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)	7 Modules
Interdisciplinary modules (across programmes)	5 Modules
Programme specific modules	13 Modules
Track specific modules	6 Modules
Individualised modules	3 Modules

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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

WE = Written exam, OE = Oral exam, PT = Project thesis

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 Sensitivity 4 SWS	Academic Writing and Research 3 SWS	Intercultural Communication 3 SWS	Semiotic Studies and Information Design 4 SWS	Digital Technologies 3 SWS	Communication Skills 3 SWS	Entrepreneurship 3 SWS
Screenplay and Dramaturgy 4 SWS	Fundamentals of Animation & Modeling 3 SWS	Project Management 3 SWS	Fundamentals of GUI 3 SWS	Storytelling 2 SWS	Student Initiative Project	Design Methods and Models 2 SWS
Innovation by Design 3 SWS	History of Art and Design 3 SWS	Visual and Motion Design	EN 4 SWS	Communication Design 3 SWS	User Experience Design 3 SWS	Internship	Design Science and Research 2 SWS
Formal Theory of Design 4 SWS	Advanced Formal Theory of Design 4 SWS	Interaction and Interface Design	EN 3 SWS	VFX, Motion Design 3 SWS	Special Topics in Media Design 4 SWS		Bachelor Thesis
Editorial Design 2 SWS	Information and Communication Design 4 SWS	Interdisciplinary Project 5 SWS	Orientation Project 5 SWS	Focus Project 5 SWS		
Audiovisual Media 2 SWS	Design and the Theory of Aesthetics 2 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**

SWS = Semester hours per week

Course hours («SWS») across programmes / tracks

Programme (total SWS)	1st	2nd	4th	5th	6th	7th	∑ (without abroad semester)
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	∑ (without abroad semester)
MM	0 (0)	3 (4)	10 (12)	7 (7)	0 (0)	0 (0)	20 (23)
MN	0 (0)	4 (4)	10 (11)	7 (7)	0 (0)	0 (0)	20 (23)
DE	0 (0)	3 (4)	9 (10)	7 (5)	0 (0)	0 (0)	20 (19)
FT	0 (0)	3 (5)	10 (14)	9 (9)	0 (0)	0 (0)	22 (28)

(Course hours before modification)

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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**

■ Track specific modules

![Macromedia logo]

Media and Communication Design

■ Key Qualifications ■ Interdisciplinary modules ■ Programme specific modules ■ Track specific modules ■ Individualised modules

Structure of courses and level of specialisations (ECTS)

33% Expertise in the chosen specialisation ←

19%

14%

17%

→ 29% Key qualifications and interdisciplinary knowledge

12%

38% study-specific knowledge ←

38%