

Design B.A., Media and Communication Design



Objectives of the Design Bachelor programme

	Knowledge / Expertise (academic / practical)	Skills / method competence (academic / practical)	Competences / social and self- competence
All	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society.	Ability to capture complex tasks and develop creative and sustainable solutions.	Self-reflection and faculty of judgment to continuously grow in a dynamic, international working world.
DE	Advanced knowledge of current and established design theories and methods, as well as their effects on different media, devices and communication situations.	Advanced skills to plan and produce a design project and evaluate and develop it from an entrepreneurial perspective.	Ability to incorporate creative content into a team and communicate the design processes to their stakeholders in a convincing way.



Structure of modules within Design B.A.

Key competencies (all programmes)

Interdisciplinary modules (across programmes)

Programme specific modules

Track specific modules

Individualised modules

7 Modules 5 Modules

13 Modules

6 Modules

3 Modules

Modules of Media and Communication Design

7 Key competencies (all programmes)

Language Proficiency and Intercultural Sensitivity - WE Academic Writing and Research – PT (Portfolio) Intercultural Communication - PT Project Management - WE Digital Technologies - PT Communication Skills - OE Entrepreneurship - OE

5 Interdisciplinary modules

Screenplay and Dramaturgy - PT Innovation by Design - WE Editorial Design - PT Audiovisual Media - PT Storytelling - OE (Poster)

3 Individualised module

Student Initiative Project Internship Bachelor Thesis

13 Programme specific modules

Formal Theory of Design - PT History of Art and Design - WE Advanced Formal Theory of Design - PT Information and Communication Design - PT Design and the Theory of Aesthetics - WE Visual and Motion Design - PT Interaction and Interface Design - PT Interdisciplinary Project - PT Semiotic Studies and Information Design - WE Orientation Project - PT Focus Project - PT Design Methods and Models - PT Design Science and Research - WE

6 Track specific modules

Fundamentals of Animation & Modeling - PT Fundamentals of GUI - PT Communication Design - PT VFX, Motion Design - PT User Experience Design - PT Special Topics in Media Design - PT



Modified Architecture of Media and Communication Design

Key competencies (all programmes) Interdisciplinary modules (across programmes) Programme specific modules Track specific modules Individualised modules								
1. Semester	2. Semester	3. Semester (Abroad)	4. Semester	5. Semester	6. Semester (Internship)	7. Semester		
Language Proficiency and Intercultural	Academic Writing and Research	Intercultural Communication	Semiotic Studies and Information Design	Digital Technologies	Communication Skills	Entrepreneurship		
Sensitivity 4 SWS	3 SWS	3 SWS	4 SWS	3 SWS	3 SWS	3 SWS		
Screenplay and Dramaturgy 4 SWS	Fundamentals of Animation & Modeling	Project Management	Fundamentals of GUI	Storytelling	Student Initiative Project	Design Methods and Models		
4 3 1 3	3 SWS	3 SWS	3 SWS	2 SWS		2 SWS		
Innovation by Design 3 SWS	History of Art and Design	Visual and Motion Design EN	Communication Design	User Experience Design	Internship	Design Science and Research		
55005	3 SWS	4 SWS	3 SWS	3 SWS		2 SWS		
Formal Theory of Design	Advanced Formal Theory of Design	Interaction and Interface Design EN	VFX, Motion Design	Special Topics in Media Design		Bachelor Thesis		
4 SWS	4 SWS	3 SWS	3 SWS	4 SWS				
Editorial Design	Information and Communication Design	Interdisciplinary Project	Orientation Project	Focus Project				
2 SWS	4 SWS							
Audiovisual Media	Design and the Theory of Aesthetics							
2 SWS	2 SWS	5 SWS	5 SWS	5 SWS				
30 ECTS / 19 SWS	30 ECTS / 19 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 17 SWS	30 ECTS / 3 SWS	30 ECTS / 9 SWS		

Macromedia University of Applied Sciences Programme is already in accreditation by FIBAA (Foundation for International Business Administration Accreditation). December 2017. Subject to modifications.

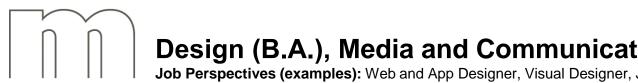


Course hours («SWS») across programmes / tracks

Programme (total SWS)	1st	2nd	4th	5th	6th	7th	$\sum_{abroad semester)}$ (without
MM	19 (28)	20 (25)	18 (22)	18 (19)	3 (4)	7 (11)	85 (109)
MN	21 (27)	20 (24)	18 (21)	18 (18)	3 (4)	7 (13)	87 (107)
DE	19 (26)	19 (24)	18 (21)	17 (18)	3 (4)	9 (13)	85 (106)
FT	22 (28)	24 (25)	19 (25)	19 (19)	3 (4)	11 (11)	98 (112)
Programme (track SWS)	1st	2nd	4th	5th	6th	7th	\sum (without abroad semester)
	1st 0 (0)	2nd 3 (4)	4th 10 (12)	5th 7 (7)	6th 0 (0)	7th 0 (0)	
(track SWS)							abroad semester)
(track SWS) MM	0 (0)	3 (4)	10 (12)	7 (7)	0 (0)	0 (0)	abroad semester) 20 (23)

(Course hours before modification)

December 2017. Subject to modifications.



Design (B.A.), Media and Communication Design | EN

Job Perspectives (examples): Web and App Designer, Visual Designer, Junior Art Director, Editorial Designer, Graphic Designer, Social Media Designer, Digital Illustrator, User Experience Designer, Screen and Interface Designer

"Master the future of visual communication"

1. Semester	2. Semester	3. Semester (Abroad)	4. Semester	5. Semester	6. Semester (Internship)	7. Semester
Language Proficiency and Intercultural Sensitivity	Academic Writing and Research	Intercultural Communication	Semiotic Studies and Information Design	Digital Technologies	Communication Skills	Entrepreneurship
Script, Screenplay and Dramaturgy	Fundamentals of Animation & Modeling	Project Management	Fundamentals of GUI	Storytelling	Student Initiative Project	Design Methods and Models
Innovation by Design	History of Art and Design	Visual and Motion	Communication Design	User Experience Design	Internship	Design Science and Research
Formal Theory of Design	Advanced Formal Theory of Design	Interaction and Interface Design	VFX, Motion Design	Special Topics in Media Design		Bachelor Thesis
Editorial Design	Information and Communication Design	Interdisciplinary Project	Orientation Project	Focus Project		
Audiovisual Media	Design and the Theory of Aesthetics					
30 ECTS / 19 SWS	30 ECTS / 20 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 3 SWS	30 ECTS / 7 SWS



Media and Communication Design

