception, visualisation, presentation, calculations and production
- Depending on the project subject, further introduction to current 2D and 3D compositing programs, camera, direction and editing

Learning Outcomes/Skills

Students gain the skills to be able to independently develop a design solution involving moving image sequences for film and TV, such as opening credits, image and promotional campaigns, trailers or format and programme-related TV design. On the basis of a precise briefing, they are able to develop design solutions geared to the target audience, as well as implement them by working as part of a team. They are able to reflect on and evaluate individual and conceptionally relevant imagery, as well as being able to visualise their approaches in understandable form, communicate them and present them.

Upon successful completion of this module, students are able to implement the production chain from the idea, presentation, calculations and right up to realisation and post-processing.

Learning Methods:

- Lectures 30%, project work 70%
- For exercises and project work, students must have access to workstations containing current software for creating analogue and/or digital animations (Photoshop, Illustrator, After Effects, Flash, Director or Final Cut Pro, animation stand, studio etc.) and appropriate peripherals in the PC pool/Mac pool, as well as camera, lighting and sound equipment.

Eligibility Requirements: Fundamentals
Form of examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points: Conception and realisation of a design solution for film or TV design

time based media (project)

BE2 (8620) ... Film/TV (2D/3D experimental) / 9 ecp / 270h / 5 contact hours per week

Content
Theoretical component 30%
Introduction to the history of artistic film and the fundamental topics relating to film production, development of creative components, independent development of ideas for project implementation, working on selected projects singly or in groups

Practical component 70%
Analysis of tasks, concept development, idea development, ideas presentation, preparation for shooting/production planning, shooting/production, cutting, post-production, presentation of the results

Project examples

- Free film projects
- Artistic film
- Fiction: Short film based on own ideas

Learning Outcomes/Skills

- Conception, design and realisation of a complex free or artistic film project
- Theoretical background (e.g. history, theory etc.)
- Learning or consolidating knowledge of the various fields of work involved in a film production (director/author, production/set management, camera, lighting, sound, cutting, post-production)

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Finished projects (e.g. copy that is ready for screening etc.)
- Presentation of the project results

time based media (project)

BD3 (8530) ... Interactive Design (Design)/ 9 ecp / 270h / 5 contact hours per week

Content

- An introduction to the topics of defining objectives, information space, planning structure, perception, usability as well as the technical standards for interactive applications
- Development of design principles and their definition in visual, associative, selective, ordering and evaluative variables, whilst considering their technical feasibility
- Independent supervised development of an interactive application for online and/or offline media (also in group work)
- Analysis and research (presentation)
- Information architecture and sitemap
- Navigation and layout
- Content and data preparation
- Style guide and policy
- Prototyping and technical implementation
- Depending on the topic subject, introduction to current application programs and/or scripting languages

Learning Outcomes/Skills

- Conception, design and realisation of a solution to a complex communication brief for digital, interactive media
- Analysis, problem identification and target audience-orientated hierarchisation of information and its implementation in text and image components
- Students learn systematic layout techniques and methods, as well as digital realisation options for interactive online and/or offline media.

Learning Methods:

- Lectures 30%, project work 70%
- For exercises and project work, students must have access to workstations containing current software

Eligibility Requirements: Fundamentals
Form of examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Workpieces for the project task
- Presentation of the project results

time based media (project)

BE3 (8630) ... Interactive Design (experimental)
/ 9 ecp / 270h / 5 contact hours per week

Content
The fundamentals of project development

- Research
- Introduction to the characteristics of an interactive installation or performance
- Conception, resulting from several discussion groups
- Model development
- Creation of a beta version Project development
- Development of an interactive installation or performance

Project implementation

- Exhibition and/or performance design
- Programming
- Presentation

Learning Outcomes/Skills
Starting from a common theme, students will develop individual interactive work, either as an installation or performance. Apart from design and implementation, another special focus is on the conception.

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Conception and implementation of an interactive installation or performance
- Presentation of the project results

time based media (project)

BA1 (8210) ... Animation Motion Design / 9 ecp / 270h / 6 contact hours per week

Content

An introduction to analogue, digital and experimental animation techniques

- The basics of more complex design solutions: composition, time-based typography, images, colour and light, movement and time, editing, dramaturgy and sound
- Deeper knowledge of current editing and compositing programs (After Effects, Final Cut, 2D/3D): Implementation, editing, creation of masks, layer techniques, colour correction, use of effects
- Analysis of, and discourse on, concepts and visual mechanisms used in international examples, current and historic
- Programme and format-related design in the areas of corporate motion and information design. This is for various output mediums and screen sizes, e.g. TV, web, mobile devices or spatial projections.
- Dissemination of common production pipelines: pre-production, production, post-production
- Introduction to visualisation techniques: scribbles, storyboarding, animatics
- The basics of calculation and production

Learning Outcomes/Skills

Upon successful completion of the tutorial, students are able to:

- Evaluate motion graphics and provide a stylistic assessment
- Reflect upon and evaluate individual and conceptionally related imagery relevant to the topic
- Use and name the fundamentals of screen design
- Develop, visualise and communicate their own coherent concepts
- Select and implement the most meaningful from a variety of options
- Learn and use current compositing software
- Use the production chain, from idea, presentation, calculation to realisation

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points: Conception and implementation of a time-based design solution appropriate to the subject

time based media [module basis]

BA2 (8220) ... 3D Animation / 9 ecp / 270h
/ 6 contact hours per week

Content

An introduction to the possibilities of 3D animation using current computer programs such as Cinema 4D, Maya, Blender.

- The theoretical basics of stereoscopy and immersive 360° projections, VR and AR
- Conceptual development for visual special effects, and animation, stereoscopic and immersive 360° projects, AR and VR projects
- Creation of a workflow (pipeline) for solo or group projects
- Handling, strategy and development of virtual camera and lighting setups
- Rigid body and soft body simulations, particle systems, dynamics
- Low-polygon, high-polygon modelling, sculpting
- UV layout and texturing
- Character and model rigging, expressions
- Global illumination and HDRI light reconstruction, camera tracking
- Rendering in render passes plus compositing

Learning Outcomes/Skills

Students acquire the fundamental competencies to be able to independently conceive and implement 3D, stereo 3D and immersive 360° animations and digital VFX. This includes a sound working knowledge of a piece of current 3D animation software, background knowledge on the history of 3D animation, plus knowledge of the methodological production process involved in creating a short animation project. Students are able to independently work through all the required stages, from the idea, concept design via the storyboard, to previs and animatics, from modelling to rendering of individual render passes, post-production (compositing) and finally to the finished film sequence.

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points: Short (approx. 30 secs), independently produced animation (also in group work).

time based media [module basis]

BA3 (8230) ... Animation FX / 9 ecp / 270h
/ 6 contact hours per week

Content

- The history of traditional animated film techniques
- Analysis of current and historical international examples
- Reflection on and implementation of applied and experimental film animation techniques such as cartoons, mechanical/cutout animation, clay animation, hybrid forms
- An introduction to analogue, digital and experimental techniques
- Visualisation techniques: scribbles, storyboard and animatics
- Fundamentals of production and calculation: pre-production, production, post-production

Learning Outcomes/Skills
Once this module has been successfully completed, students are able to:

- Evaluate and provide a stylistic assessment of traditional and current animation techniques
- Develop their own concepts and visualise and communicate them
- Select and implement the most meaningful from a variety of options
- Use current software
- Apply the fundamentals of post-production, both in organisation and implementation
- Use the production chain, from idea, presentation, calculation to realisation

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Conception, creation and realisation of a concrete or experimental design task
- Written presentation as PDF

BF1 (8310) ... Film Recording / 9 ecp / 270h
/ 6 contact hours per week

Content

Depending on the focus of the module, the theoretical/academic conditions will be consolidated in joint development work. (30% share)

On the basis of prescribed or jointly developed tasks, students' practical knowledge and skills with respect to film recording will be improved. The focus can change in each semester. (70% share)

Example content, fiction:

- Theoretical development of a short film (development of concept and idea, script and storyboard, cutting etc.)
  Practical production planning (calculation, preparation for shooting, production board, shooting planning etc.)
- Shooting work (working on set: camera, lighting, sound recording etc.)
- Editing

Example content, non-fiction:

- Theoretical development of a subject (source research, synopsis, treatment, concept for dramaturgy and post-production, storyboard)
- Practical production planning (location scouting, team formation, calculation, preparation for shooting)
- Shooting
- Editing

According to need, the module content will be complemented by e-learning content (e.g. movie content) and practical tutorials and workshops with specialists in the field (i.e. for camera work, lighting and sound recording).

Learning Outcomes/Skills

- Improvement of practical knowledge and skills with respect to film recording
- Consolidation of theoretical knowledge
- Independent transfer of skills/knowledge to new assignments

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Written synopsis, planned treatment, printed and as PDF
- Film of specified length plus presentation

BF2 (8320) ... Film Editing / 9 ecp / 270h
/ 6 contact hours per week

Content

Depending on the focus of the module, the theoretical/academic and historical conditions will be consolidated in joint development work. (30%)
On the basis of prescribed or jointly developed tasks, students' practical knowledge and skills with respect to film recording and editing will be improved. (70%)

The focus can change in each semester. For example, the following are offered:

- Dissemination of historical and theoretical knowledge
- Different editing approaches
- Introduction to digital editing programs,
- Cutting exercises
- Assessment and recognition of the effects of film cutting
- Use in a project

According to need, the module content will be complemented by e-learning content (e.g. movie content) and practical tutorials and workshops with specialists in the field.

Learning Outcomes/Skills

- Improvement of practical knowledge and skills with respect to editing
- Consolidation of theoretical knowledge
- Independent transfer of skills/knowledge to new assignments

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Written synopsis, planned treatment, printed and as PDF
- Film of specified length plus presentation

BF3 (8330) ... Film Studio / 9 ecp / 270h
/ 6 contact hours per week

Content

Theoretical/academic consolidation in joint development work (30%). Student's practical knowledge and skills will be improved by audiovisual studio work. (70%). The focus can change in each semester.

For example, focuses could be on:

AV studio (dissemination of historical, theoretical and practical knowledge):

- Picture direction, Lighting, Camera operation
- Cutting / Colour correction / Scoring /use in a project

Mobile HD studio (dissemination of historical, theoretical and practical knowledge):

- Lighting / Camera operation / Peripherals used in practice – use in a project

Stereoscopic studio (dissemination of historical, theoretical and practical knowledge):

- Lighting / Camera operation / Peripherals used in practice – use in a project

Sound studio: (dissemination of historical, theoretical and practical knowledge):

- Mono, stereo, surround / Sound correction / Sound editing / Effects and refinement – use in a project

According to need, the module content will be complemented by e-learning content and practical tutorials and workshops with specialists in the field.

Learning Outcomes/Skills

- Improvement of practical knowledge and skills in all aspects of studio production
- Consolidation of theoretical knowledge
- Independent transfer of skills/knowledge to new assignments

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Written synopsis, planned storyboard/cutting plan etc.
- Complete implementation plus presentation

time based media [module basis]

BF4 (8340) ... Film Post-Production / 9 ecp / 270h / 6 contact hours per week

Content

- Animation
- Cutting
- Image editing
- Techniques
- Creation of visual effects
- Colour correction
- Scoring - Keying - Compression
- Vectors and retouching masks
- Working in the 3D space
- Light and camera
- Codecs
- Import and export functions
- Motion tracking

An introduction to programs such as Adobe Photoshop, Adobe Premiere, Adobe After Effects etc.

Learning Outcomes/Skills
In the practically orientated tutorials, students learn both the basics and more advanced skills in animation, cutting and image editing. The theory of techniques required for everyday use will be taught. On the basis of practical examples, students will learn how to use the most-often used tools, as well as how to tackle the job tasks that most frequently occur. This is all accompanied by technical supervision.

Learning Methods: Lectures 30%, project work 70%
Eligibility requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Written synopsis, homework or presentation as PDF – Scoring
- Film of specified length plus presentation

time based media [module basis]

BF5 (8350) ... Audio / 9 ecp / 270h / 6 contact hours per week

Content

Theoretical consolidation:

- On the basis of selected examples from film excerpts, video clips and adverts, students will examine the different levels of efficiency in the relationship between the moving image and music. As well as interdisciplinary analyses, this will also include an introduction to, and discussion of, musical forms, the possibilities for and importance of instrumentation, musical reception histories and acoustic phenomena, all considered within the framework of the specific application.

Practical application:

- Knowledge of sound recording will be consolidated in practical exercises. Using appropriate digital editing programs, selected film sequences or short films (including from students), or other time-based media projects (e.g. animation films, teasers, jingles etc.) will be set to music. When doing so, all auditory levels (voice, sound, music) will be included in the editing work. In the area of film, this also includes sound mixing.

According to need, the module content will be complemented by e-learning content and practical tutorials and workshops with specialists in the field.

Learning Outcomes/Skills

- Improvement of students' practical knowledge and skills in all aspects of auditory design
- Consolidation of theoretical knowledge
- Independent transfer of skills/knowledge to new assignments

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Written synopsis, homework or presentation as PDF – Scoring
- Score of specified length plus presentation

BI1 (8410) ... Creative Coding / 9 ecp / 270h / 6 contact hours per week

Content

The module provides students with the opportunity to confront the problems and opportunities inherent in design for interactive applications.

- Theoretical analysis of interactive systems and applications
- Specific methods of describing highly interactive media so as to make it palpable
- Pitfalls and typical design errors
- Input and output methods/Input and output devices
- Selection of suitable data formats and integration into the application
- Basic and complex types, control structures, functions and methods
- Data structures and object orientation
- Breaking up complex processes into easily managed individual problems
- Bottom-up and top-down methods of development
- Working with external data sources, and their advantages

Learning Outcomes/Skills

Students acquire fundamental knowledge of the design and programming of interactive, dynamic applications. This includes the ability to abstract and present an idea for interaction for an application, plus the ability to judge its feasibility, along with effort required, as well as the ability to recognise and formulate flow rules.

As well as knowledge of the techniques required for dynamic page design, students will also acquire knowledge of the technical framework, such as webspace, DNS, search engines, database systems and network structures, plus online law, online safety and data protection.

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points: Programming of a website (also in groups): concept, layout, implementation

BI2 (8420) ... Code and material / 9 ecp / 270h / 6 contact hours per week

Content

- Characteristics of human/computer interaction
- Differentiation of the forms of interaction in Milgram's continuum and discourse on their characteristics and how they are transferred from reality to virtuality.
- Interaction in the 3D user interface (wayfinding, steering, pointing etc.)
- Analysis of newer types of interaction, such as tangible user interfaces, haptic interaction, native user interfaces, native interaction, pervasive computing, reactive environments, physical computing etc.
- Methods of conception and development for complex computer-based interactive applications, using innovative interfaces
- Consideration of sensors and their characteristics
- Consideration of actuators and their characteristics
- Learning to programme a platform that can request sensor data and control actuators
- Distribution of the sensor data and processing of it in abstract languages
- Application of the conception and development methods for a concrete tutorial task

Learning outcomes/Skills
Students learn the fundamentals of working with computer-based interaction features in real space. They are able to differentiate between the different types of interaction, as well as being able to assess their advantages and disadvantages, and implement them into project work.

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points: Prototypal realisation of a computer-based interactive application: concept, design, implementation

time based media [computer science]

BI3 (8430) ... Interaction / 9 ecp / 270h / 6 contact hours per week

Content

The fundamentals of project development:

- Written and oral analysis of interactive applications
- The special characteristics of usability
- Special challenges relating to interface design
- Project planning and implementation

Project development:

- Project planning and implementation
- Creation of an independent interactive project

Project implementation:

- Conception
- Design
- User guidance
- Programming

Learning Outcomes/Skills

Students learn how to create concepts for interactive applications. As part of this, the particular features of the design, user guidance and programming for interactive projects are explained and discussed.

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Development of an interactive application
- Oral and written analysis of an interactive application as PDF

BI4 (8440) ... Information Design / 9 ecp / 270h / 6 contact hours per week

Content

- The historical background of information design
- The fundamentals of perception psychology
- Fundamentals in the area of information architecture
- 'User-centred design' as a basis
- Examination of various application areas: User interfaces / Interaction design / Guidance systems / Signalling / Information graphics
- Context-related structuring
- Presentation and visualisation of complex content
- Visualisation techniques (analogue and digital)
- Creation of information graphics

Learning Outcomes/Skills

Information design describes the ability to capture and structure information for a specific user group, and to visualise it appropriately. The density of information currently available makes information design an important field of activity for media designers. They need to work in an interdisciplinary manner, integrating the humanities and social sciences, natural and engineering sciences but also economics, industry, culture and administration. The aim of the module is to present information designers with various media and application fields, and to examine them in various practical applications.

Learning Methods: Lectures 30%, project work 70%
Eligibility Requirements: Fundamentals
Form of Examination: Presentation/Project appraisal
Requirements for the Awarding of Credit Points:

- Implementation, presentation and documentation of the exercises
- Creation of project work for a specific assignment relating to information design
- Active participation in the lessons

CC /OA = Complementary courses, open for all, 4 - 6 ecp,
forms of teaching: lecture/seminar/block course/exercise/workshop

CC_GerIO = **German: 5 ecp/ lecture/seminar/exercise**
We do offer German courses on several different levels. As we do have only very few incomings that speak German, the A1-course is normally the course with the most participants.

CC_ERB2 = **Refresher course English B2: 5 ecp/ lecture/seminar/exercise**
Students will learn fundamental English vocabulary necessary for success in both theirstudies and later in professional life. They will improve their reading, writing and speaking skills in English and familiarize themselves with cultural aspects of the Anglo/American working world.

CC_BCB2 = **Business Creativity B2: 5 ecp/ lecture/seminar/exercise**
Overall Assignment – Create your own Business Idea – Leading points:
a) WHAT? – product/ idea of concept
b) WHERE? – distribution on market (regional, national, global)
c) To WHOM? – target group
d) HOW create awareness? – marketing strategy
e) COSTS?! – pricing/ strategy – low-cost or high cost strategy (

Students should already possess a good command of the English language (B2). In this course students will get an insight into basic business fundamentals, such as Marketing, Branding, Company Structures, Target Groups, Pricing, and they have to make BUSINESS themselves. Due to small idea checks and presentations they have to come up with a business idea and answer the above mentioned questions. Team-work is essential, because they will have to work in groups and turn their idea into reality. At the end they have to present their final idea and their product in front of a jury.

Subject Nomination - Time Based Media

The ECTS (**E**uropean **C**redit **T**ransfer **S**ystem) is the foundation for your individual study programme and workload.

30 – 32 ECTS credits (ecp) is the maximum workload you can opt in for. However, due to possible late failures (the lecturer is ill...), time table overlaps, the initially selected subject does not meet your expectations, or whatever reason you may think of, we cannot guarantee that every course is feasible during your stay. **Therefore you should nominate at least 45 credits in order of your preference:**

Student's name: _____

Home university: _____

Code:	Subject:	Credits:

If your desired study programme comprises a German course (what it should), you must clarify with your home university whether the credits will be acknowledged (what they should). Detailed briefings for the current subject topics and the timetable will only be released during the induction week, earliest two weeks before the semester starts. **Please print this form, fill it out, sign it, have it signed by your coordinator and upload it to MobilityOnline.**

_____   _____
Signature Student   Signature exchange coordinator