



Handbook of Modules for the Degree Programme

Information and Communication Design, B.A.

Faculty of Communication and Environment

Version 1.5

05.03.2015

Dokumentenhistorie

Version	Bemerkung
1.0	Version für die Akkreditierung
1.1	Abschnitt „Assessment Strategies and Methods“ eingefügt
1.2	Kleinere Änderungen
1.3	Redaktionelle Änderungen
1.4	Überschrift geändert (Degree Programm)
1.5	Redaktionelle Änderungen

Assessment Strategies and Methods

In consultation with the examiners, the Examination Board decides on the form of assessment and in case of a written examination on its duration, before the beginning of each course. The decisions of the Examination Board are binding and apply uniformly to all examination candidates. They are either to be announced by notices displayed on the faculty's notice board or communicated electronically (According to the General Examination Regulations, Section 14, Paragraph 1, this is sufficient).

In the first semesters the core knowledge and understanding is usually assessed through written examinations. In advanced semesters the assessment of learning outcomes is mainly focused on seminar papers, coursework reports, project work and/or oral examinations.

Index

Dokumentenhistorie	I
Assessment Strategies and Methods	II
Curriculum of the Bachelor Degree Programme Information and Communication Design, B.A.....	1
ICD_1.01 Communication Design Basics 1	2
ICD_1.02 Experimental Design	4
ICD_1.03 Drawing 1	6
ICD_1.04 Photography 1.....	8
ICD_1.05 Digital Media and Software	10
ICD_1.06 Design History	13
ICD_2.01 Communication Design Basics 2	15
ICD_2.02 Fundamentals of Typography	17
ICD_2.03 Drawing 2	19
ICD_2.04 Photography 2.....	21
ICD_2.05 Design Technologies	23
ICD_2.06 Project Management and Intercultural Competence.....	25
ICD_3.01 Media Production 1	27
ICD_3.02 Verbal and Visual Information Processing.....	29
ICD_4.01 Media Production 2	32
ICD_4.02 Design Theory	34
ICD_5.01 Media Theories	36
ICD_5.02 Entrepreneurship.....	38
ICD_6.01 Internship / Semester Abroad	41
ICD_7.01 Thesis / Presentation	43
ICD_7.02 Workshop Design Research	45
ICD_7.03 Media and Copyright Law	48
ICD_7.04 Plenum.....	50
ICD_W.01 Design Project.....	52

Curriculum of the Bachelor Degree Programme Information and Communication Design, B.A.

Code No	Module	SW	Typ						TE	CP	Sum CP	WS1	SS2	WS3	SS4	WS5	SS6	SS7								
			L	SL	S	Ex	PT	Pto																		
ICD_1.01	Communication Design Basics 1 Grundlagen des Kommunikationsdesign 1	6	6						P	5	6															
ICD_1.02	Experimental Design Basics Experimentelle Gestaltung	6	6						P	5	6															
ICD_1.03	Drawing 1 Zeichnerische Darstellung 1	4	4						P	5	4															
ICD_1.04	Photography 1 Fotografie 1	4	4						P	5	4															
ICD_1.05	Digital Media and Software Digitale Medien und Software	4	2		2				P	3	4															
ICD_1.06	Design History Designgeschichte	2	1		1				T	2	2															
ICD_2.01	Communication Design Basics 2 Grundlagen des Kommunikationsdesign 2	6	6						P	5	6															
ICD_2.02	Fundamentals of Typography Grundlagen der Typografie	6	6						P	5	6															
ICD_2.03	Drawing 2 Zeichnerische Darstellung 2	4	4						P	5	4															
ICD_2.04	Photography 2 Fotografie 2	4	4						P	5	4															
ICD_2.05	Design Technologies Design Technologies	2	2						P	2	2															
ICD_2.06	Project Management and Intercultural Competence Projektmanagement und Interkulturelle Kompetenz	4	2		2				T	5	4															
ICD_W.01	Design Project 1 Design Projekt 1	6	6						P	10	10															
ICD_W.01	Design Project 2 Design Projekt 2	6	6						P	10	10															
ICD_3.01	Media Production 1 Medienproduktion 1	3	1		2				T	2	5															
ICD_3.02	Interface Basics Interface Grundlagen	3	1		2				T	2	5															
ICD_3.02	AV-Technologies AV-Technik	2	2						T	1	2															
ICD_3.02	Verbal and Visual Information Processing Verbale und Visuelle Informationsverarbeitung	2	2						T	2	2															
ICD_W.01	Design Project 3 Design Projekt 3	6	6						P	10	10															
ICD_W.01	Design Project 4 Design Projekt 4	6	6						P	10	10															
ICD_4.01	Media Production 2 Medienproduktion 2	3	1		2				T	3	5															
ICD_4.02	Design Theory Designtheorie	4	2		2				P	5	5															
ICD_W.01	Design Project 5 Design Projekt 5	6	6						P	10	10															
ICD_W.01	Design Project 6 Design Projekt 6	6	6						P	10	10															
ICD_5.01	Media Theory Medientheorie	4	4						P	5	5															
ICD_5.02	Entrepreneurship Entrepreneurship	4	4						P	5	5															
total semester hours per week											124							CP	150	30	28	24	22	20	20	30

SWS 124
(1st to 5th sem.)

60 CP

Allocation	WS1		SS2		WS3		SS4		WS5	
	SWS	CP	SWS	CP	SWS	CP	SWS	CP	SWS	CP

ICD_WP.01	Design Projects						Sum CP
	SW	L	SL	S	Ex	PT	
	6	6					10
	6	6					10
	6	6					10
	6	6					10

List of abbreviations										
SW	L	SL	S	Ex	PT	Pto	TE	CP	SUM-CP	
Semester hours per week (Semesterwochenstunden)										
Lecture (Vorlesung)							P	10	10	
Seminaristic lecture (Seminaristische Lehrveranstaltung)							P	10	10	
Seminar (Seminar)										
Exercise (Übung)										
Practical training (Praktikum)										
Project (Projekt)										
Type of examination (Prüfungsform)										
Credit Points										
Winter semester (Wintersemester)										
Summer semester (Sommersemester)										
Examination (Prüfung)										
Certificate (Zertifikat)										

ICD_1.01 Communication Design Basics 1

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_1.01	150 h	5 CP	1 st semester	Winter semester	1 semester
Courses Seminaristic lecture: 90 h / 6 semester hours per week (SWS)		Teaching time 90 h / 6 SWS	Self-study 60 h		Planned group size 50 students
Learning outcomes / Competences and qualifications profile Students have gained experiences with assignment-oriented design and have refined and enhanced their skills and knowledge in applying text, typography, illustration and photography as means of design. They are able to realise and communicate their own concepts. They have also been introduced to the basic parameters of design and have acquired practical experience in applying them. They have developed an understanding of the tension between form, substance and their own creative outlook and are able to apply critical evaluation skills. Students are also able to organise and successfully complete creative projects within a set period of time.					
Content Practice: Task-oriented assignments in design. Working with text, typography, illustration and photography. Development and practice of students' own concepts. Discussion of creative processes. Theory: »How to find an idea«. Principles, media, tools of communication design and ways of measuring quality. Colour systems in theory and practice. Critical evaluation of professional and outstanding students' works.					
Teaching methods Practical classes and lectures					
Entry requirements None					
Types of assessment Several practical assignments during the semester					
Requirements for the award of credit points Passed assignments					
Use of module (in other study programs) –					
Weight towards final grade 3,3 %					

Person in charge of module

Prof. Christoph Zielke

Additional information

ICD_ 1.02 Experimental Design

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_ 1.02	150 h	5 CP	1 st semester	Winter semester	1 semester
Courses Seminaristic lecture: 90 h / 6 semester hours per week (SWS)		Teaching time 90 h / 6 SWS	Self-study 60 h		Planned group size 50 students
Learning outcomes / Competences and qualifications profile Students have gained first experience in creating, exploring and expressing simple contents through experimental works. They got in contact with different aesthetic means and layers of visual communication. They have practised developing and evaluating different ideas, doing basic research, realizing their concepts in a given medium, reflecting those works and presenting them to others. The students have experienced working with time limits and have learned to plan and finish their projects within such.					
Content Students work experimentally designing given topics in specific media. They use traditional and digital design techniques. The class is project-bound and process oriented, with the individual and group design processes being moderated. The major part of design work takes place during class. While designing, students experience effects of design means as composition, rhythm, contrast, colour or type in their own work and through presentations of others. Lectures cover basic aesthetic means of designing (like point, line, plane; contrast; composition; sequence and rhythm; colour; type, planar syntax), analysis of design concepts and reflection of historical and contemporary works.					
Teaching methods Practical classes and lectures					
Entry requirements None					
Types of assessment Assignments during semester					
Requirements for the award of credit points Passed design projects					
Use of module (in other study programs) –					
Weight towards final grade 3,3 %					

Person in charge of module

Prof. Jörg Petri

Additional information

ICD_ 1.03 Drawing 1

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_ 1.03	125 h	5 CP	1 st semester	Winter semester	1 semester
Courses Seminaristic lecture: 60 h / 4 semester hours per week (SWS)		Teaching time 60 h /4 SWS	Self-study 65 h		Planned group size 50 students
Learning outcomes / Competences and qualifications profile Students have familiarised themselves with a variety of key techniques and drawing approaches through practical work. They have developed an understanding for basic pictorial elements and structures and have been encouraged to explore different ways of presenting such within their works. The students are familiar with the basic concepts and challenges of composition and framing. They are introduced to different drawing media and tools and are aware of the specific possibilities and restrictions of different materials.					
Content - Drawing tools and material - Point, line, plane - Shadow, shade and light - Perspective and construction - Composition and framing techniques - Life drawing exercises of different objects, realistic and interpretative representation of different subjects.					
Teaching methods Practical classes					
Entry requirements None					
Types of assessment Assignments during semester					
Requirements for the award of credit points Passed assignments					
Use of module (in other study programs) –					

Weight towards final grade
3,3 %
Person in charge of module
Prof. Christoph Zielke
Additional information

ICD_1.04 Photography 1

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_1.04	125 h	5 CP	1 st semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminaristic lecture: 60 h / 4 semester hours per week (SWS)		60 h /4 SWS	65 h		50 students
Learning outcomes / Competences and qualifications profile					
<p>Students have been introduced to the technical principles of photography and are well trained in handling a professional camera. They have also been introduced to the basic parameters of photography and have acquired practical experience in applying them. By looking at the works of outstanding photographers they got a first overview of the broad variety of concepts. They are skilled in developing themes and know how to realize their ideas photographically. In addition to that they are able to apply basic techniques of digital post production.</p>					
Content					
<p>Practice: Development of concepts and creation of picture series on various topics.</p> <p>Theory: Essence and basic parameters of photography. Technical principles. Reflection on works and concepts of outstanding photographers. Digital post production.</p>					
Teaching methods					
Tuition in seminars and lectures					
Entry requirements					
None					
Types of assessment					
Several practical assignments during the semester					
Requirements for the award of credit points					
Passed assignments					
Use of module (in other study programs)					
–					
Weight towards final grade					
3,3 %					

Person in charge of module

Prof. Jörg Petri

Additional information

ICD_1.05 Digital Media and Software

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_1.05	125 h	5 CP	1 st semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Digital media: Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS Design software: Lecture: 15 h / 1 SWS Exercise : 15 h / 1 SWS		90 h / 6 SWS	35 h		50 DM lecture, 25 DM exercise, 25 DS
Learning outcomes / Competences and qualifications profile					
<p>Digital media</p> <p>Students have learned to assess the technical implications caused by digital representation of medial data. They have experienced technical constraints and correlations in simple projects with a focus on technology. The students are able to assess the correlation between technical parameters and aesthetic phenomena (e.g. resolution, compression and image quality). The students got an insight into different digital tools and have learned to evaluate software for specific tasks in media production.</p> <p>Design software</p> <p>Students get to know the principles of design software. They have gained an understanding of the different concepts and implications of vector-based and pixel-based design software. They are capable of choosing the most efficient software for specific design tasks. The students know the basic functions of different software-types and can use them for their design projects. The course aims to show all necessary functions of graphic design software and enables the students to independently improve their skills when facing a concrete design.</p>					
Content					
<p>Digital Media</p> <ul style="list-style-type: none"> - Digitalisation as quantising and discretising information - History of PCs - Hardware & software - Server - Networks - Bits and bytes - Analog vs. digital signals 					

- Colourspaces
- Resolution
- Digital imaging
- Image compression
- HTML, CSS
- Framebased animations
- Multimedia and multimedia authoring systems
- Interaction
- Multitouch
- Audio basics
- Printing & scanning
- Video formats
- 3d basics (multimedia and film)

Design software

This class is a workshop-course, with exercises to the following contents:

- Geometrical and drawing tools
- vector-shapes
- fills and patterns
- layers and layer-modes
- digital colour
- image manipulation
- colour correction
- functions supporting single and multi-page publications
- finalising artwork
- resolution and output

<p>Teaching methods</p> <p>Digital Media</p> <p>Lecture, exercise</p> <p>Design software</p> <p>Exercise, workshops</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed assessment</p>
<p>Use of module (in other study programs)</p> <p>–</p>
<p>Weight towards final grade</p> <p>3,3 %</p>
<p>Person in charge of module</p> <p>Prof. Jörg Petri</p>
<p>Additional information</p> <p>Literature Digital Media:</p> <p>Freeman, Eric; Robson, Elisabeth (2010): Head First HTML with CSS & XHTML. A Learner's Companion to HTML, CSS, and XHTML, New York: O'Reilly Media</p> <p>Freeman, Eric; Robson, Elisabeth (2010): Head First HTML5 Programming. Building Web Apps with JavaScript, New York: O'Reilly Media</p> <p>Siarto, Jeff (2010): Head First WordPress, New York: O'Reilly Media</p> <p>Watrall, Ethan; Siarto, Jeff (2008): Head First Web Design, New York: O'Reilly Media</p>

ICD_1.06 Design History

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_1.06	125 h	5 CP	1 st semester	Winter semester	1 semester
Courses Lecture: 30 h / 2 semester hours per week (SWS) Seminar: 30 h / 2 SWS		Teaching time 60 h / 4 SWS	Self-study 65 h		Planned group size 50 students
Learning outcomes / Competences and qualifications profile Students have gained an overview of the history of design. They have discussed the development of forms and styles in the broad context of political, cultural and social trends and have explored renowned designers' works and influential concepts. They have also gained first experience in describing and analysing design.					
Content History of design in the context of cultural, social and political developments. Focusing on the 20th century the following topics will be covered: - Arts and Crafts - Jugendstil / Art Nouveau - Deutscher Werkbund (German Association of Craftsmen) - Peter Behrens and AEG - De Stijl - Bauhaus - American design of the 40s and 50s - Scandinavian design - HFG Ulm - Dieter Rams and his design for Braun - "Die Gute Form" - Corporate Identity - Japanese design - Postmodern design					

<p>Teaching methods</p> <p>Lectures, tuition in seminars</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Passed assessment</p>
<p>Use of module (in other study programs)</p> <p>–</p>
<p>Weight towards final grade</p> <p>3,3 %</p>
<p>Person in charge of module</p> <p>Prof. Christoph Zielke</p>
<p>Additional information</p> <p>Reading:</p> <p>Armin Vit, Bryony Gomez Palacio: »Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design«, Rockport Publishers 2011</p> <p>Philip B. Meggs, Alston W. Purvis: »Meggs' History of Graphic Design«, Wiley 2005</p> <p>Stephen J. Eskilson: »Graphic Design: A New History«, Yale University Press 2007</p> <p>Richard Hollis: »Swiss Graphic Design: The Origins and Growth of an International Style«, Yale University Press 2006</p> <p>Gian Carlo Calza: »Japan Style«, Phaidon Press 2007</p> <p>Jonathan M. Woodham: »Twentieth-Century Design«, Oxford University Press 1997</p> <p>David Raizman: »History of Modern Design«, Laurence King 2004</p> <p>Helen Armstrong: »Graphic Design Theory: Readings from the Field«, Princeton Architectural Press 2009</p>

ICD_2.01 Communication Design Basics 2

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_2.01	150 h	5 CP	2 nd semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminaristic lecture: 90 h / 6 semester hours per week (SWS)		90 h / 6 SWS	60 h		50 students
Learning outcomes / Competences and qualifications profile					
Students are able to combine conceptual and creative skills. They are skilled in identifying and communicating the essence of a theme. They have learned to combine different means of design and have enhanced their skills in the actual design process. Students have also been introduced to the principles of serial design and have gained experience in applying them.					
Content					
Practise: Practical assignments like designing a single poster or poster series. Dealing with complex contents. Developing concepts of design and applying them to specific media.					
Theory: Theoretical concepts and strategies in communication design. Critical evaluation of professional and outstanding students' works.					
Teaching methods					
Practical classes and lectures					
Entry requirements					
None					
Types of assessment					
Several practical assignments during the semester					
Requirements for the award of credit points					
Passed assignments					
Use of module (in other study programs)					
–					
Weight towards final grade					
3,3 %					

Person in charge of module

Prof. Christoph Zielke

Additional information

ICD_2.02 Fundamentals of Typography

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_2.02	150 h	5 CP	2 nd semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminaristic lecture: 90 h / 6 semester hours per week (SWS)		90 h / 6 SWS	60 h		50 students
Learning outcomes / Competences and qualifications profile					
<p>Students are able to solve more complex communication tasks. They have a sound knowledge of the basic typographic principles. They can express and explore simple contents through typographic works in specific media, taking media specific aspects into account. Students have learned to combine different design means like type, illustration or photography. While designing, they consider material and technical aspects of medial production such as paper, print quality, resolutions etc. They can plan and organise their projects within a set period of time and present their works to a group.</p>					
Content					
<p>Given topics are to be expressed in typographic media using traditional and digital techniques. The class is project-bound and process oriented, with the individual and group design processes being moderated. The course structure encourages working in an iterative design process. It covers the typical alternating phases of creation, implementation, reflection and presentation.</p> <p>Theory and practise:</p> <ul style="list-style-type: none"> - History of letterforms - Typographical design concepts - Typographical parameters - Macro-, meso-, microtypography - Interoperability of typographical parameters in different media - Semantic and typographic text structures - Text perception and reading process - History of reading - Categories of text-perception 					
Teaching methods					
Practical classes and lectures					

<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Several assignments during semester</p>
<p>Requirements for the award of credit points</p> <p>Passed assignments</p>
<p>Use of module (in other study programs)</p> <p>–</p>
<p>Weight towards final grade</p> <p>3,3 %</p>
<p>Person in charge of module</p> <p>Prof. Jörg Petri</p>
<p>Additional information</p> <p>Literature</p> <p>Baines, Phil: Type and typography, New York, Watson-Guption, 2002</p> <p>Blackwell, Lewis: 20th-century type, New Haven, Conn. [u.a.], Yale Univ. Press [u.a.], 2004</p> <p>Chapell, Warren: A short history of the printed word; Hartley & Marks Publishers, Vancouver, 1999</p> <p>Lupton, Ellen: Thinking with type. A critical guide for designers, writers, editors, & students, New York, Princeton Architectural Press, 2010</p> <p>Perfect, Christopher; Rookledge, Gordon: Rookledge's International Type-Finder: The Essential Handbook of Typeface Recognition and Selection; London, Sarema; 1983</p> <p>Tschichold, Jan: The new typography. A handbook for modern designers, Berkeley [u.a.], Univ. of California Press, 2006</p> <p>Samara, Timothy: Typography workbook. A real-world guide to using type in graphic design, Beverly, Mass., Rockport, 2006</p>

ICD_ 2.03 Drawing 2

Code ICD_ 2.03	Workload 125 h	Credits 5 CP	Level of module 2 nd semester	Frequency of offer Winter semester	Duration 1 semester
Courses Seminaristic lecture: 60 h / 4 semester hours per week (SWS)		Teaching time 60 h /4 SWS	Self-study 65 h		Planned group size 50 students
Learning outcomes / Competences and qualifications profile Following „Drawing 1“, this module has extended the students' basic range of visual development approaches that can be utilized to illustrate given topics. They have explored techniques and styles of illustrative representation within their technical abilities and have been encouraged to work associatively and creatively with restrictions and limits they had to face. Practical skills have been complemented by different graphic and artistic means and the development of exercises for conceptual illustration work.					
Content - Life drawing - Character development - Figurative studies - Posing and framing - Visual analysis - Construction and deconstruction - Conceptual approach to given contents					
Teaching methods Practical classes					
Entry requirements None					
Types of assessment Assignments during semester					
Requirements for the award of credit points Passed assignments					

Use of module (in other study programs)

–

Weight towards final grade

3,3 %

Person in charge of module

Prof. Christoph Zielke

Additional information

ICD_ 2.04 Photography 2

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_ 2.04	125 h	5 CP	2 nd semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Seminaristic lecture: 60 h / 4 semester hours per week (SWS)		60 h /4 SWS	65 h		50 students
Learning outcomes / Competences and qualifications profile					
Students have gained the practical, creative and technical knowledge necessary for the development and realization of picture series. They have explored a broad variety of photographic expressions and are able to develop different approaches. They have discussed the principles of composition and are trained in combining conceptual and creative skills. By presenting and communicating their ideas to others they have advanced their critical evaluation skills.					
Content					
Practice: Development of concepts and creation of picture series on various topics.					
Theory: Disciplines and styles in photography. Principles of composition.					
Teaching methods					
Tuition in seminars and lectures					
Entry requirements					
None					
Types of assessment					
Several practical assignments during the semester					
Requirements for the award of credit points					
Passed assignments					
Use of module (in other study programs)					
–					
Weight towards final grade					
3,3 %					
Person in charge of module					
Prof. Jörg Petri					

Additional information

ICD_ 2.05 Design Technologies

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_ 2.05	125 h	5 CP	2 nd semester	Summer semester	2 semester
Courses		Teaching time	Self-study		Planned group size
Printing technologies: lecture: 30 h / 2 semester hours per week (SWS) Bookbinding: Exercise: 30 h / 2 SWS		60 h / 4 SWS	65 h		PT: 50 students BB: 25 students
Learning outcomes / Competences and qualifications profile					
<p>Printing technologies</p> <p>Students are familiar with the prevalent printing technologies used in industrial and graphic arts contexts. They know about advantages, disadvantages, material and technical limitations of those technologies and have an insight into the relevant processes, necessary preparations, postproduction and finishing features. They know about the necessary quality standards for digital artwork and are capable of producing print-data conform to current industry standards.</p> <p>Bookbinding</p> <p>The students know how paper is produced manually as well as industrially. They can differentiate between the relevant attributes of different kinds of papers, and know which consequences the choice of a specific paper has for design, printing and postproduction. They are capable of binding small multi-page-publications in several ways and have practised different techniques of adhesive and non-adhesive bindings. They know about the implications, benefits and restrictions of different bindings and about things to consider in the design and printing process.</p>					
Content					
<p>Printing technologies</p> <p>Offset printing, silkscreen, gravure and letterpress printing, paper production, paper handling, quality characteristics of paper, inks, environmental challenges of the printing industry, printing data structures, data workflows, data formats, industry standards (e.g. PDF, PDF X3), creation and export of PDF from current design software</p> <p>Bookbinding</p> <p>This is a hands-on-class and gives an overview over different kinds of binding and multi-page-collection technologies and methods. It covers the different stages of paper production, ways of bindings and how industry-typical binding-tools and -machines work. It teaches the use of book binding tools (as far as possible in a non-industrial environment), methods and concepts of different workflows, work preparation, optimal working conditions, precise and clean working.</p>					

Students are explicitly taught the potential dangers of injury by the different tools used.

Teaching methods

Printing technologies

Lectures, exercise, presentation of printed examples

Bookbinding

Exercise

Entry requirements

Bookbinding

General safety instructions for studio-use (or workshop-use), safety instructions for bookbinding tools

Types of assessment

Printing technologies

Graded examination

Bookbinding

Binding exercises

Requirements for the award of credit points

Passed assessments

Use of module (in other study programs)

–

Weight towards final grade

3,3 %

Person in charge of module

Prof. Jörg Petri

Additional information

ICD_2.06 Project Management and Intercultural Competence

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_2.06	150 h	5 CP	2 nd semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Lecture: 30 h / 2 semester hours per week (SWS)		60 h / 4 SWS	90 h		Lecture: open
Exercise: 30 h / 2 SWS					Exercise: 40 students
Learning outcomes / Competences and qualifications profile					
<p>Students know about the importance of project management in today's world. They have developed the skills to plan and conduct projects. In addition to this they have acquired knowledge and skills on how to develop a professional presentation. Students experienced dynamics and pitfalls of team work in projects and gained some routine in presenting and communicating results.</p>					
Content					
<ul style="list-style-type: none"> - Defining the project and its scope - Developing the project plan (defining work packages, setting milestones, developing flow charts and network plans) - Scheduling the project - Building, leading, and managing a project team - Managing resources - Monitoring project performance - Controlling the project and managing risk - International projects - Project closure and documentation - Presenting to an audience - Developing the presentation (developing the material, structuring the presentation, use of presentation software, preparation) - Presentation techniques and visual aids 					

<p>Teaching methods</p> <p>Lectures, accompanied by exercises in which students conduct their own projects (case studies) and present their results</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Certificate (Testat)</p>
<p>Requirements for the award of credit points</p> <p>Participation in a project (case study), final presentation and report</p>
<p>Use of module (in other study programs)</p> <p>Same module in "Environment and Energy", "Industrial Engineering - Specialization Communication and Information Engineering", "Information and Communication Design", "International Business and Social Sciences" and "Mobility and Logistics"</p>
<p>Weight towards final grade</p> <p>None (ungraded)</p>
<p>Person in charge of module</p> <p>Prof. Dr. Daniel H. Scheible</p>
<p>Additional information</p> <p>Reading:</p> <p>Heerkens, G. R. (2002): Project Management. New York: McGraw-Hill.</p> <p>Hillson, D. (2009): Managing Risk in Projects. Farnham; Burlington: Gower.</p> <p>Larson, E. W. / Gray, C. F. (2011): Project Management. The Managerial Process. 5th edition. New York: McGraw-Hill.</p> <p>Raynolds, G. (2008): Presentation Zen. Simple Ideas on Presentation Design and Delivery. Berkeley: New Riders.</p> <p>Stanton, N. (2009): Mastering Communication. 5th edition. Basingstoke; New York: Palgrave Macmillian.</p>

ICD_3.01 Media Production 1

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_3.01	135 h	5 CP	3 rd semester	Summer semester	2 semester
Courses		Teaching time	Self-study		Planned group size
Interface Basics: Lecture: 15 h / 1 semester hour per week (SWS) Exercise: 30 h / 2 SWS AV-Technologies: Lecture: 15 h / 1 SWS Exercise: 30 h / 2 SWS Workshop Printing: Exercise: 30 h / 2 SWS		120 h / 8 SWS	15 h		25 students
Learning outcomes / Competences and qualifications profile					
<p>Interface Basics</p> <p>The students have gained knowledge of the basic technologies of contemporary interface/web design. They can plan and realize basic projects independently. The students know about the possibilities and restraints of different tools and technologies. They can name and evaluate advantages, disadvantages and technical implications of the use of different technical solutions for their design tasks.</p> <p>AV-Technologies</p> <p>The students have gained knowledge of the possibilities and basic functions of editing streamed audio/video-media. They have experienced different video/audio standards and formats, and can name typical use cases. They know about the aesthetical implications of varying different parameters (e.g. resolution, frame rate, compression) and are capable of planning and realizing simple projects independently.</p> <p>Workshop Printing</p> <p>Students can name relevant printing technologies in industrial and graphic arts contexts. They can plan the necessary steps to create a simple print work and have managed to realize this work during class. Each student has experienced the production of exemplary work in at least three basic printing techniques (such as planographic, gravure, screen printing or letterpress). They have worked with physical ink and can evaluate the differences between different inks and colours used (opaque or transparent inks, varnish) and the qualitative differences between digital and "physically made" prints.</p>					

<p>Content</p> <p>Interface Design</p> <p>“Web 1.0”, “Web 2.0”, HTML 5, CSS 3, client- and serverside interaction, basics of animation in interaction, students realize an exemplary project during class</p> <p>AV-Technologies</p> <p>Cutting and editing capabilities of Audio/Video software (e.g. FinalCut, Adobe Premiere), students realize an exemplary project during class</p> <p>Workshop Printing</p> <p>Workshop printing is a hands-on-class and gives an overview over different printing processes that can be carried out by the students themselves. Students print simple, self designed examples in various printing processes like linoleum cut, etching or silk screen.</p> <p>Students are explicitly taught the potential dangers of injury by the different tools used.</p>
<p>Teaching methods</p> <p>Lecture, three-phase-teaching, exercises</p>
<p>Entry requirements</p> <p>General safety instructions for studio-use (or workshop-use), safety instructions for specific machines and tools</p>
<p>Types of assessment</p> <p>Certificate (Testat)</p>
<p>Requirements for the award of credit points</p> <p>Passed assessments</p>
<p>Use of module (in other study programs)</p> <p>–</p>
<p>Weight towards final grade</p> <p>3,3 %</p>
<p>Person in charge of module</p> <p>N. N., Prof. Jörg Petri</p>
<p>Additional information</p>

ICD_3.02 Verbal and Visual Information Processing

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_3.02	150 h	5 CP	3 rd semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Language and Text: Lecture: 30 h / 2 semester hours per week (SWS) Perception Psychology: Lecture: 30 h / 2 SWS		60 h / 4 SWS	90 h		50 students
Learning outcomes / Competences and qualifications profile					
<p>Language and Text</p> <p>Students are capable of differentiating between different types, styles and registers of texts. They can create texts of a particular kind and express themselves creatively within a given textual context. The students have developed the essential knowledge and tools to communicate more effectively in written texts and presentations.</p> <p>Perception Psychology</p> <p>Students have a sound knowledge of the physiology and basic processes of visual perception as well as related cognitive processes like attention and visual word perception. They can evaluate the consequences of cognition processes for the reception of their own design work. When discussing design works, they can evaluate different means of design and can argue in favour of those which suit human perception capabilities best and therefore communicate most efficiently.</p>					
Content					
<p>Language and Text</p> <ul style="list-style-type: none"> - Different fields and media using texts - Text types, style and registers - Oral and written use of language - Design specific vocabulary <p>Perception Psychology</p> <ul style="list-style-type: none"> - Introduction to psychology: evolution, neurons, behaviour - Physiology of the human visual system (eyes and visual cortex) - Cognitive processes of sensation, attention, perception and recognition, conscious awareness, automated 					

<p>and controlled processes, cognitive load</p> <ul style="list-style-type: none"> - Visual attention and search - Visual pathways (the where-and-what-system, dorsal and ventral streams) - Theories of Perception (Gibsons, Marr) - Gestalt laws and perceptual organisation - Visual illusions - Colour perception (and colour blindness) - Recognising two-dimensional objects - Visual word recognition - Face recognition (connectionist IAC models) - Recognition of three dimensional objects - Depth and size perception
<p>Teaching methods</p> <p>Language and Text</p> <p>Lecture, writing and speaking exercises</p> <p>Perception Psychology</p> <p>Lecture, case studies, discussion of design examples</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Language and Text:</p> <p>Certificate (Testat)</p> <p>Perception Psychology:</p> <p>Written examination</p>
<p>Requirements for the award of credit points</p> <p>Passed examination</p>
<p>Use of module (in other study programs)</p> <p>–</p>

Weight towards final grade

3,3 %

Person in charge of module

Prof. Jörg Petri

Additional information

Literature

Bruce, Vicki; Green, Patrick R. (1985): Visual perception: physiology, psychology and ecology, Taylor & Francis, London

ICD_4.01 Media Production 2

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_4.01	135 h	5 CP	4 th semester	Summer semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Interface Design: Lecture: 15 h / 1 semester hour per week (SWS) Exercise: 30 h / 2 SWS Motion Design: Lecture: 15 h / 1 SWS Exercise: 30 h / 2 SWS		90 h / 6 SWS	45 h		25 students
Learning outcomes / Competences and qualifications profile					
<p>Interface Design</p> <p>The students have gained an understanding of different interaction concepts and the technical tools used in interface design projects. They can evaluate different technologies for specific design tasks. They can produce and evaluate prototypes and know different prototyping and user-centred approaches. They have gained the necessary knowledge to efficiently communicate with experts in the field and point out the design specific parameters.</p> <p>Motion Design</p> <p>The students know the possibilities and functions of animation and authoring software. They can evaluate different technical approaches to concrete animation and motion design tasks. They can choose and combine works of different types of graphic design software in a single project and know the technical and aesthetical implications of their choices. They are capable of planning, organizing and realizing simple workflows and production chains independently. They have gained the necessary knowledge to efficiently communicate with experts in the field and point out the design specific parameters.</p>					
Content					
<p>Interface Design</p> <ul style="list-style-type: none"> - "Web 2.0" - HTML 5 - CSS 3 - Interaction - Animation control - Prototyping methods 					

<ul style="list-style-type: none"> - Tentable devices and multitouch interaction - Adobe Flash - HTML 5 authoring environments <p>Students realize an exemplary project during class</p> <p>AV-Technologies</p> <ul style="list-style-type: none"> - Digital Animation - Advanced cutting and editing capabilities of animation/audio/video/authoring software (e.g. Adobe AfterEffects, Adobe Flash, FinalCut, Adobe Premiere) - Animation/production data formats and workflows <p>Students realize an exemplary project during class</p>
<p>Teaching methods</p> <p>Lecture, exercises</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Certificate (Testat)</p>
<p>Requirements for the award of credit points</p> <p>Passed assessments</p>
<p>Use of module (in other study programs)</p> <p>–</p>
<p>Weight towards final grade</p> <p>None (ungraded)</p>
<p>Person in charge of module</p> <p>N.N.</p>
<p>Additional information</p>

ICD_4.02 Design Theory

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_4.02	150 h	5 CP	4 th semester	Summer semester	1 semester
Courses Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		Teaching time 60 h / 4 SWS	Self-study 90 h		Planned group size 50 students
Learning outcomes / Competences and qualifications profile Students have been introduced to theoretical concepts fundamental to designing. The students are sensitized for different approaches to design and designing. By reflecting historic and contemporary models and theories they are capable of critically reflecting contemporary design and aesthetic aspects of visual culture. They can discuss and reflect design decisions within the socio-historical context. Students can use, communicate, present and discuss the aesthetic, conceptual and spiritual qualities of design styles and processes. They know different contemporary design methods and can evaluate their use for specific design tasks. Students have practised their analytical and scientific writing skills.					
Content Introduction to design-affine theories such as semiotics, communication theory, media theory, content-analysing disciplines and aesthetics. Practical use and case studies on concepts like modernism, postmodernism, international style, user-centred-design or retro-design. Students reflect on how theoretical approaches and concepts can influence practical design work. Exemplary design methods: Brainstorming, paper prototype, Wizard-of-Oz-Method, Walt-Disney-Method, mental-models, cognitive maps, affinity maps, moodboards.					
Teaching methods Lecture, presentations					
Entry requirements None					
Types of assessment Graded examination					
Requirements for the award of credit points Passed assessment					

Use of module (in other study programs)

–

Weight towards final grade

3,3 %

Person in charge of module

N.N.

Additional information

ICD_5.01 Media Theories

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_5.01	150 h	5 CP	5 th semester	Winter semester	1 semester
Courses Lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h / 2 SWS		Teaching time 60 h / 4 SWS	Self-study 90 h		Planned group size 50 students
Learning outcomes / Competences and qualifications profile Students are capable of critically reflecting contemporary and historical media. They have gained an understanding fundamental questions and philosophical problems on media and mediality. Following the examples of different medial concepts in traditional and contemporary literature, they are able to reflect the relevance and effects of media on society, everyday life and on the design world. The students have been introduced to various perspectives on media. They have gained media literacy as well as media competencies and have practised their scientific and research working skills.					
Content The class focuses on basic, contrasting theories of media, which are interpreted and contextualised with the students' presumptions on media and contemporary discourses on/in media and design. The theoretical concepts are reflected by the interpretation and analysis of contemporary media phenomena. The class introduces the dichotomic concepts of medial transparency and opacity, and designed media as oscillating between both phenomena.					
Teaching methods Lecture, discussion, presentation					
Entry requirements None					
Types of assessment Graded examination					
Requirements for the award of credit points Passed assessment					
Use of module (in other study programs) –					

Weight towards final grade

3,3 %

Person in charge of module

Prof. Jörg Petri

Additional information

Gordon, W. Terrence: McLuhan. A guide for the perplexed, Continuum, New York, 2010

Luhmann, Niklas: The reality of the mass media, Polity Press, Cambridge, 2000

McLuhan, Marshall: The Gutenberg galaxy: the making of typographic man, University of Toronto Press, Toronto, 1962

McLuhan, Marshall: The medium is the message: an inventory of effects, Penguin, Harmondsworth, 1967

McLuhan, Marshall: Understanding Media, Routledge, London, 2010 (first edition: 1964)

Moores, Shaun: Media/theory. Thinking about media and communications, Routledge, New York, 2005

Couldry, Nick: Media, Society, World: Social Theory and Digital Media Practice, Polity Press, London, 2012

ICD_5.02 Entrepreneurship

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_5.02	150 h	5 CP	5 th semester	Winter semester	1 semester
Courses Lecture: 60 h / 4 semester hours per week (SWS)		Teaching time 60 h / 4 SWS	Self-study 90 h		Planned group size 75 students
<p>Learning outcomes / Competences and qualifications profile</p> <p>This is a very applied course aiming to teach students relevant aspects before becoming self employed or starting a business. Successful students are able to convincingly present a business idea, explain the company's vision and point out in which way it differs from competitors. Students are able to choose the most appropriate corporate form of business and write a business plan in excel. They can also list public incentives for start-ups in Germany and name typical characteristics of successful start-ups.</p> <p>They can handle basic double-entry bookkeeping and set up an income statement as well as a balance sheet. They can perform product costing using different methods, can explain methods for customer acquisition and are aware of the importance human resource management and leadership have for startups with employees. Students can explain some pitfalls of starting up a business and know about the economic and administrative consequences of insolvency.</p>					
<p>Content</p> <ul style="list-style-type: none"> - Idea generation, basic market research to validate business idea - Corporate strategy: Vision, mission, differentiation from competitors/unique selling proposition - Presenting the own business idea in a short and convincing manner - Choosing the most suitable corporate form of business for the start-up; economic consequences of corporate form of business - Business planning: Including all relevant sources of revenue and cost and taking realistic assumptions, efficient excel modelling - Public programs for start-up incentives / promotion of start-ups in Germany - Sources of start-up financing end evaluation of those; sources of financing for the growing start-up - Basics of bookkeeping: Double entry bookkeeping, basics of accrual accounting, setting up an income statement and a balance sheet - Basics of product costing and pricing strategies - Basics of taxation for start-ups and small business - Basics of controlling for entrepreneurs 					

<ul style="list-style-type: none"> - Customer acquisition, marketing - Basics of human resource management and leadership for start-ups and small business - Case studies of successful start-ups / characteristics of successful start-ups - Company succession - Insolvency / Common reasons for failure
<p>Teaching methods</p> <p>The course is mainly taught in lectures. These will be accompanied by smaller group works, student presentations and if possible also PC sessions to demonstrate business planning in excel.</p>
<p>Entry requirements</p> <p>None</p>
<p>Types of assessment</p> <p>Graded examination</p>
<p>Requirements for the award of credit points</p> <p>Module examination grade 4.0 or better</p>
<p>Use of module (in other study programs)</p> <p>Same module in "Environment and Energy" and "Information and Communication Design"</p>
<p>Weight towards final grade</p> <p>None (ungraded)</p>
<p>Person in charge of module</p> <p>Prof. Dr. Rosemarie Koch, Prof. Dr. Kai Tiedemann, N.N. (ICD)</p>
<p>Additional information</p> <p>Literature:</p> <p>Bragg, S. M. (2011): Bookkeeping Essentials. Hoboken: Wiley & Sons.</p> <p>Drury, C. (2009): Management Accounting for Business. 4th edition, Andover: Cengage Learning EMEA.</p> <p>Harvard Business School Press: Creating a Business Plan: Expert Solutions to Everyday Challenges. New York: McGrawHill.</p> <p>Kelly, J.; Barrow, P.; Epstein, L. (2011): Bookkeeping. 2nd edition. Chichester: Wiley & Sons.</p> <p>Livingstone, J. (2008): Founders at Work: Stories of Startups' Early Days (Recipes: a Problem-Solution Ap). New York: Apress.</p>

Morris, M. (2008): Starting a Successful Business: Start Up and Grow Your Own Company (Starting a Successful Business: Start Up & Grow Your Own Company). London: Kogan Page.

Powers, M.; Needles, B. E.; Crosson, S. V. (2010): Financial and Managerial Accounting Principles. 9th edition
Andover: Cengage Learning EMEA.

ICD_6.01 Internship / Semester Abroad

Code ICD_6.01	Workload 900 h	Credits 30 CP	Level of module 6 th semester	Frequency of offer Summer or winter semester	Duration 1 semester
Courses		Teaching time	Self-study 900 h		Planned group size Open
Learning outcomes / Competences and qualifications profile					
<p>The internship module has enabled students to apply their knowledge in a practical setting. Students have gained insights into a company and into specific practical fields. During their stays as interns they have worked on different tasks in the companies and have taken on responsibility for certain topics.</p> <p>Students having opted for a semester abroad have gained intercultural competencies. They have improved their foreign language skills or have even studied a new foreign language, have learned how to get along in a foreign educational system and have worked with other students and teaching staff of different nationalities.</p>					
Content					
Depending on internship company or university abroad. Topics will be discussed beforehand with teaching staff of Rhine-Waal University of Applied Sciences.					
Teaching methods					
Entry requirements					
89 credit points achieved					
Types of assessment					
Certificate (Testat)					
Requirements for the award of credit points					
<p>20 weeks of internship have to be completed. Splitting these 20 weeks into parts is not possible. An internship report and a presentation which have to meet quality criteria have to be delivered.</p> <p>In case of a semester abroad at least 10 ECTS have to be earned at the foreign university which is based in a non-German speaking country. Exceptions can be made in cases in which the success of the semester abroad is defined in a different way.</p>					

Use of module (in other study programs)

Same module in "International Business and Social Sciences", "Industrial Engineering - Specialization Communication and Information Engineering", "Information and Communication Design", "Environment and Energy", and "Mobility and Logistics"

Weight towards final grade

None (ungraded)

Person in charge of module

All professors of the faculty

Additional information

ICD_7.01 Thesis / Presentation

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_7.01	470 h	15 CP	7 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Thesis Presentation		Depending on need and demand			
Learning outcomes / Competences and qualifications profile					
Students are able to solve complex assignments in Communication Design independently. They can research and critically analyse a topic and draw their own conclusions. They have gained the skills to develop and realize innovative concepts and are able to communicate and present them clearly and professionally.					
Content					
Every student works on a complex assignment in Communication design with the aim to develop his own innovative solution. This task includes all aspects of professional work from research and the first draft to its final realization. Complementing the practical work, students work out a theoretical paper, which documents and explains their conceptual and creative approach. At the end of the semester students are going to present their work to the university's public.					
Teaching methods					
Individual supervision					
Entry requirements					
Successful completion of all modules of the first six semesters					
Types of assessment					
Thesis project, theoretical paper, presentation					
Requirements for the award of credit points					
Passed assignment					
Use of module (in other study programs)					
Weight towards final grade					
9,9 %					
Person in charge of module					
Prof. Jörg Petri, Prof. Christoph Zielke, N.N.					

Additional information

ICD_7.02 Workshop Design Research

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_7.02	150 h	6 CP	7 th semester	Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Design Research Methods: Seminaristic lecture: 15 h / 1 semester hour per week (SWS) Exercise : 30 h / 2 SWS Scientific Writing and Text Work: Seminaristic lecture: 15h / 1 SWS Exercise: 30 h / 2 SWS		90 h / 6 SWS	60 h		50 students
Learning outcomes / Competences and qualifications profile					
<p>These very applied workshop-classes provide and summarize methods to monitor and reflect the B.A. thesis projects. Students are capable to choose appropriate research, design and creativity techniques and methods for their B.A. thesis projects.</p> <p>Design Research Methods</p> <p>This class is a repetition and summary of design approaches and creativity methods covered during the course of studies. Students can evaluate the suitability of different methods for their own thesis and discuss their findings with others.</p> <p>Scientific Writing and Text Work</p> <p>Students are capable of communicating the process and results of their design work in an appropriate written form. They have learned to write effectively, concisely and clearly. The students are reminded of the various sources of information and research possibilities inside and outside the university. They know the principles and guidelines of scientific writing and can prepare a manuscript accordingly. They can produce textual contents for their design works in an appropriate form and document their works in form of a written text.</p>					
Content					
Design Research Methods <ul style="list-style-type: none"> - Creativity techniques e.g. brainstorming, Walt-Disney-method, moodboards, collaborative sketching, storyboarding, persona-approach <ul style="list-style-type: none"> - Data collection methods e.g. empathy maps, crowd-sourcing, use-case-modelling, flow charts, event-modelling, semantic differential <ul style="list-style-type: none"> - Prototyping methods 					

e.g. click-dummies, paper-prototypes, wizard-of-oz, handling analysis, production dummies

Scientific Writing and Text Work

- Scientific working and writing
- Writing techniques and styles
- Organising design and writing process
- Sources and research
- Data collection and analysis
- Questionnaires
- Quotes and references
- Thesis outline, structure and drafts
- Abstract and introduction
- Iterative writing
- Editing and publishing design works and texts
- Text work for submission to awards

Teaching methods

Lectures, presentations, practical exercises, discussions

Entry requirements

Types of assessment

Certificate (Testat)

Requirements for the award of credit points

Passed assessments

Use of module (in other study programs)

–

Weight towards final grade

None (ungraded)

Person in charge of module

N.N.

Additional information

ICD_7.03 Media and Copyright Law

Code ICD_7.03	Workload 45 h	Credits 3 CP	Level of module 7 th semester	Frequency of offer Winter semester	Duration 1 semester
Courses Lecture: 30 h / 2 semester hours per week (SWS)		Teaching time 30 h / 2 SWS	Self-study 15 h		Planned group size 50 students
Learning outcomes / Competences and qualifications profile The course covers legal issues when working as a designer or in the creative industry. Students are capable of assessing their legal position and the legal consequences of their work.					
Content <ul style="list-style-type: none"> - Contract law - Liability - Copyright law - IT-, e-commerce and online-law - Intellectual property rights - Trademarks - Media- and image laws - Right to own image - Disclosure 					
Teaching methods Lecture, case-studies, discussion					
Entry requirements					
Types of assessment Certificate (Testat)					
Requirements for the award of credit points Passed examination					

Use of module (in other study programs) –
Weight towards final grade None (ungraded)
Person in charge of module N.N.
Additional information

ICD_7.04 Plenum

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_7.04	150 h	5 CP	7 th semester	Winter semester	1 semester
Courses Seminaristic lecture: 30 h / 2 semester hours per week (SWS) Exercise: 30 h /2 SWS		Teaching time 60 h / 4 SWS	Self-study 90 h		Planned group size 25 students
Learning outcomes / Competences and qualifications profile Students have presented their design process, methods and results iteratively. They have received feedback, mentoring and orientation for their thesis-projects. They are able to use appropriate means to communicate their state of work, design process as well as questions and potential difficulties. They have collected and documented feedback and have evaluated resulting options for their further designs. The students have learned to analyse and reflect works of others and discuss design alternatives. They are capable of giving feedback and criticism in a fair way so that it can be easily accepted by others.					
Content - Iterative presentations - Group discussions - Moderation of group discussions - Collaborative analysis					
Teaching methods Presentations, discussions					
Entry requirements 175 CP (including semester abroad/internship)					
Types of assessment Certificate (Testat)					
Requirements for the award of credit points Passed examination					
Use of module (in other study programs) –					

Weight towards final grade

None (ungraded)

Person in charge of module

Prof. Jörg Petri, Prof. Christoph Zielke, N.N.

Additional information

ICD_W.01 Design Project

Code	Workload	Credits	Level of module	Frequency of offer	Duration
ICD_W.01	300 h (each project)	10 CP (each project)	3 nd - 5 nd semester	Summer and Winter semester	1 semester
Courses		Teaching time	Self-study		Planned group size
Conceptual Design		90 h / 6 SWS	210 h		30 students
Knowledge Communication		(each project)	(each project)		
Interdisciplinary Projects (each project = 90 h / 6 semester hours per week (SWS) seminaristic lectures)					
Learning outcomes / Competences and qualifications profile					
<p>Students are able to find independent, unique and competent solutions to complex assignments in communication design. They are skilled in approaching tasks by applying various design concepts and techniques. They have learned to question established strategies and to look for innovative ideas. Students are capable of developing design concepts to convey complex information. They realize the technical implications of their design-decisions, have experienced the restrictions within specific media and are capable of finding aesthetically as well as technically appropriate solutions. By working on third party founded projects and in teams they were able to put theory into practice, and train their capacity for teamwork. Students can organize complex design projects and carry them out within a set period of time. They have acquired the skills to communicate their concepts clearly and have gained experience in presenting and documenting their work and ideas.</p>					
Content					
<p>Development of complex concepts in Communication Design. Every semester students can choose two projects from the following subject areas:</p> <p><i>Conceptual Design</i> Development of cross-media design and communication concepts</p> <p>Conceptual design always starts with a particular communication task. The choice of media and means depends on theme and idea. The aim is to make content understandable on a rational and emotional level.</p> <p>Content in detail: Research, strategic thinking, cross-media design concepts and individual applications, integrated communication and campaign, management of complex design projects, discussion of the interdependencies of strategy, design, brand and identity, communication of concepts and presentation.</p>					

Knowledge Communication

Development of design concepts for content-driven publications

These projects enable students to analyze, structure and visualize complex, interrelating information. They intend to teach students to elaborate appropriate contents on a given topic and to communicate such information adequately. Knowledge communication covers typical layout parameters of complex publications (digital or paper-bound). Students are meant to experience their interoperability when designing. The course also focuses on media specific and technical implications of design decisions. Knowledge communication projects cover a variety of areas such as editorial design, web-design, book design, info-graphics, e-learning or edutainment.

Interdisciplinary Project

Research oriented or practical project work in cooperation with other study programs

The interdisciplinary work aims at developing innovative products and services from scratch. The designers will cooperate with the study programs E-Government, Media Communication and Computer Science, Mobility and Logistics, Environment and Energy, International Business and Social Sciences, Psychology (Arbeits- und Organisationspsychologie), Industrial Engineering and Usability Engineering.

The projects' interdisciplinary scope enables students to discover new topics and gather practical experiences in different fields. The contents differ between projects and depend on the study programs which are involved in the project team as well as on the teaching staff's background. Depending on students' backgrounds lectures and workshops on different topics will be included in this module. This means that students who are part of an environmental project may visit selected lectures in the study program "Environment and Energy" or students working on a marketing project may visit selected lectures from "International Business and Social Sciences" for example.

During their study program students will attend six projects. They are obliged to choose two interdisciplinary projects and at least one from the other two subject areas. Remaining projects may be chosen without restriction.

Teaching methods

Practical classes and lectures

Entry requirements

Types of assessment

Practical assignments

Requirements for the award of credit points

Passed Assignments

Use of module (in other study programs)

–

Weight towards final grade

6,6 % (each project))

Person in charge of module

Prof. Jörg Petri, Prof. Christoph Zielke, N.N.

Additional information