

Module Catalogue

Bachelor's programme (B.A.)

B.A. Film Directing

Contents

Curriculum for all semesters	3
Overview of competencies	9
Language Proficiency and Intercultural Sensitivity [Language Proficiency and Cultural Sensitivity]	12
Screenplay and Dramaturgy [Drehbuch und Dramaturgie]	15
Audiovisual Media [Audi-visuelle Medien]	18
Fundamentals Sound, Light, Editing [Grundlagen Ton, Licht und Videotechnik]	21
Film History [Filmgeschichte]	24
Filmmic Experiments [Filmische Experimente]	27
Academic Writing and Research [Wissenschaftliches Arbeiten]	30
Location Workshop [Drehworkshop]	33
Fundamentals of Video Editing [Grundlagen Bildschnitt]	36
Studio Project [Studioprojekt]	39
Documentary Filmmaking [Dokumentarische Formen]	42
Fundamentals of Directing [Grundlagen Regie]	45
Intercultural Communication [Intercultural Communication]	48
Project Management [Project Management]	52
Methods and Principles of AudioVisual Media [Methods and Principles of AudioVisual Media]	55
Interdisciplinary Project [Interdisciplinary Project]	58
Fundamentals of Film Production and Media Law [Grundlagen Produktion und Recht]	61
Orientation Project (Short Film) [Orientierungsprojekt (Kurzfilm)]	64
Script Analysis [Drehbuchanalyse]	67
Working with Actors [Inszenierung]	70
Creative Writing	73
Digital Film Technologies [Digital Film Technologies]	76
Storytelling for Emerging Technologies [Storytelling für neue Formate]	79
Focus Project (Advertising Film) [Fokusprojekt (Werbefilm)]	83
Staging, Blocking [Staging, Blocking und Auflösung]	86
Advanced Aspects of Directing [Vertiefung Regie]	89
Student Initiative [Studentische Initiative]	92
Communication Skills [Kommunikationskompetenzen]	95
Internship Semester [Praxismodul]	98
Entrepreneurship [Existenzgründung]	101
Advanced Aspects of Film Production and Media Law [Vertiefung Produktion und Recht]	104
Current Topics / Project Seminar [Aktuelle Themen / Projektseminar]	107
Graduation Film [Abschlussfilm]	110
Bachelor Thesis [Bachelor Thesis]	113

Curriculum for all semesters

Seven semester study variant

Module plan: Bachelor programme Film and Television (7 semesters) (track: Film Directing)																	
Module	1st semester							2nd semester							Exam		
	Course units					CH	SH	ECTS	Course units					CH		SH	ECTS
	Tot.	L	S	T	W				Tot.	L	S	T	W				
B-SQe-ALL-LPC Language Proficiency and Cultural Sensitivity ¹	4	2		2		60	90	5									/
B-STGe-ALL-DUD Screenplay and Dramaturgy ^o	4	1		3		60	90	5									PA
B-STGe-ALL-AVM Audiovisual Media ^{T2}	2				2	30	120	5									PA
B-FFe-ALL-TLV Fundamentals of Sound, Light, and Editing ^T	3			3		45	105	5									K
B-FFe-ALL-FGE Film History ^o	4	2	2			60	90	5									K
B-FFe-ALL-FIE Filmmic Experiments	5				5	75	75	5									PA
B-SQe-ALL-WAR Academic Writing and Research ³									3	1		2		45	105	5	PA
B-FFe-ALL-DWO Location Workshop									5			5	75	75	5		PA
B-FFe-ALL-GBI Fundamentals of Video Editing									4		4		60	90	5		PA
B-FFe-ALL-SPR Studio Project									5			5	75	75	5		PA
B-FFe-ALL-DFO Documentary Filmmaking									4			4	60	90	5		PA
B-FFe-REG-GRE Fundamentals of Directing									3			3	45	105	5		PA
Total	22	5	2	8	7	330	570	30	24	1	0	6	17	360	540	30	
<p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i> <i>L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total</i> <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), ^o technical support, ^o online module possible,</i> <i>[*]Report (not graded), ⁺ consists of the bachelor thesis (80%) and an oral exam (20%). [~] amount of course units may vary, [#] special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Film and Television</i></p>																	
<p>^{1,3}. Module is also offered in: ¹DS, GD, JO, MM, MN; ²DS, JO, MM; ³DS, FD, GD, BK, MU, SP, JO, MM, MN</p>																	



Module plan: Bachelor programme Film and Television (7 semesters) (track: Film Directing)																		
Module	3rd semester (semester abroad)									4th semester								Exam
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS		
	Tot.	L	S	T	W				Tot.	L	S	T	W					
B-SQe-ALL-IKK Intercultural Communication ^{0 1}	3	1	2			45	105	5										PA
B-SQe-ALL-PMM Project Management ^{0 2}	3	1		2		45	105	5										K
B-FFe-ALL-MPA Methods and Principles of Audio Visual Media ⁰	6		6			90	210	10										PA
B-FFe-ALL-IDP Interdisciplinary Project ⁰	6				6	90	210	10										PA
B-FFe-ALL-GPR Fundamentals of Film Production and Media Law ⁰									4	1		3		60	90	5		K
B-FFe-ALL-OTP Orientation Project (Short Film)									6			6	90	210	10			PA
B-FFe-STR-DBA Script Analysis									3		1	2	45	105	5			PA
B-FFe-REG-IZG Working with Actors									3			3	45	105	5			PA
B-FFe-REG-CWR Creative Writing									4	1		3	60	90	5			PA
Total	18	2	8	2	6	270	630	30	13	1	1	5	6	195	405	20		
<p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i> <i>L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total</i> <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), [†] technical support, ⁰ online module possible,</i> <i>¹ Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), [~] amount of course units may vary, [#] special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Film and Television</i></p>																		
<p>^{1,2}: Module is also offered in: ¹DS, GD, MU, SP, JO, MM, MN; ²DS, GD, MU, SP, JO, MM, MN</p>																		

Module plan: Bachelor programme Film and Television (7 semesters) (track: Film Directing)																	
Module	5th semester								6th semester						Exam		
	Course units					CH	SH	ECTS	Course units					CH		SH	ECTS
	Tot.	L	S	T	W				Tot.	L	S	T	W				
B-FFe-ALL-DFT Digital Film Technologies ^o	3				3	45	105	5									PA
B-STGe-ALL-SNF Storytelling for Emerging Technologies ^{o 1}	2 ¹				2	30	120	5									m
B-FFe-ALL-FKP Focus Project (Advertising Film) [#]	5				5	75	225	10									PA
B-FFe-STR-SBA Staging and Blocking	5			5		75	75	5									PA
B-FFe-REG-SPT Advanced Aspects of Directing	4				4	60	90	5									PA
B-SQe-ALL-KMK Communication Skills ²									3				3	45	105	5	m
B-STGe-ALL-SIT Student Initiative ²									0						150	5	PA
B-FFe-ALL-PRA Internship Semester									0						600	20	/^
Total	17	0	0	5	14	285	615	30	3	0	0	0	3	45	855	30	
<p>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), ^T technical support, ^o online module possible, ¹Report (not graded), ⁺ consists of the bachelor thesis (80%) and an oral exam (20%), [~] amount of course units may vary, [#] special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Film and Television</p>																	
<p>¹⁻²: Module is also offered in: ¹DS, ²DS, FD, GD, BK, MU, SP, JO, MM, MN</p>																	

Module plan: Bachelor programme Film and Television (7 semesters) (track: Film Directing)										
Module	7th semester									Exam
	Course units					CH	SH	ECTS		
	Tot.	L	S	T	W					
B-SQe-ALL-EXG Entrepreneurship ¹	3	1		2		45	105	5		m
B-FFe-ALL-VPR Advanced Aspects of Film Production and Media Law ^{# o}	2	2				30	120	5		K
B-FFe-ALL-AFF Current Topics / Project Seminar ^{Te}	4		4			60	90	5		PA
B-FFe-ALL-ABF Graduation Film [#]	1				1	15	225	8		PA
B-FFe-ALL-BTH Bachelor Thesis [#]	1				1	15	195	7		+
Total	11	3	4	2	2	165	735	30		
<p>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), ^T technical support, ^o online module possible, ^{Te} Teiler 15 (divider), ¹Report (not graded), ⁺ consists of the bachelor thesis (80%) and an oral exam (20%), [~] amount of course units may vary, [#] special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Film and Television</p>										
<p>¹Module is also offered in DS, JO, MM, MN</p>										

Six semester study variant

Module plan: Bachelor programme Film and Television (6 semesters) (track: Film Directing)																	
Module	1st semester									2nd semester							Exam
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	
	Tot.	L	S	T	W				Tot.	L	S	T	W				
B-SQe-ALL-LPC Language Proficiency and Cultural Sensitivity ¹	4	2		2		60	90	5									/
B-STGe-ALL-DUD Screenplay and Dramaturgy ^o	4	1		3		60	90	5									PA
B-STGe-ALL-AVM Audiovisual Media ^{T 2}	2				2	30	120	5									PA
B-FFe-ALL-TLV Fundamentals of Sound, Light, and Editing ^T	3			3		45	105	5									K
B-FFe-ALL-FGE Film History ^o	4	2	2			60	90	5									K
B-FFe-ALL-FIE Filmic Experiments	5				5	75	75	5									PA
B-SQe-ALL-WAR Academic Writing and Research ³									3	1		2		45	105	5	PA
B-FFe-ALL-DWO Location Workshop									5			5	75	75	5		PA
B-FFe-ALL-GBI Fundamentals of Video Editing									4		4		60	90	5		PA
B-FFe-ALL-SPR Studio Project									5			5	75	75	5		PA
B-FFe-ALL-DFO Documentary Filmmaking									4			4	60	90	5		PA
B-FFe-REG-GRE Fundamentals of Directing									3			3	45	105	5		PA
Total	22	5	2	8	7	330	570	30	24	1	0	6	17	360	540	30	
<p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i> <i>L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total</i> <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), ^T technical support, ^o online module possible,</i> ¹Report (not graded), ⁺ consists of the bachelor thesis (80%) and an oral exam (20%), ⁻ amount of course units may vary, [#] special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Film and Television</p>																	
<p>¹⁻³: Module is also offered in: ¹DS, GD, JO, MM, MN; ²DS, JO, MM; ³DS, FD, GD, BK, MU, SP, JO, MM, MN</p>																	

Module plan: Bachelor programme Film and Television (6 semesters) (track: Film Directing)																			
Module	3rd semester									4th semester									Exam
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS			
	Tot.	L	S	T	W				Tot.	L	S	T	W						
B-SQe-ALL-IKK Intercultural Communication ^{○1}	3	1	2			45	105	5										PA	
B-SQe-ALL-PMM Project Management ^{○2}	3	1		2		45	105	5										K	
B-FFe-ALL-MPA Methods and Principles of Audio Visual Media [○]	6		6			90	210	10										PA	
B-FFe-ALL-IDP Interdisciplinary Project [○]	6				6	90	210	10										PA	
B-FFe-ALL-GPR Fundamentals of Film Production and Media Law [○]									4	1			3		60	90	5	K	
B-FFe-ALL-OTP Orientation Project (Short Film)									6				6	90	210	10		PA	
B-FFe-STR-DBA Script Analysis									3		1	2		45	105	5		PA	
B-FFe-REG-IZG Working with Actors									3				3	45	105	5		PA	
B-FFe-REG-CWR Creative Writing									4	1			3	60	90	5		PA	
Total	18	2	8	2	6	270	630	30	13	1	1	5	6	195	405	20			

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System
L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), [○] technical support, [○] online module possible,
¹Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), ~ amount of course units may vary, * special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Film and Television

^{1,2}. Module is also offered in: ¹DS, GD, MU, SP, JO, MM, MN; ²DS, GD, MU, SP, JO, MM, MN

Module plan: Bachelor programme Film and Television (6 semesters) (track: Film Directing)																			
Module	5th semester									6th semester									Exam
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS			
	Tot.	L	S	T	W				Tot.	L	S	T	W						
B-SQe-ALL-KMK Communication Skills ¹	3				3	45	105	5										m	
B-STGe-ALL-SIT Student Initiative ¹	0						150	5										PA	
B-FFe-ALL-PRA Internship Semester	0						600	20										JA	
B-SQe-ALL-EXG Entrepreneurship ²									3	1		2		45	105	5		m	
B-FFe-ALL-VPR Advanced Aspects of Film Production and Media Law ^{#○}									2	2				30	120	5		K	
B-FFe-ALL-AFF Current Topics / Project Seminar ^{Te}									4		4			60	90	5		PA	
B-FFe-ALL-ABF Graduation Film ^f									1				1	15	225	8		PA	
B-FFe-ALL-BTH Bachelor Thesis ^f									1				1	15	195	7		+	
Total	3	0	0	0	3	45	855	30	11	3	4	2	2	165	735	30			

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System
L = lecture, S = seminar, T = tutorial, W = workshop, Tot. = total
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), ^{Te} Teiler 15 (divider),
¹Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), ~ amount of course units may vary, * special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Film and Television

^{1,2}. Module is also offered in: ¹DS, FD, GD, BK, MU, SP, JO, MM, MN; ²DS, JO, MM, MN

Overview of competencies

Background information

For the reaccreditation of the B.A. study programmes, the German Council of Science and Humanities has suggested that the so-called "output orientation" of teaching should be given greater prominence. Both on the programme level and on the module level, the competencies must be more clearly assigned and systematically traceable. Central to this is the correct formulation of the learning outcomes.

Learning outcomes are statements about what a student knows, understands and is able to do/demonstrate after completing a learning process. Essentially, it describes which competencies students acquire during their studies. The reviewers evaluate the extent to which the objectives of the study programme and the learning outcomes of individual modules are coordinated. The qualification objectives of the study programme are transferred to the module level. In this case, not all fields of competency need to be addressed in each module, but in the overview (module catalogue), the previously formulated qualification objectives must be reflected in concrete form as learning outcomes of the modules. In order to ensure this, it is not only necessary to follow the guidelines for the preparation of the modules, but also to answer the following questions on competencies and objectives of the study programmes.

How do I formulate learning outcomes?

Before phrasing the learning outcomes, please try to figure out which knowledge and which skills the students are supposed to acquire during this module. Please follow the steps below:

1. Determine previous knowledge:
 - Pay attention to the semester the module takes place in compared to the rest of the students' studies
 - Realistic assessment of previous knowledge (max. 1 monograph or 3 essays for preparation)
2. Determine the contents:
 - List the contents/topics as bullet points
3. Determine competencies: Macromedia University distinguishes between the following competencies:
 - Professional skills (academic)
 - Professional skills (practical)
 - Methodological skills (academic)
 - Methodological skills (practical)
 - Social skills
 - Personal skills
4. Formulate the learning outcomes
 - Learning outcomes are based on the module contents, but they do not have to match in number
 - Choose an active verb from the table "Taxonomy of Verbs" that fits the learning outcome and the level of difficulty
 - For a 5 ECTS module choose approx. 8 learning outcomes (min. 5 – max. 10)
 - List the learning outcomes as bullet points
 - One active verb per learning outcomes (only the verbs from the table "Taxonomy of Verbs" are permitted)
 - Use simple and short descriptions that are easily understandable
 - Learning outcomes have to be phrased using a student's perspective
 - Learning outcomes should be located on all levels of the taxonomy (not just the lower levels)
5. Determine the levels for the individual learning outcomes: 1-6 (see table "Taxonomy of Verbs")
6. Type of Assessment:
 - The learning outcomes have to be examinable using the selected type of assessment

Formulate the learning outcomes according to the template below:

Introductory sentence: Upon completion of the module, students will be able to...	
+ [Active verb] (only from the table below)	+ describe
+ [Module content]	+ the individual steps of the research process
+ [Object] (if necessary for clarification)	+ (using their methodological skills)

Taxonomy of Verbs (please use only the verbs below!)

Level	Cognitive process/Verb	Example	Additional verbs
1) Remember Recall facts and basic concepts	Identify	Identify dates of important historical events	Write, define, reproduce, list, describe, label, recite, indicate, enumerate, name, draw, implement, sketch, narrate
	Recall	Recall dates of important historical events	
2) Understand Explain ideas or concepts	Interpret	Paraphrase important statements	Represent, describe, determine, demonstrate, discuss, formulate, locate, present, illustrate, transmit, repeat
	Exemplify	Name examples of styles of art	
	Classify	Classify descriptions or observations of disruptions	
	Summarise	Write a short summary	
	Infer	Derive a rule from various examples	
	Compare	Compare historical events to current situations	
3) Apply Use information in new situations	Explain	Explain the most important events in 18th century France	Perform, calculate, use, find out, delete, fill in, enter, apply, solve, plan, illustrate, edit
	Execute	Calculate a mathematical function	
4) Analyse Draw connections among ideas	Implement	Determine to which cases Newton's second law is applicable	Test, contrast, compare, isolate, select, distinguish, juxtapose, criticise, analyse, determine, experiment, sort, examine, categorise
	Differentiate	Distinguish between relevant and irrelevant information in a mathematical text task	
	Organise	Build an argumentation for or against a particular historical position using clues in a historical treatise	
5) Evaluate Justify a stand or decision	Attribute	Determine the point of view of an author of an essay based on their political orientation	Argue, predict, choose, evaluate, reason, test, decide, criticise, grade, estimate, score, support, classify
	Review	Determine whether a scientist's conclusion is plausible based on the data at hand	
	Assess	Decide which of two methods is better suited for solving a problem	
6) Create Produce new or original work	Generate	Formulate a hypothesis for an observable phenomenon	Assemble, collect, organise, construct, prepare, write, design, conclude, connect, design, assign, compile, deduce, develop
	Plan	Write an exposé for a paper/thesis	
	Produce	Build a biotope for certain species or for certain purposes	

Aspects that have to be kept in mind when writing a module description

In modules, as many different teaching and learning forms as possible should be provided in order to enable different learning processes and paths and to take different learning strategies into account. Different media experience and knowledge must be taken into account. Teaching and learning contents should be chosen in a gender-appropriate and gender-conscious manner. They should be based on the life-worlds of students and show different gender-neutral roles, address gender problems and contain a variety of gender-conscious perspectives.

Questions for quality management:

How strongly do the learning outcomes of the module contribute to the study programme's overall objectives? If the module is offered in more than one study programme, please fill in the table for ALL study relevant programmes!

(Scale 1-6: 1 = Competency plays a very minor role in this module, 6 = Competency plays a highly important role in this module)

	Prog.	Objective of the study programme	Relevance
1.	All	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	
2.	All	The ability to grasp complex tasks and develop creative and sustainable solutions	
3.	All	Self-reflection and judgment to continually grow personally in a dynamic international work environment	

	Prog.	Objective of the study programme	Relevance
1.	FF	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception	
2.	FF	Advanced skills in planning and implementing film and television projects independently and creatively, taking into account an entrepreneurial perspective	
3.	FF	The ability to contribute one's creative abilities to a (film) team in a results-oriented manner and to communicate, critically evaluate and further develop one's own creative performance.	

Which competencies are specifically addressed in the module? (Scale 1-6: 1 = Competency plays a very minor role in this module, 6 = Competency plays a highly important role in this module)

Competency	Role
K1: Professional skills (academic)	1-6
K2: Professional skills (practical)	
K3: Methodological skills (academic)	
K4: Methodological skills (practical)	
K5: Social skills	
K6: Personal skills	

Language Proficiency and Intercultural Sensitivity [Language Proficiency and Cultural Sensitivity]

Module Code: B-SQe-ALL-LPC

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	apply all four language competencies of the TOEFL exam with a higher scoring: reading, listening, speaking, writing.	3
	use TOEFL test taking strategies: active reading, targeted note taking, speaking under time pressure, writing detail-oriented outlines for academic essays, etc.	3
	recognize structures and question types in the TOEFL exam.	2
	applying templates and learned responses to all four exam sections.	3
	discuss research results by students.	2
	perform presentations in language competencies, in intercultural interaction, and culture-specific areas.	6
	identify potential risks in the study abroad experience.	5
	understand fundamentally the target culture by improved intercultural competence.	2
Course Contents	<ul style="list-style-type: none"> • Wide spectrum of factors affecting future study abroad: e.g. university semester abroad selection, survival skills (contacting the international office, finding an apartment, setting up a bank account, etc.) • Academic reading, writing, conversational skills, networking and interfacing in an international environment • Intercultural communications in order to raise the level of intercultural competencies • Intercultural topics relevant to study abroad: e.g. culture shock, stereotypes, team building, language barriers, oculesics, intercultural synergies, intercultural negotiation, networking, etc. • How to survive possible risks and unexpected circumstances when faced with challenges • Research various target cultures which they may be considering for their semester study abroad 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	3
	The ability to grasp complex tasks and develop creative and sustainable solutions	2
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	1
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	1
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	1
	K2: Knowledge in professional practice	1
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	1
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicability	References to: Intercultural Communication Project Management Interdisciplinary Project	
Teaching language	Englisch	
Exam type	Pass / No Pass	
Teaching and Learning Methods	Lecture [2 course units] / Tutorial [2 course units]	

¹ Scale of 1-6: 1 = Form of competence plays a very subordinate role, 6 = Form of competence plays a prominent role

Essential Reading	<p>Berdan, S. N., Goodman, A. E., & Taylor, C. (2013). A Student Guide to Study abroad. New York: Institute of International Education.</p> <p>Chaney, L. H., & Martin, J. S. (2014). Intercultural business communication. Upper Saddle River: Pearson.</p> <p>Official Guide To The Toefl Test With Dvd. (2017). New York: McGraw-Hill Education.</p>	
Further Reading	<p>Bennett, M. (2013). Basic Concepts of Intercultural Communication: Paradigms, Principles, and Practices (2nd ed.). Boston: Intercultural Press.</p> <p>Harvey, C., & Allard, M. J. (2008). Understanding and Managing Diversity. Upper Saddle River: Pearson Education.</p> <p>Hofstede, G. J., Smith, D. M., & Hofstede, G. (2002). Exploring Culture: Exercises, Stories and Synthetic Cultures. Yarmouth: Intercultural Press.</p> <p>Lustig, M. W., Koester, J., & Halualani, R. (2017). Intercultural Competence (8th ed.). Hoboken: Pearson Educ.</p> <p>Martin, J. N., Nakayama, T. K., & Flores, L. A. (2001). Readings in Intercultural Communication: Experiences and Contexts (2002 edition). Boston: McGraw Hill.</p> <p>Matthiesen, S. J. (2014). Essential Words for the TOEFL (6th edition). New York: Barron's Educational Series.</p> <p>Murphy, R. (2015). English Grammar in Use Book with Answers and Interactive eBook: Self-Study Reference and Practice Book for Intermediate Learners of English (4th ed). Cambridge: Cambridge University Press.</p> <p>Sharpe, P. J. (2016). Barron's TOEFL iBT with CD-ROM and MP3 audio CDs, (15th ed.). New York: Barron's Educational Series.</p> <p>Ting-Toomey, S., Oetzel, J., & Oetzel, D. J. (2001). Managing Intercultural Conflict Effectively. Thousand Oaks: Sage Publications.</p> <p>Wilson, M. J. (2013). The Best College Student Survival Guide Ever Written. Independent Publishing Platform: CreateSpace.</p>	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Screenplay and Dramaturgy [Drehbuch und Dramaturgie]

Module Code: B-STGe-ALL-DUD

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	analyse motion picture and TV films.	4
	develop own ideas for visually convincing stories.	6
	illustrate fictional characters.	2
	implement dramatic conflicts.	3
	technically analyse stories.	4
	conceive dialogue, genre, film style.	6
Course Contents	<ul style="list-style-type: none"> • Introduction to the basics of narrative cinema • Introduction to own script practice including development of own short film projects • Character design and development • Conflict, scene design, plot design • Dramaturgic technique • Dialogue, genre, film style 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	4
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	4
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	4
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²
	K1: Academic knowledge	2

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

² Scale of 1-6: 1 = Form of competence plays a very subordinate role, 6 = Form of competence plays a prominent role

	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	5
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	2
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicability	References to: Script Analysis	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Lecture [1 course units] / Tutorial [3 course units] (also possible as an online seminar)	
Essential Reading	Field, S. (2005). Screenplay: The Foundations of Screenwriting. New York: Bantam Dell. Cowgill, L. J. (2005). Writing Short Film: Structure and Content for Screenwriters (2nd Ed.). New York: Lone Eagle.	
Further Reading	Alexander, B. (2018): The New Digital Storytelling: Creating Narratives with New Media. Santa Barbara: Praeger. Bordwell, D. (1995). Narration in the Fiction Film. Madison: University of Wisconsin Press. Bordwell, D. (2019). Film Art: An Introduction. New York: McGraw-Hill Education Ltd. Cooper, P. & Dancyger, K. (2004). Writing the Short Film (3rd Ed.). Boston, MA: Focal Press. Cunningham, K. (2008). The Soul of Screenwriting. New York: Continuum Books. Egri, L. (2018). The Art of Dramatic Writing. New York: Blurb Inc. Howard, D. & Mabley E. (1995). The Tools of Screenwriting. New York: Griffin. Klanten, R & Ehmann, S. (2011). Visual Storytelling: Inspiring a New Visual Language. Gestalten Verlag. Mamet, D. (2000). Three Uses of the Knife: On the Nature and Purpose of Drama. New York: Vintage Books.	

Mamet, D. (1992). On Directing Film. London: Penguin Books.

McKee, R. (1997). Story: Substance, Structure, Style and the Principles of Screenwriting. New York: ReganBooks.

McKee, R. & Gerace, T. (2018). Storynomics: Story-Driven Marketing in the Post-Advertising World. New York: Twelve.

Nichols, B. (2017): Introduction to Documentary. Bloomington: Indiana University Press.

Parker, P. (2006). The Art and Science of Screenwriting. London: Intellect Books.

Seeger, L. (2010): Making a Good Scrip Great: A Guide for Writing & Rewriting. Los Angeles: Silman James Press.

Seeger, L. (2011). Writing subtext: what lies beneath. Studio City: Michael Wiese Productions.

Snyder, B. (2005). Save The Cat! The Last Book on Screenwriting You'll Ever Need. Los Angeles: Michael Wiese Productions.

Truby, J. (2008). The Anatomy of Story: 22 Steps to Becoming a Master Storyteller. London: Faber & Faber.

Yorke, J. (2015). Into The Woods: How Stories Work and Why We Tell Them. London: Penguin Books.

Vale, E. & Connely, M. (2011). The Technique of Screenplay Writing: A Book about the Dramatic Structure of Motion Pictures. New York: Literary Licensing.

Vogler, C. & Montez, M. (2007). The Writers Journey: Mythic Structure for Writers, (3rd Edition). Michael Wiese Productions.

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

Faculty Responsible for Module	Faculty of Creative Arts
--------------------------------	--------------------------

Exam Semester	[this information can be found in the syllabus for the module for each semester]
---------------	--

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
--------------------	--

Task	[this information can be found in the syllabus for the module for each semester]
------	--

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Audiovisual Media [Audivisuelle Medien]

Module Code: B-STGe-ALL-AVM

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	recognize essential design features of cinematic short formats (fictional or documentary).	1
	specify quality criteria for a professional sound and image recording.	1
	position visual and audio material in an editing program.	2
	use the base camera and sound equipment of the university in a professional manner.	3
	transfer basic light composition knowledge to different situations.	2
	transfer the knowledge of dramaturgical patterns to an own concept.	2
	apply the structural characteristics of film production to own project.	3
	solve challenges within video film production in a team.	3
	tell apart the structural characteristics of interdisciplinary teams.	1
Course Contents	<ul style="list-style-type: none"> • Basic characteristics of audiovisual film language (fictional and documentary) • Theoretical and creative basics of camera and sound engineering • Theoretical basics of editing, data handling • Theoretical and practical introduction to the handling of camera and sound equipment on set • Introduction to lighting • Conducting a video production process in a team 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	3
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	5

Scale of 1-6: 1 = Form of competence plays a very subordinate role, 6 = Form of competence plays a promi

	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	4
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	1
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	2
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	3
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [30 CH / 120 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicability	Also, for the bachelor programs Design, Journalism and Media Management. References to: Orientation project Focus project	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Workshop [2 course units]	
Essential Reading	Schenk, S; Long, B.; (2017) The Digital Filmmaking Handbook (6th edition) Foreign Films	
Further Reading	Boyd, A., Stewart, P. & Alexander, R. (2008). Broadcast Journalism. Techniques of Radio and Television News (6th ed.). Oxford/Burlington, MA: Focus Press. Craig, D.A. (2011). Excellence in Online Journalism. Exploring Current Practices in an Evolving Environment. London/Thousand Oaks, CA: Sage.	
	1	[this information can be found in the syllabus for the module for each semester]

1-6: 1 = Form of competence plays a very subordinate role, 6 = Form of competence plays a prominent role

Recommended Seminar Literature for Student Presentations	...
--	-----

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
-----------------------	---	--

Faculty Responsible for Module	Faculty of Creative Arts
--------------------------------	--------------------------

Exam Semester	[this information can be found in the syllabus for the module for each semester]
---------------	--

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
--------------------	--

Task	[this information can be found in the syllabus for the module for each semester]
------	--

Units	1	[this information can be found in the syllabus for the module for each semester]
-------	---	--

	...
--	-----

Fundamentals Sound, Light, Editing [Grundlagen Ton, Licht und Videotechnik]

Module Code: B-FFe-ALL-TLV

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	name the physical-technical foundations of audio, video and lighting technologies, as far as they are of importance for the later practical application.	1
	transfer the physical technical fundamentals of audio, video, and lighting technologies to various applications.	2
	differentiate basic design strategies for image, sound, and lighting design.	4
	apply the acquired knowledge to different design application fields with image, sound, and light, in the form of practical exercises.	3
	list safety precautions when operating lighting technology.	1
Course Contents	<ul style="list-style-type: none"> • The technical-physical and psycho-acoustic fundamentals of sound recording technology • The practical application of sound recording technology in the field of TV and film production • Miking • Technical-physical basics of lighting technology • Exercises on the basics of lighting design • Introduction to set safety in terms of lighting technology • Basics of camera technology, image conversion, image coding, image storage • Basics of photographic optics (aperture, focal length, depth of field) • Exercises for the practical application of photographic optics 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	1
	The ability to grasp complex tasks and develop creative and sustainable solutions	3
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	1
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	3
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	1

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	1
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	3
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	1
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicability	References to: Audiovisual Media	
Teaching Language	English	
Type of Assessment	Written exam	
Teaching and Learning Methods	Tutorial [3 course units]	
Essential Reading	Heinen, G. (2014). AV-Medientechnik. Haan-Gruiten, Deutschland.	
Further Reading	Schmidt, U. (2013). Professionelle Videotechnik. Berlin, Deutschland. Dunker, A. (2017). Filmtonaufnahme. Konstanz, Deutschland.	
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...	
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester]	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

...

Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]

...

Film History [Filmgeschichte]

Module Code: B-FFe-ALL-FGE

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	identify the precursors and the technical foundations for analog cinema and determine early genres.	2
	describe the process of commercialization and distribution of the motion-picture-medium.	1
	compare early forms and contents with today's media.	4
	compare political, social, and moral shifts in perception in terms of content and design approaches in cinema.	4
	name different approaches and the need for cinematic new beginnings.	1
	describe technical innovations and economic motivations within film history.	2
	identify and analyse parallels between visual art and film.	2
Course Contents	<ul style="list-style-type: none"> • Pioneers and the beginning of cinema, as well as silent film, World War I and the consequences for the European film • Larger narrative units and commercialization • Cinema as a medium of documentation and entertainment • Cinema on the way to the modern age • Poetic realism, poetic documentaries, cinema after 1933 • The cinematic film after 1945; neorealism • Nouvelle Vague, "Grandpa's Cinema" and the Oberhausen Manifesto 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	4
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	2
	K3: Methodological skills (research)	3
	K4: Methodological skills (professional practice)	5
	K5: Social skills	2
	K6: Personal skills (e.g. reflection, organisation)	2
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicability	References to: Filmic Experiments	
Teaching Language	English	
Type of Assessment	Written exam	
Teaching and Learning Methods	Lecture [2 course units] / Seminar [2 course units] (also possible as online seminar)	
Essential Reading	Parkinson, D. (2nd Edition 2012) History of Film London, Thames and Hudson world of art	
Further Reading	Thompson, K. and Bordwell, D. (2019) Film History An Introduction Fourth Edition New York Mc Graw Hill Education Truffaut, F. (2017) Hitchcock Faber & Faber Cousins, M. (2011) The Story of Film: A concise history of film and an odyssey of international cinema (Ort fehlt) Anovabooks.com Biskind, P. (1999) Easy Riders, Raging Bulls: How the Sex-drugs-and Rock 'n' Roll Generation Changed Hollywood London: Bloomsbury	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Filmic Experiments [Filmische Experimente]

Module Code: B-FFe-ALL-FIE

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	name shot sizes in english.	1
	recognize and identify basic visual storytelling techniques.	2
	specify basic visual storytelling techniques.	2
	use basic techniques in moving image composition for narrative purposes	3
	edit takes to continuity sequences, taking into account camera viewpoints and axes, perspectives and sizes.	6
	outline the most important acting theories.	1
	develop an acting scene from set scripts or script fragments with fellow students.	6
	transfer a self-developed acting scene into a short film by using visual storytelling techniques in group work.	6
Course Contents	<ul style="list-style-type: none"> • Introduction into visual storytelling in 2D moving images • Shot sizes • Image composition as a visual design technique in various media from medieval paintings to modern moving images • Camera angles and focal lengths • Continuity style: rules for motion / camera and sight axes to avoid editing problems • Sequence, planned sequence • Introduction into significant acting theories • Introduction into working with actors • Acting exercises in small student groups • Development of scenes in small groups • Application of visual storytelling techniques by shooting short student drama scenes in small groups • Editing analyses to reflect and develop shot scenes 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	1
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	3
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	2
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²
	K1: Academic knowledge	1
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [75 CH / 75 SH]	
Study Semester	1	
Type of Module	Compulsory module	
Applicability	References to: Location workshop	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Workshop [5 course units]	
Essential Reading	Katz, S. (1991). Film Directing Shot by Shot: Visualizing from Concept to Screen. London, UK: Focal Press.	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Further Reading	Stegemann, B. (Hrsg.) (2007). Stanislawski-Reader. Die Arbeit des Schauspielers an sich selbst und an der Rolle. Berlin, Deutschland: Henschel Verlag. Mackendrick, A. (2006). On Filmmaking: An Introduction to the Craft of the Director. London, UK: Faber & Faber. Truffaut, F. (2017) Hitchcock Faber& Faber.
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester] ...

Academic Writing and Research [Wissenschaftliches Arbeiten]

Module Code: B-SQe-ALL-WAR

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	identify academic problems and tasks.	1
	explain the fundamentals of academic empirical work.	2
	accurately interpret the quality and standards required within social sciences research.	2
	carry out academic literature research.	3
	implement a research question.	3
	design a suitable methodology to address a research question.	4
	develop a coherent discourse within the framework of a research project.	6
	organise an interdisciplinary, academic research project.	4
	evaluate constructive criticism concerning feedback on a research project.	5
Course Contents	<ul style="list-style-type: none"> Fundamentals of empirical research in the social sciences, in particular regarding the research process and research methods Academic writing and publishing based on the standards of the American Psychological Association (APA) Methods of research and organising academic literature and rules for assessing the quality of scientific publications Essential practical approaches for capturing, organising and solving scientific problems (mind mapping, creativity techniques, design thinking) Exercises to understand important academic terms and quality metrics (such as validity, reliability, objectivity, representativeness, significance) Lessons on how to derive research questions and hypotheses Activities about how to create suitable and feasible study designs Practice applying various methods of collecting data and preparing data analysis 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	4
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	4
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	3
Competencies	Type of competency	Role ²
	K1: Academic knowledge	6
	K2: Knowledge in professional practice	2
	K3: Methodological skills (research)	6
	K4: Methodological skills (professional practice)	2
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicability	References to: Interdisciplinary Project Orientation Project Focus Project Methods and Principles of Audio Visual Media BA Thesis	
Teaching Language	English	
Type of Assessment	Project Paper (Portfolio)	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Teaching and Learning Methods	Lecture [1 course units] / Tutorial [2 course units]
Essential Reading	<p>APA (2010). Publication Manual of the American Psychological Association. Sixth Edition. Washington: APA.</p> <p>Brosius, Koschel & Haas (2008). Methoden der empirischen Kommunikationsforschung. 4., überarbeitete und erweiterte Auflage. Wiesbaden: VS Verlag.</p> <p>Karmasin & Ribing (2014). Die Gestaltung wissenschaftlicher Arbeiten. 8., updated Edition. Wien: Facultas.</p>
Further Reading	<p>Chalmers, A. F. (2006). Wege der Wissenschaft. Einführung in die Wissenschaftstheorie. (6. Rev.Edition.). Springer.</p> <p>Glasman-Deal, H. (2009). Science Research Writing for Non-Native Speakers of English. Imperial College Press</p> <p>Lewrick, M., Link, P. & Leifer, L. (2017). Das Design Thinking Playbook. DTPCommunity.</p> <p>Rustler, F. (2017). Rustler, F. (2016). Denkwerkzeuge der Kreativität und Innovation. 2. akt. u. erw. Aufl., Zürich: Mldas Management.</p> <p>Schnell, R., Hill, P. B. & Esser, E. (2008) Methoden der Empirischen Sozialforschung. 8. Auflage. Oldenbourg.</p> <p>Teetor, P. (2011). R Cookbook. O'Reilly.</p>
Recommended Seminar Literature for Student Presentations	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>
Recommended Exercises	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>

Location Workshop [Drehworkshop]

Module Code: B-FFe-ALL-DWO

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	develop scripts, schedules, filming permits, disposables.	6
	independently plan the individual steps for filming a feature film production.	6
	independently carry out castings.	3
	explain roles and responsibilities in a professional film team.	2
	demonstrate the professional collaborations and operations within the film crew during a short feature film production.	2
	demonstrate the application of professional feature film AV technique during a short feature film production.	2
	demonstrate the use of professional lighting technology during a short feature film production.	2
	depending on the choice of specialization, you may independently conduct a multi-day short film production as a director, assistant director, camera operator or production manager.	3
Course Contents	<ul style="list-style-type: none"> Organizational basics in the pre-production for the realisation of feature films Planning short film productions Cooperation with acting agencies and casting platforms Roles and structures within a professional film team Multi-day filming of a short feature film on location (INSIDE/OUTSIDE, DAY/NIGHT) Students take responsibility for the position within the film team for at least one shooting day, corresponding to the chosen field of study Practical cooperation and processes within a professional team Practice the use of professional AV technique Use of lighting technology to create INTERIOR/EXTERIOR and DAY/NIGHT settings 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	1
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²
	K1: Academic knowledge	1
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Audiovisual Media Filmic Experiments	
Total workload	150 h [75 CH / 75 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicability	References to: Interdisciplinary Project Focus Project Graduation Film	
Teaching Language	English	
Type of Assessment	Project Paper	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Teaching and Learning Methods	Workshop [5 course units]
Essential Reading	Dunker, A. (2009). Eins zu Hundert, die Möglichkeiten der Kameragestaltung (2. überarbeitete Auflage 2012). Konstanz und München: UVK Verlagsanstalt.
Relevant Journals	Gill, L. (2012). Running the Show: The Exxential Guide to Being a First Assistant Director. Waltham, Massachusetts, USA: Focal Press.
Recommended Seminar Literature for Student Presentations	[this information can be found in the syllabus for the module for each semester]
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Units	[this information can be found in the syllabus for the module for each semester]

Fundamentals of Video Editing [Grundlagen Bildschnitt]

Module Code: B-FFe-ALL-GBI

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	name what effect the combination of different setting sizes, object or camera movements may create.	1
	organise shooting material in a non-linear editing program.	4
	determine which workspaces and tools may be useful for the various steps in the editing process.	2
	export film sequences and sounds from the editing program.	2
	describe the profession of the video editor.	2
	distinguish the different tasks within postproduction.	4
	carry out simple film editing jobs.	3
	explain the working steps within sound post-processing.	2
	determine the function of sounds and noises.	2
	recognize the dramaturgical design of a sound mixture.	1
	edit a project in a sound post processing program.	3
Course Contents	<ul style="list-style-type: none"> • System-theoretical basics of montages, resp. video editing • Practical introduction to working with a professional non-linear editing program • The career of a video editor • The differentiation between the production steps editing, sound design and mix • Video editing exercises with material taken from practice phases of the study • An introduction to a professional sound post processing program • Film design through sound effects • Practical exercises in the recording studio 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	1
	The ability to grasp complex tasks and develop creative and sustainable solutions	2
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	1

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	3
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²
	K1: Academic knowledge	1
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	3
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	1
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicability	References to: Documentary Filmmaking Interdisciplinary Project Orientation Project Focus Project Project Seminar	
Teaching Language	English	
Type of Assessment	Project Paper	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Teaching and Learning Methods	Tutorial [4 course units]	
Essential Reading	Pepperman, R. (2004). <i>The Eye is Quicker</i> . Studio City. CA: Wiese Production. Wyborny, K. (2013). <i>Elementare Schnitt-Theorie des Spielfilms: Filmtheoretische Schriften Band 1</i> . Münster: Lit. Verlag.	
Further Reading	Eisenstein, S. (1994). <i>Selected Works 2. Towards a theory of montage</i> . Ed. By Michael Glenny & Richard Taylor. London: British Film Institute. Reisz, K. & Millar, G. (2010). <i>The Technique of Film Editing</i> . Oxford: Focal Press. Murch, W. S. (2009). <i>Ein Lidschlag, ein Schnitt: Die Kunst der Filmmontage (3. Aufl.)</i> . Berlin: Alexander Verlag. Flückinger, B. (2002). <i>Sound Design. Die virtuelle Klangwelt des Films</i> . Züricher Filmstudien. Marburg: Schüren Verlag. Noel, C. (1996). <i>Towards a theory of point-of-view editing: Communication, emotion and the movies. In his theorizing the moving image</i> . New York: Cambridge University Press.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Studio Project [Studioprojekt]

Module Code: B-FFe-ALL-SPR

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	name essential design features of studio productions.	1
	practically apply the technical requirements of a studio production practically.	3
	explain all job profiles of a studio production.	2
	derive own approach to shooting a one-player from theoretical knowledge of television journalistic working methods.	2
	transfer the knowledge of dramaturgical patterns of studio productions into an own concept.	2
	use own graphical knowledge in order to develop a creative graphic concept for a logo, intro, and title design.	2
	apply theoretical knowledge about the process of professional production processes of studio productions, in practice, under life conditions and within a deadline.	3
	solve possible problems occurring during the preparation and implementation of a studio production in team.	3
Course Contents	<ul style="list-style-type: none"> Fundamentals in Systems Theory; basic characteristics of contemporary and historical studio productions Technical introduction to studio technology (multi-camera technology, teleprompter, image mixing, keying, compositing, studio lighting, sound recording technology) Industry-specific division of labor in studio productions with specific job profiles Title and logo design Practical introduction to the television journalistic profession as well as different narrative techniques Concept development of innovative studio formats Guided workflow implementation of a professional TV studio production process (studio setting, multi-camera technology, use of teleprompter, sequence control) 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	4
	K5: Social skills	5
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Audiovisual Media Location Workshop	
Total workload	150 h [75 CH / 75 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicability	References to: Documentary Filmmaking	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Workshop [5 course units]	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Essential Reading	Buchholz, A. (Hrsg.) & Schult, G. (Hrsg.) (2016). Fernseh- Journalismus: Ein Handbuch für Ausbildung und Praxis (9th Edition). München. Springer VS. Streich, S. (2012). Videojournalismus: Ein Trainingshandbuch (2. Revised Edition). Konstanz. UVK Verlagsgesellschaft.	
Further Reading	Schmidt, U. (2013). Professionelle Videotechnik: Grundlagen Filmtechnik, Fernsehtechnik Geräte und Studiotechnik in SD, HD, DI, 3D (6th Edition). Berlin: Springer Verlag. Schettler, F. (2013). Das stärkste Bild zuerst Filmgestaltung für TV-Journalisten. Banzkow: Adebora Verlag. Ordolff, M. & Wachtel, S. (2014). Texten für TV (4th Revised Edition) Konstanz: UVK Verlagsgesellschaft.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Documentary Filmmaking [Dokumentarische Formen]

Module Code: B-FFe-ALL-DFO

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	identify periods and trends of documentary filmmaking.	1
	classify documentary genres.	2
	recognize documentary strategies.	1
	conduct interviews in the appropriate form for each genre.	3
	assess the quality of voice over and shooting material.	5
	apply genre-specific cinematic approaches.	3
	generate documentary miniatures.	6
Course Contents	<ul style="list-style-type: none"> • History of documentary filmmaking • Differences in documentary film genres • Documentary strategies • Interview training • Work with protagonists • Different documentary working methods for camera, editing and directing • Practical work: Documentary miniature 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	3
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	5
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	4

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Competencies	Type of competency	Role ¹
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	5
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Fundamentals of Sound, Light and Editing	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	2	
Type of Module	Compulsory module	
Applicability	Referencess to: Orientation Project Studio Project Project Seminar	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Workshop [4 course units]	
Essential Reading	Lipp, Thorolf (2012): Spielarten des Dokumentarischen. (1st Edition) Marburg: Schüren Verlag Schadt, Thomas (2012): Das Gefühl des Augenblicks – Zur Dramaturgie des Dokumentarfilms (3rd Edition.). Konstanz: UVK Verlagsgesellschaft	
Further Reading	Niney, F. (2012). Die Wirklichkeit des Dokumentarfilms: 50 Fragen zur Theorie und Praxis des Dokumentarischen (1st Edition.). Marburg: Schüren Verlag. Brandlmeier, T. (2008). Kameraautoren. Technik und Ästhetik (1st Edition.). Marburg: Schüren Verlag. Curran Bernard, S. (2003). Documentary Storytelling. Oxford: Focal Press. Hohenberger, E. (Hrsg.) (2006). Bilder des Wirklichen: Texte zu Theorie des Dokumentarfilms. Berlin: Vorwerk 8.	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Rabiger, M. (2009). Directing the Documentary (5th Edition.). Oxford: Focal Press Butterworth Heinemann.

Sponzel, D.I (Hrsg.) (2007). Der schöne Schein des Wirklichen – Zur Authentizität im Film (1st Edition.). Konstanz: UVK Verlagsgesellschaft.

Thiele, C. (2009). Interviews führen. Konstanz: UVK Verlagsgesellschaft.

Veiel, A. & Ottersbach, B. (Hrsg.) (2008). Dokumentarfilm – ein Werkstattbericht (1st Edition.). Konstanz: UVK Verlagsgesellschaft.

Zimmermann, P. (Hrsg.) (2005). Geschichte des dokumentarischen Films in Deutschland (3 Volumes). Stuttgart: Reclam.

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

Faculty Responsible for Module	Faculty of Creative Arts
--------------------------------	--------------------------

Exam Semester	[this information can be found in the syllabus for the module for each semester]
---------------	--

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
--------------------	--

Task	[this information can be found in the syllabus for the module for each semester]
------	--

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Fundamentals of Directing [Grundlagen Regie]

Module Code: B-FFe-REG-GRE

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	transfer findings to fictitious actions from the observing real events.	2
	discuss various formats and forms.	2
	analyse directing tasks within a process and within different stages.	4
	describe the complex process of film production and explain essential steps, crew positions and responsibilities.	2
	determine the specific workload of a film production process, and direction in particular.	2
	recognize the effects of psychological and social aspects on the success of a film.	2
	evaluate the influence of different content, formal and design decisions on the final product.	5
Course Contents	<ul style="list-style-type: none"> • The creative relationship between reality and fiction • Overview of different formats (documentary, experimental, feature film, hybrid forms) • Similarities and differences in the film-direction-profession, depending on the specific formats • The director's role and tasks within the different phases of a feature film production • Case Study. "From Idea to Film", pre-production, production, post-production 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	3
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	5

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	5
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	4
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	3
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	2	
Type of Module	Compulsory elective module	
Applicability	Relations to: Location Workshop Script Analysis Documentary Filmmaking Working with Actors Orientation Project (Short Film) Staging and Blocking Advanced Aspects of Directing Graduation Film	
Teaching language	English	
Type of Assessment	Project paper	
Teaching and Learning Methods	Workshop [3 course units]	
Essential Reading	Travis, M. W. (2002). Directing Feature Films: The Creative Collaboration Between Directors, Writers, and Actors. Studio City, Calif.: Michael Wiese.	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	https://www.amazon.de/Directing-Feature-Films-Collaboration-Directors/dp/0941188434/ref=asap_bc?ie=UTF8	
Further Reading	Truffault, F. (1966). Mr. Hitchcock, wie haben Sie das gemacht? (3rd Edition 2003). München, Deutschland: Wilhelm Heyne Verlag. Katz, S. D. (1991). Film Directing Shot by Shot.: Visualizing from Concept to Screen. Michael Wiese Productions.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Intercultural Communication [Intercultural Communication]

Module Code: B-SQe-ALL-IKK

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	recognise various aspects of culture and the possible areas of application.	1
	review important theories in specific management context.	1
	classify and explain intercultural differences based on the learned theories in management.	2
	summarise and compare concrete global intercultural differences.	2
	apply an intercultural subject to a simple cultural phenomenon in a management context.	3
	differentiate a real intercultural situation in a specific management context by means of a suitable theoretical approach and assign it in a suitable typology.	4
	evaluate the possibilities and limitations of a foreign or self-conducted intercultural analysis and to critically review their possible own cultural "bias".	5
	plan and assemble a small independent intercultural analysis related to a specific management context in a world region or a specific country, also in the form of a proper scientific paper.	6
Course Contents	<ul style="list-style-type: none"> • Foundations of cultural contexts and theories (global culture, national culture, culture and ethnicity, subcultures, corporate culture, etc.) • Significance of intercultural communication and intercultural management (culture as an important management topic) • Cultural theories and theories of cultural changes (key concepts for the analysis of culture and cultures) including methodological considerations • Cultural aspects of communication (influence of culture on communication and the role of communication within culture) • Role and typologies of culture in the context of management (globalization, international companies, diversity, corporate culture, etc., Hofstede, Trompenaars et al.) • Social, cultural and political aspects of important world regions (Latin America, subregions of Asia, Africa, Arab world, Europe, Anglo-Saxon countries) • Importance of culture in specific management contexts: marketing and advertising, PR and corporate communications, innovation, Organisation and leadership. 	

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	3
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	3
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	5
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	3
Competencies	Type of competency	Role ²
	K1: Academic knowledge	5
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	6
	K4: Methodological skills (professional practice)	4
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	1
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: General school education (especially foreign language skills combined with cultural knowledge of other countries) Personal experience with interculturalism (travels abroad, possibly language stays, year abroad or family, multicultural background)	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	3	
Type of Module	Compulsory module	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Applicability	References to: Academic Writing and Research Fundamentals of Business Administration Marketing Media Economics and Media Politics Media and Communication Theories Strategy, Organisation and Leadership Current Topics Advanced Methods Bachelor Thesis
Teaching Language	English
Type of Assessment	Project Paper
Teaching and Learning Methods	Lecture [1 course units] / Seminar [2 course units] (also available as an online seminar)
Essential Reading	Deresky, H. (2014). International Management. Managing Across Borders and Cultures. Text and Cases (8th edition). London: Pearson.
Further Reading	Cambie, S. & Ooi, Y.-M. (2009). International Communications Strategy. Developments in Cross-Cultural Communication, PR and Social Media. London & Philadelphia (PA): Kogan Page. Hall, E. T. (1976). Beyond Culture. New York: Anchor Books. Hofstede, G. (2010). Cultures and Organizations. Software of the Mind (3rd edition). New York: McGraw-Hill. Lewis, R. D. (2005). When Cultures Collide: Leading Across Cultures. Leading, Teamworking and Managing across the Globe. London: Nicholas Brealey Publishing. Samovar, L.A., Porter, R.E. & McDaniel, R.E. (2012). Intercultural Communication. A Reader (13th edition). Stamford (CT): Wadsworth Cengage Learning. Sriramesh, K. & Vercic, D. (2011). Culture and Public Relations. Links and Implications. Abingdon & New York: Routledge. Trompenaars, F. & Hampden-Turner, C. (1997). Riding the Waves of Culture. Understanding Cultural Diversity in Business (2nd edition). London: Nicholas Brealey Publishing.
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Project Management [Project Management]

Module Code: B-SQe-ALL-PMM

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	describe international standards and procedures.	2
	formulate specific (SMART) project goals.	2
	analyse the respective project environment / stakeholder.	4
	apply relevant project management tools and methods, such as the creation of schedules and project plans, milestones and work packages.	3
	apply the principles of resource planning, risk management, and project controlling.	3
	understand why good project culture is characterized by trusting cooperation and diverse networking in the team, allowing mistakes and learning.	2
	solve conflicts that arise in a project team.	5
	determine how projects can ensure sustainability and value creation in organisations.	4
	derive a form of project management specific to their study programme/field.	6
	critically analyse leadership in teams.	4
Course Contents	<ul style="list-style-type: none"> • Introduction to (agile) project management, definition of important terms (Kanban, Scrum, ...), international standards, literature, process models • Project goals and project benefits, project environment • Organisational structures in projects, programs and portfolios • Task planning and scheduling, determination of milestones • Team organisation, conflict management, project management • Expense estimation methods • Risk management • Change management • Quality management • Project completion phase; Project evaluation, completion of the project organisation, dissolution of the project team, lessons learned • Trends in project management 	
General Objectives of all BA Programmes	<p>Description</p> <p>Understanding the relationships and challenges of a multicultural, mobile and digital economy and society</p>	Relevance ¹ 5

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	5
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	3
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendations: general school education First practical project experience from first semester study projects	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	3	
Type of Module	Compulsory module	
Applicability	References to: Interdisciplinary Project Orientation project Focus project	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	<p>Internship Semester</p> <p>Student's Initiative</p> <p>Entrepreneurship</p> <p>Bachelor Thesis</p>
Teaching Language	English
Type of Assessment	Written Exam
Teaching and Learning Methods	Lecture [1 course units] / Tutorial [2course units] (also available as an online seminar)
Essential Reading	<p>Cleland, D. & Ireland, L. (2010). Project Managers Portable Handbook (3rd ed.). New York (N.Y.): McGraw-Hill Professional.</p> <p>Kloppenborg, T. (2011). Contemporary Project Management (2nd ed.). Mason (OH): South-Western Cengage Learning.</p>
Further Reading	<p>International Project Management Association (2015). Individual Competence Baseline for Project, Programme & Portfolio Management. (4.0 th Version). Nijkerk, The Netherlands.</p> <p>Project Management Institute (2013). A guide to the Project Management Body of Knowledge. PMBOK Guide. An American National Standard. (5.th Version). Pennsylvania.</p> <p>Kerzner, H. (2017). Project management: a systems approach to planning, scheduling, and controlling (12.th Version). Hoboken, NJ: John Wiley & Sons, Inc.</p> <p>Web:</p> <p>https://www.pmi.org/</p> <p>http://www.ipma.world/</p> <p>http://pmworldlibrary.net/</p> <p>http://hbr.org/search/Case%20Studies/0</p> <p>http://agilemanifesto.org/iso/de/manifesto.html</p>
Recommended Seminar Literature for Student Presentations	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>
Recommended Exercises	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>

Methods and Principles of AudioVisual Media [Methods and Principles of AudioVisual Media]

Module Code: B-FFe-ALL-MPA

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	point out important trends from recent film history and name relevant directors.	1
	describe characteristics of the cinematic narration of individual directors.	2
	compare historical events with current developments.	2
	classify different methods suitable for the representation of film-historical sections.	2
	independently work on a self-selected film-historical topic of appropriate volume.	3
	transfer methods from scientific writing on own time management.	2
Course Contents	<ul style="list-style-type: none"> • A historical review over different streams throughout European and American film history from 1968 to the year 2000 (New Cinema to Dogma 95) • Characteristic themes and cinematic stylistic strategies of individual directors and their most important films • Relationships between historical, social and technical working conditions and the innovative capacity of individual creatives • Established film-theoretical analysis methods • Scientific work within the context of film: supervision of the working phases 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	6
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	1
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	2

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Competencies	Type of competency	Role ¹
	K1: Academic knowledge	6
	K2: Knowledge in professional practice	1
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	5
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	10	
Prerequisites/ Recommendations	Recommendation: Film History Academic Writing and Research	
Total workload	300 h [90 CH / 210 SH]	
Study Semester	3	
Module type	Compulsory module	
Applicability	Relations to: Film History Academic Writing and Research BA Thesis	
Teaching language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Seminar [6 course units] (also possible as online seminar)	
Essential Reading	Christen, T. & Blanchet, R. [Hg.] (2008). Einführung in die Filmgeschichte; New Hollywood bis Dogma 95. Marburg: Schüren Verlag. Gastel, B. and Day, R. A. (2016) How to write and publish a Scientific Paper, Eighth Edition Santa Barbara, Carlifornia ABC-CLIO	
Further Reading	Biskind, P. (1998). Easy Riders, Raging Bulls How the Sex n´Drugs´Rock N´Roll Generation saved Hollywood. London: Bloomsbury Publishing.	
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Interdisciplinary Project [Interdisciplinary Project]

Module Code: B-FFe-ALL-IDP

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	specify quality criteria for a script/documentary film exposé to be realised.	1
	conclude a creative implementation concept from the existing framework conditions and the analysis of the script in group work.	2
	apply the plot of a film production to a given team within given framework conditions.	3
	classify the decisions taken by the team against the background of their own creative abilities.	2
	solve emerging problems in a film production in teamwork.	3
	identify structural characteristics of interdisciplinary teams.	1
Course Contents	<ul style="list-style-type: none"> • Selection of a screenplay or a documentary concept, taking into account the general conditions for the realisation on campus. • Planning of the creative implementation of the script/concept in all creative departments • Realisation of the script and the resulting creative concept, completion of the postproduction of the film up to the fine cut • Team building and analytical reflection of teamwork 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	K1: Academic knowledge	1
	K2: Knowledge in professional practice	2
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	3
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	10	
Prerequisites/ Recommendations	Recommendations: Audiovisual Media Location Workshop	
Total workload	300 h [90 CH / 210 SH]	
Study Semester	3	
Type of Module	Compulsory module	
Applicability	References to: Filmic Experiments Studio Project	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Workshop [6 course units] (also possible as online seminar)	
Essential Reading	Katz, S. (1991). Film Directing Shot by Shot: Visualizing from Concept to Screen. London, UK: Focal Press.	
Further Reading	Mackendrick, A. (2006). On Filmmaking: An Introduction to the Craft of the Director. London, UK: Faber & Faber.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

Fundamentals of Film Production and Media Law [Grundlagen Produktion und Recht]

Module Code: B-FFe-ALL-GPR

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	compare different media systems in Germany.	4
	describe the key building blocks for financing, manufacturing and the marketing of media products.	1
	explain legal aspects and obligations within the production of media products.	2
	declare policies within the media industry, necessary memberships and legal obligations.	2
	name the rights associated with media productions and the steps necessary for their implementation and exploitation.	1
	describe hedging measures and additional recovery revenues and systems.	2
	discuss different types of contracts within the field of media production.	2
	evaluate different authorities for quality assessment and marketing optimization.	5
	apply planning tools to media production.	3
Course Contents	<ul style="list-style-type: none"> • Media systems in Germany, media contracts, IP TV • Financing, production and distribution of media products, crowd funding, calculation • Excerpts, shooting schedule, disposition • Company types, obligations/taxes, Chamber of Industry and Commerce (German: IHK), social security • Producer associations, professional associations, Artists' Social Insurance (German: KSK), trade union, public liability, other conditions • Relevant rights, clarification, option • Collecting societies, reporting obligations, insurance, completion bonds • Contract types relevant for media productions • FSK, FBW, Sales Agents, Aggregators, marketing channels • Extracts, shooting schedule, disposition 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	1
	The ability to grasp complex tasks and develop creative and sustainable solutions	1

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Self-reflection and judgment to continually grow personally in a dynamic international work environment	1
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	6
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	3
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	3
Competencies	Type of competency	Role ²
	K1: Academic knowledge	5
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	3
	K4: Methodological skills (professional practice)	3
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	1
Module duration	1 Semester	
When offered	Once per academic year	
ECTS-Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SSZ]	
Semester	4	
Module type	Compulsory module	
Applicability	Relations to: Orientation Project Interdisciplinary Project Focus Project	
Teaching language	English	
Exam type	Written exam	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Teaching and learning methods of the module	Lecture [1 course units] / Tutorial [3 course units] (also possible as online seminar)	
Essential Reading	Petzke, J. (2015). Drehplanung. UVK	
Further Reading	<p>Fechner, F. (2017). Medienrecht: Lehrbuch des gesamten Medienrechts unter besonderer Berücksichtigung von Presse, Rundfunk und Multimedia. (Utb M) Verlag.</p> <p>Homann, H. (2007). Praxishandbuch Musikrecht: Ein Leitfaden für Musik- und Medienschaffende. Springer Verlag.</p> <p>Beck, K. (2012). Das Mediensystem Deutschlands: Strukturen, Märkte, Regulierung (Studienbücher zur Kommunikations- und Medienwissenschaft). Springer Verlag.</p> <p>Jacobshagen, P. (2012). Filmbusiness: Filme erfolgreich Finanzieren, Produzieren und Vermarkten. PPVMedien Verlag.</p> <p>Knaf, J. (2010). Online Filme produzieren: Geschäftsmodelle im Zeitalter der Digitalisierung. UVK.</p> <p>Wendling, E. (2015). Filmproduktion. Eine Einführung in die Produktionsleitung. UVK.</p> <p>Internet-Quellen: https://de.wikipedia.org/wiki/Filmproduktion Juni 2017 https://www.movie-college.de/filmschule/produktion/drehplanung Juni 2017 https://www.movie-college.de/filmschule/produktion/vertraege, Juni 2017 https://de.wikipedia.org/wiki/Drehplan Juni 2017</p>	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Orientation Project (Short Film) [Orientierungsprojekt (Kurzfilm)]

Module Code: B-FFe-ALL-OTP

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	apply theoretically conveyed design characteristics of feature films to a given screenplay.	3
	choose from the extensive creative possibilities of creative disciplines such as camera, directing, sound/sound design, editing and apply characteristic film production features to own movie project.	5
	apply the characteristics and peculiarities of a feature film production to your own project.	3
	point the different occupations on set and name their areas of responsibility.	4
	evaluate the personal suitability for practical work, reviewing it as a possible later occupational field within the core functions performed.	5
	carry out action sequences of filming in different team constellations within the course of a feature film production.	3
	implement customary communication practices within the team hierarchy.	3
	self-critically discuss one's own strengths and weaknesses within set work.	2
Course Contents	<ul style="list-style-type: none"> • Development of an audiovisual concept for a given script, under consideration of predefined framework conditions • Fundamentals of feature film making by camera work, audio processing, working with actors and film editing • In-depth methodological knowledge of feature film production and related processes • Preparation and realisation of a film shooting where each student performs different team positions • Application of acquired productional skills to realise the first short film project in the chosen field of specialisation 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
	Description	Relevance ¹

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	3
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	10	
Prerequisites/ Recommendations	Recommendation: Audiovisual Media Filmic Experiments	
Total workload	300 h [90 CH / 210 SH]	
Study Semester	4	
Type of Module	Compulsory module	
Applicability	References to: Location Workshop Audiovisual Media Fundamentals of Film Production and Media Law	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Workshop [6 course units]	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Essential Reading	Neukirchen, D. (2009). Vor der Kamera, Camera Acting für Film und Fernsehen (überarbeitete Neuauflage). Köln: Pro Business Verlag.
-------------------	--

Further Reading	Katz, Steven D. (2010). Die richtige Einstellung. Das Lehrbuch über Bildsprache und Filmgestaltung. Frankfurt: Zweitausendeins.
-----------------	---

Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
--	---

Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
-----------------------	---

Faculty Responsible for Module	Faculty of Creative Arts
--------------------------------	--------------------------

Exam Semester	[this information can be found in the syllabus for the module for each semester]
---------------	--

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
--------------------	--

Task	[this information can be found in the syllabus for the module for each semester]
------	--

Units	1 [this information can be found in the syllabus for the module for each semester] ...
-------	---

Script Analysis [Drehbuchanalyse]

Module Code: B-FFe-STR-DBA

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	recognize topics and possible stories out of current affairs and existing stories.	1
	develop own cinematic material based on current events and existing stories.	6
	check scripts for improvement potential.	5
	recognize client requirements.	1
	independently revise a screenplay.	3
Course Contents	<ul style="list-style-type: none"> • Adaptation of existing stories and current affairs • Editing of scripts • Script analysis • Script consulting • Script Doctoring • The Public Contract 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	6
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	3
Competencies	Type of competency	Role ²
	K1: Academic knowledge	1

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	6
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: All previous modules from script and material development	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	4	
Type of Module	Compulsory elective module	
Applicability	References to: All previous modules from the areas of directing, production, screenplay and camera	
Teaching language	English	
Type of Assessment	Project paper	
Teaching and Learning Methods	Seminar [1 course units] / Tutorial [2course units]	
Essential Reading	Benke, D. & Routh, C (2006). Script Development. Konstanz: UVK. Faulstich, W (2002). Grundkurs Filmanalyse. München: UTB.	
Further Reading	Field, S (2010). Das Drehbuch. Berlin: Autorenhaus Verlag. Horn, C. (2006). Literaturverfilmungen. Düsseldorf: filmrezension. Hutcheon, L. (2012). A theory of adaptation. London: Routledge. Korte, H. (1999). Einführung in die systematische Filmanalyse. Berlin: Erich Schmidt Verlag. Kranz, D. (Hrsg.) (2008). In/Fidelity: Essays on Film Adaptation. New York: Dover Publications. Mikos, L. (2008). Film- und Fernsehanalyse. Konstanz: UVK. Nanemore, J. (2000). Film adaptation. New Brunswick: Rutger University Press. Sanders, J. (2005). Adaptation and Appropriation. London: Taylor & Francis. Schütte, O (2009). Die Kunst des Drehbuchlesens. Konstanz: UVK.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester] ...

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
-----------------------	---	--

...

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

Units	1	[this information can be found in the syllabus for the module for each semester]
-------	---	--

...

Working with Actors [Inszenierung]

Module Code: B-FFe-REG-IZG

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	present own vision in a more complex, differentiated and artistically more individual manner.	2
	use design elements to develop more complex characters.	6
	edit scenes for the samples.	3
	carry out rehearsals with actors in different constellations.	3
	determine nonverbal proximal staging as a narrative instance in a scene.	2
	combine and implement studied, as well as newly learned tools and various staging methods (here mainly proxemic) with increasing certainty.	6
	compare different visions and their implementation	4
	evaluate own approaches.	5
Course Contents	<ul style="list-style-type: none"> • Deepening knowledge and practice in the areas of formal and artistic story design • Specialization in character drawing, cast, scenery, costume design, makeup, etc. • Specialization in drama (scene analysis and rehearsals) • Basics of nonverbal staging (body language, blocking for the scene) • Converting a certain given scene (including actors) as a tableau-staging in one shot • Analysis of the resulting scenes 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	5
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	5

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	5
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	6
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Successful participation in Fundamentals of Direction and Location Workshop	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	4	
Type of Module	Compulsory elective module	
Applicability	Relations to: Location Workshop Script Analysis Orientation Project Staging and Blocking Advanced Aspects of Directing Graduation Film	
Teaching language	English	
Type of Assessment	Project paper	
Teaching and Learning Methods	Workshop [3 course units]	
Essential Reading	Weston, J. (1996). Directing Actors: Creating memorable performances for film and television. Studio City, California: Michael Wiese.	
Further Reading	David C. (2013). The Art of Character: Creating Memorable Characters for Fiction, Film, and TV. Penguin.	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

		Weston, J. (2003). The Film Director's Intuition: Script Analysis and Rehearsal Techniques. Michael Wiese Productions.
		Truffaut, F. (1966). Mr. Hitchcock, wie haben Sie das gemacht? (3.Auflage 2003). München, Deutschland: Wilhelm Heyne Verlag.
		Hauser, F. (2006) Notes on Directing. Performance Books.
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Creative Writing [Creative Writing]

Module Code: B-FFe-REG-CWR

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	know the formal and structural conditions for a treatment, image treatment and screenplay.	1
	use different narrative forms.	3
	analyse different dramaturgy models.	4
	further develop their individual writing practice and personal expression.	6
	transfer real events to own project.	2
	perform research and participatory observation on own stories and their further development.	3
	select creative techniques for brainstorming.	4
	apply creative techniques for overcoming writing and thinking blockages.	3
	develop own material for a short film project within the semester or a B.A.-film for realisation under given conditions.	6
Course Contents	<ul style="list-style-type: none"> • In-depth basics in script development • Narrative forms and techniques • Open dramaturgy • Practical writing exercises • Developing shooting material and carrying out research • Creative techniques • Dealing with creative blockages • Writers Room • Supervised development of a project (individually and in a team) 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	3

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	5
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	5
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	2
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS-Credits	5	
Prerequisites/ Recommendations	Recommendation: Visual and Motion Design	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	4	
Type of Module	Compulsory elective module	
Applicability	Relations to: Orientation Project Graduation Film Script Analysis	
Teaching language	English	
Type of Assessment	Project paper	
Teaching and Learning Methods	Lecture [1 course units] / Tutorial [3 course units]	
Essential Reading	Eick, D. (2005). Expose, Treatment und Konzept. UVK Verlagsgesellschaft mbH. Parker, P. (2005). Die kreative Matrix. UVK Verlagsgesellschaft mbH.	
Further Reading	Seger, L. (2012). Das Geheimnis guter Drehbücher: Making a Good Skript Great. Berlin: Alexander Verlag.	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	McKee, R. (2016). Story: Die Prinzipien des Drehbuchschreibens. Berlin: Alexander Verlag.
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester] ...

Digital Film Technologies [Digital Film Technologies]

Module Code: B-FFe-ALL-DFT

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	discuss current and future digital technologies.	1
	explain the basics of computer science.	2
	define the history and development of computer languages and their fields of application.	1
	understand the function and benefits of software and its application areas.	2
	describe the creative process of computer-based working and designing.	2
	describe networks and data handling for design processes and digital publishing.	2
	comprehend the relationships between developments in digital technologies and innovation and creativity.	2
	analyse the impact of digital technologies on existing business models.	4
	use data science methods to design new ideas and innovations.	3
	develop user-oriented decisions regarding the application of digital technologies in the business environment.	6
	assess solutions to current problems related to digital technologies.	5
	determine general impact and potential risks and benefits of digital technologies for business and society.	4
	collaborate together as a team to develop a simple app for iOS or Android.	6
Course Contents	<ul style="list-style-type: none"> • Technical and aesthetic aspects of computer science • Topics and case studies on topics such as blockchain, artificial intelligence and IT infrastructures • Importance and Development of the Internet of Things (IoT) and Sensor Technologies (e.g., Quantified Self) • Fundamentals of Coding and Software Development as well as the API Economy • Design Research Methods and Techniques • Current topics and trend in the field of digital media and their significance in the historical context • Creativity, innovation and change as fundamental concepts in business and society 	
	Description	Relevance ¹

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

General Objectives of all BA Programmes	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	6
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	5
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	5
Competencies	Type of competency	Role ²
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	6
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	5	
Type of Module	Compulsory module	
Applicability	All B.A. programmes	
	Refers to:	
	Student Initiative Entrepreneurship	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	Advanced Research Methods Bachelor Thesis
Teaching Language	English
Type of Assessment	Project Paper
Teaching and Learning Methods	Workshop [3 course units] (also available as an online seminar)
Essential Reading	<p>Arrasjid, J. Y., Gabryjelski, M. & McCain, C. (2016). IT Architect: Foundation in the Art of Infrastructure Design: A Practical Guide for IT Architects. New Hampshire: IT Architect Resource</p> <p>Hare, K. (2017). Computer Science Principles: The Foundational Concepts of Computer Science. Yellow Dart Publishing</p> <p>Weinman, J. (2015). Digital Disciplines: Attaining Market Leadership via the Cloud, Big Data, Social Mobile, and the Internet of Things. Wiley</p>
Further Reading	<p>Cristal, G. (2014). Ad Serving Technology: Understand the Marketing Revelation that Commercialized the Internet. Gregory Cristal.</p> <p>Drescher, D. (2017). Blockchain Basics: A Non-Technical Introduction in 25 Steps. Frankfurt am Main: Apress.</p> <p>Norman, A. T. (2016). Hacking. Computer Hacking Beginners Guide.</p> <p>Provost, F & Fawcett, T. (2013). Data Science for Business: What you need to know about data mining and data-analytical thinking. O'Reilly.</p>
Recommended Seminar Literature for Student Presentations	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>
Recommended Exercises	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	<p>1 [this information can be found in the syllabus for the module for each semester]</p> <p>...</p>

Storytelling for Emerging Technologies [Storytelling für neue Formate]

Module Code: B-STGe-ALL-SNF

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	identify trends and developments in the media industry (film, games, social media, AR, VR).	1
	interpret content-related dramaturgical aspects as well as form and interaction related questions.	2
	review current developments in the media industry from organisational, technical, economic to production-related perspectives.	5
	establish contact to media professionals from the field.	6
	plan own projects regarding current market trends.	6
Course Contents	<ul style="list-style-type: none"> • Current developments in the field of material development for film, TV and online media • Current developments in the media (film, games, social media, AR, VR) • New techniques for idea generation and conception as well as format and material development relevant for the film and media industry • Case studies by media professionals 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	4
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	5
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²
	K1: Academic knowledge	1

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	3
	K4: Methodological skills (professional practice)	6
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: All previous modules in the area of material development and screenplay	
Total workload	150 h [30 CH / 120 SH]	
Study Semester	5	
Type of Module	Compulsory module	
Applicable to	References to: Screenwriting and Dramaturgy Filmic Experiments	
Teaching Language	English	
Type of Assessment	Oral exam (poster)	
Teaching and Learning Methods	Workshop [2 course units] (also possible as online seminar)	
Essential Reading	Koschmieder, A. (2011). Stoffentwicklung in der Medienbranche. Berlin: Cornelsen Verlag Scriptor. Schell, J. (2014). The Art of Game Design: A Book of Lenses. Waltham: Morgan Kaufman Publishers. Van Wyngaarden, E. (2017). Digitales Erzählen – Durch Nutzerorientierung zum Erfolg. Köln: Verlag Herbert von Halem.	
Further Reading	Atkinson, S. (2015). Beyond the Screen. Emerging Cinema and Engaging Audiences. New York: Bloomsbury. Bartle, R.A. (2003). Designing Virtual Worlds. Berkeley: New Riders. Bernardo, N. (2014). Transmedia 2.0. Lissabon: beActive books. Curedale, R. (2013). Design Thinking. Topanga: Design Community College. Douglas, P. (2015). Future of Television: Your Guide to Creating TV in the New World. Studio City: Michael Wiese. Eick, D. (2014). Digitales Erzählen. Konstanz: UVK Verlagsgesellschaft. Erbeldinger, J., Ramge, T. (2014). Durch die Decke denken - Design Thinking in der Praxis. München: Redline Verlag.	

-
- Freisinger-Heindl, S. & MacFarlane, G. (2015). Best of Branded Content Marketing. Verfügbar online.
- Gray, D., Brown, S. & Macanuso, J. (2010). Gamestorming. Sebastopol (CA): O'Reilly Media.
- Levy, J. (2015). UX Strategy. Sebastopol (CA): O'Reilly.
- Lochner, D. (2014). Storytelling in virtuellen Welten. Konstanz: UVK Verlagsgesellschaft.
- Löffler, M. (2014). Think Content! Grundlagen und Strategien für erfolgreiches Content-Marketing. Bonn: Rheinwerk Computing.
- Mikunda, C. (2016). Marketing Spüren. München: Redline Verlag.
- Osterwalder, A. & Pigneur, Y. (2011). Business Model Generation: Ein Handbuch für Visionäre, Spielveränderer und Herausforderer. Frankfurt: Campus-Verlag.
- Patzner, H. (2014). Creative Explosion. Neue Sprengkraft für Ideen, Innovationen und Kreativprozesse. Frankfurt am Main: Campus Verlag.
- Pulizzi, J. (2016). Content Inc. New York: McGraw-Hill.
- Quesenbery, W. & Szuc, D. (2012). Global UX. Design and Research in a Connected World. Waltham: Morgan Kaufman.
- Rabenalt, P (2004). Filmdramaturgie. Berlin: Vistas Media Production.
- Rainie, L. & Wellmann, B. (2013). Networked. The New Social Operating System. Cambridge (MA): The MIT Press.
- Ries, E. (2011). The Lean Startup. London: Penguin Books.
- Rößler, A. (2012). Crowdfunding - Projektfinanzierung mit Social Media. Dresden: com.pas - Dresdner Kompetenzzentrum Electronic Commerce.
- Rose, D. (2015). Enchanted Objects. New York: Scribner.
- Ryan, M. L. & Thon, J. N. (2014). Storyworlds across Media. Lincoln: University of Nebraska Press.
- Sammer, P. (2014). Storytelling. Köln: O'Reilly Verlag.
- Schwab, I. (2016). Weck den Maker in Dir. In: Lead digital, 02/2016.
- Scoble, R., Israel, S. (2014). Age of Context. Ohne Ortsangabe: Patrick Brewster Press.
- Scoble, R. & Israel, S. (2017). The Fourth Transformation. Ohne Ortsangabe: Patrick Brewster Press.
- Sepinwall, A. (2014). Die Revolution war im Fernsehen. Berlin: Luxbooks .
- Stalder, F. (2016). Kultur der Digitalität. Berlin: Suhrkamp Verlag.
- Strangelove, M. (2015). Post TV. Toronto: University of Toronto Press.
- Stutterheim, K. (2015). Handbuch Angewandter Dramaturgie. Frankfurt am Main: Internationaler Verlag der Wissenschaften.
- Werner, B. & Mertens, C. (2016). So bekommen sie ihr Drehbuch in den Griff. Konstanz: UVK.
- Weinberg, T. (2015). Social Media Marketing. Köln: O'Reilly Verlag.
- Wolf, P. (Hrsg.). Medieninnovationen: Internet, Serious Games, TV. Leipzig: Leipziger Universitätsverlag.
- Zag, R. (2010). Der Publikumsvertrag. Berlin: UVK Verlagsgesellschaft.

Recommended Seminar Literature	1	[this information can be found in the syllabus for the module for each semester]
--------------------------------	---	--

...

for Student Presentations	
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester]
	...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

Focus Project (Advertising Film) [Fokusprojekt (Werbefilm)]

Module Code: B-FFe-ALL-FKP

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	experiment with essential design features and dramaturgical patterns of commercials and social spots.	4
	apply design features and dramaturgical patterns proven in TV and cinema to new distribution channels.	3
	name framework conditions and specifics of moving image advertising.	1
	implement the characteristics from commercial film production processes to own projects.	3
	design a creative concept for a visually high-quality viral spot, according to a briefing and analysis by a commissioning company.	6
	organise the production of an advertising film;	4
	evaluate own and other team members' performance.	5
	solve occurring problems in a commercial film production in teamwork.	3
Course Contents	<ul style="list-style-type: none"> • Creative and dramaturgical characteristics of current and historical commercials • Go viral – targeting through motion-image campaigns within social media • Systems theoretical foundations of brand communication and their routes of distribution • In-depth methodological knowledge of commercial film production and related processes • Creating a cinematic concept according to client guidelines • Practical implementation of a concept in its content and design development 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	3
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	3

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	3
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	5
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	10	
Prerequisites/ Recommendations	Prerequisite according to § 4 section 5 of the Study and Examination Regulations: Audiovisual Media	
Total workload	300 h [75 CH / 225 SH]	
Study Semester	5	
Type of Module	Compulsory module	
Applicability	References to: Audiovisual Media Filmic Experiments Location Workshop Interdisciplinary Project Orientation Project	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	Workshop [5 course units]	
Essential Reading	Heiser, A., Bluhme, B., Hochrein, P., Wind, T. & Heiser, M. (2009) Bleiben Sie dran: Konzeption, Produktion und Postproduktion von Werbespots, - filmen und Virals (2.Aufl.). Berlin: Creative Game.	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	Kleon, A. (2015). <i>Steal like an Artist, A Notebook für Creative Kleptomaniacs</i> . New York: Workman Publishing Company.	
Further Reading	Henze, C. (2005). <i>Apropos Werbefilm Vom kommerziellen Umgang mit der Phantasie</i> . (1.Aufl.). Konstanz: UVK Verlagsgesellschaft.	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Staging, Blocking [Staging, Blocking und Auflösung]

Module Code: B-FF-STR-SBA

Learning Outcomes:	After completing this module, students will be able to	Level ¹
	discuss the fundamental meaning of acting/staging in space, with special consideration of design possibilities of pictorial design.	2
	investigate screenplay scenes on most appropriate motivations and intentions for the scenographies (character movements, processes and activities).	4
	evaluate the quality of scenographies based on the translation of the narrative intention ("story").	5
	explore the dramaturgical design possibilities of the camera (in particular: perspective, focal length and movement) in relation to the positions of figures on set, by working with samples.	3
	develop scenes through appropriate acting in space and use the creative potential of the camera according to the narrative intentions.	6
	choose appropriate camera settings for the development of a specific scene dramaturgy.	4
	analyse the differences between various approaches in staging/blocking/and preparing the set, in terms of the dramatic effects of scenes.	4
Course Contents	<ul style="list-style-type: none"> The analysis of current and historical film examples of staging and blocking techniques, as well as the associated techniques of visual storytelling (especially: perspective, focal length, movement) Dramaturgical analysis of appropriate scenes from given scripts (especially: objectives, obstacles, actions, activities) "Story scenography" vs. "Plot scenography" Work on scenes and exercises on the effect of movement / character positioning in space, with special consideration of camera settings Planning and carrying out film shoots (with several variations of the resolution) on location and with at least two actors/actresses Video editing of several variations of the same scene Analysis of the different variations of the of the resolution of a certain scene on dramaturgy, narrative perspective and narrative intention 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	1
	The ability to grasp complex tasks and develop creative and sustainable solutions	6

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	4
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	6
	K5: Social skills	5
	K6: Personal skills (e.g. reflection, organisation)	2
Module Length	1 semester	
When Offered	once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Location Workshop	
Total workload	150 h [75 CH / 75 SH]	
Study Semester	5	
Type of Module	Compulsory elective module	
Applicability	Relations to: Location Workshop Orientation Project Advanced Aspects of Directing	
Teaching language	English	
Type of Assessment	Project paper	

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Teaching and Learning Methods	Tutorial [5 course units]	
Essential Reading	<p>Travis, M. (2002). Directing Feature Films: The Creative Collaboration Between Directors, Writers, and Actors. Oxford,UK: Butterworth Heinemann.</p> <p>Proferes, N. (2008). Film Directing Fundamentals-See Your Film before You shoot it (3. Aufl.). Oxford, UK: Butterworth Heinemann.</p>	
Further Reading	<p>Raschke, H. (2013). Szenische Auflösung. Wie man sich eine Filmszene erarbeitet. Konstanz, Deutschland: UVK.</p> <p>Videokurs: Holmes, P. (2008). The Master Course in Highend-Staging and Blocking (1. Aufl.) DVD-Reihe. Las Vegas, NV: Hollywood Camera Work.</p>	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Advanced Aspects of Directing [Spezielle Themen Regie]

Module Code: B-FFe-REG-SPT

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	select personal and/or socially relevant topics according to set criteria.	4
	design a project right up to the treatment, that is adequate to the type and scope of the Bachelor's degree.	6
	experiment with different design elements.	4
	choose between different creative possibilities while video editing and during postproduction.	4
	develop a differentiated, artistically and creatively thought-out concept.	6
	illustrate a vision in a written form.	3
	evaluate concepts out of own artistic understanding.	5
Course Contents	<ul style="list-style-type: none"> • Idea development • Script development • Advanced knowledge in the areas of formal and artistic design, before and during film production • Fundamental research in creative areas of postproduction • Creation of an overall artistic / film concept 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	4
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	5
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	K1: Academic knowledge	1
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	6
	K5: Social skills	4
	K6: Selbstkompetenz (z.B. Reflektionsfähigkeit, Zeitmanagement)	5
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Recommendation: Successful participation in Fundamentals of Directing, Location Workshop as well as Working with Actors; final finished short feature film and submission of all related documents.	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	5	
Type of Module	Compulsory elective module	
Applicability	Relations to: Location Workshop Documentary Filmmaking Filmic Experiments Orientation Project Graduation Film	
Teaching language	English	
Type of Assessment	Project paper	
Teaching and Learning Methods	Workshop [4 course units]	
Essential Reading	-	
Recommended Seminar Literature for Student Presentations	[this information can be found in the syllabus for the module for each semester]	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	

Units

[this information can be found in the syllabus for the module for each semester]

Student Initiative [Studentische Initiative]

Module Code: B-STGe-ALL-SIT

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	independently develop a suitable project idea.	6
	compile an interdisciplinary team.	6
	independently carry out literature and material research.	3
	formulate problems in interdisciplinary projects.	2
	develop solutions for challenges in interdisciplinary project management.	6
	develop a comprehensive and coherent reasoning regarding the usefulness of a project.	6
	apply their own abilities and strengths in interdisciplinary projects.	3
	critically assess the importance of project results.	5
	analyse the long-term effects of your own project.	4
	develop a unique perspective.	6
Course Contents	<ul style="list-style-type: none"> • Foundations of project management • Project specific tools und methods • Pitching and presentation techniques • Project evaluation 	
General Objectives of all BA Programmes	Description	Relevane ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	4
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	4
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	6
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Competencies	Type of competency	Role ¹
	K1: Academic knowledge	6
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	6
	K4: Methodological skills (professional practice)	4
	K5: Social skills	4
	K6: Personal skills (e.g. reflection, organisation)	4
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [support depending on the project]	
Study Semester	6	
Type of Module	Compulsory module	
Applicability	All B.A. Degrees	
	References to: Academic Writing and Research Empirical Research and Statistics Digital Technologies Project Management Communication Skills Entrepreneurship	
Teaching Language	English	
Type of Assessment	Project Paper	
Teaching and Learning Methods	No teaching, just individual support	
Essential Reading	Kerzner, H. (2017). Project management: a systems approach to planning, scheduling, and controlling. 12.th Version. Hoboken, NJ: John Wiley & Sons, Inc. Lewrick, M, Link, P., Leifer, L. & Langensand, N. (2017). Das Design Thinking Playbook: Mit traditionellen, aktuellen und zukünftigen Erfolgsfaktoren. Vahlen.	
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
-----------------------	---	--

...

Faculty Responsible for Module	Faculty of Creative Arts	
--------------------------------	--------------------------	--

Exam Semester	[this information can be found in the syllabus for the module for each semester]	
---------------	--	--

Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
--------------------	--	--

Task	[this information can be found in the syllabus for the module for each semester]	
------	--	--

Units	1	[this information can be found in the syllabus for the module for each semester]
-------	---	--

...

Communication Skills [Kommunikationskompetenzen]

Module Code: B-SQe-ALL-KMK

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	present relevant content.	2
	differentiate between important and less important contents of a communication situation.	4
	summarise essential contents.	2
	apply the dramaturgy of rhetorical means.	3
	justify the developed analytical and creative solutions.	5
	express linguistic fluency, body language and persuasive power.	5
	demonstrate social competence.	2
	develop convincing presentation content.	6
judge creative solutions respectfully and make good decisions according to the situation.	5	
Course Contents	<ul style="list-style-type: none"> • Foundations of rhetoric (in terms of voice, language, body language, dramaturgy, memorization) • Introduction to Presentation Technology (applied to customers, clients, supervisors, fellow students) • Development of social skills for everyday working life • Introduction to moderation and negotiation techniques 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	1
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	2
	Ability to contribute one's creative skills into a result-oriented	2

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	(film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	4
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	5
Module Length	1 semester	
When Offered	Semester 2/4/5	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	6	
Type of Module	Compulsory module	
Applicability	All BA Disciplines Intercultural Communication Interdisciplinary Project Orientation Project Focus Project Bachelor Thesis (oral exam)	
Teaching Language	English	
Type of Assessment	Oral Exam	
Teaching and Learning Methods	Workshop [3 course units]	
Essential Reading	Chris Anderson (2016). TED Talks. Die Kunst der öffentlichen Rede. Das offizielle Handbuch. Frankfurt am Main: S. Fischer Verlag, Kahneman (2016). Schnelles Denken, langsames Denken. München: Random House.	
Further Reading	Argyle, M. (2005). Körpersprache und Kommunikation. Das Handbuch zur Nonverbalen Kommunikation (9. Aufl.). Paderborn: Junfermann. Bernstein, D. (1993). Die Kunst der Präsentation: Wie Sie einen Vortrag ausarbeiten und überzeugend darbieten (3. Aufl.). Frankfurt am Main: Campus. Bischoff, I.	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

(2007). Körpersprache und Gestik trainieren. Auftreten in beruflichen Situationen. Ein Arbeitshandbuch. Weinheim: Beltz.

Bruno, T. & Adamczyk, G. (2010). Körpersprache. Planegg: Haufe. Dürrschmidt, P. et al. (2009). Methodensammlung für Trainerinnen und Trainer (5th Edition.). Bonn: managerSeminare.

Hertlein, M. (2003). Präsentieren – Vom Text zum Bild. Reinbek bei Hamburg: Rowohlt.

Mehrmann, E. (2002). Schneller zum Ziel durch klare Kommunikation. Profitipps für den beruflichen Alltag. Nürnberg: BW Verlag. Meyer, M. & Schlotthauer, T. (2009). Elevator Pitching in Wiesbaden. Wiesbaden: Gabler.

Nölke, C. (2006). Präsentieren. Freiburg: Haufe. Pabst-Weinschenk, M. (2000). Reden im Studium. Ein Trainingsprogramm. Darmstadt: Wissenschaftliche Buchgesellschaft.

Schulz von Thun, F. (1981). Miteinander reden (Volume. 1). Reinbek bei Hamburg: Rowohlt.

Schulz von Thun, F. (1989). Miteinander reden (Volume. 2). Reinbek bei Hamburg: Rowohlt.

Thiele, A. (2008). Argumentieren unter Stress (4th Edition.). München: dtv. Thiele, A. (2007). Präsentieren Sie einfach. Frankfurt am Main: Frankfurter Allgem. Buch.

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Internship Semester [Praxismodul]

Module Code: B-FFe-ALL-PRA

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	apply the knowledge and abilities acquired from the study course and respective study and practice fields.	3
	select the most suitable from a variety of methods, as learned within the study.	4
	develop specific goals and plans for later employment.	6
	evaluate the tasks performed within the internship semester as well as the skills acquired from the internship (in the form of an internship report).	5
	describe the company/agency in which the internship takes place as well as rate own contribution.	2
	tasks in a professional environment; work in a team.	3
Course Contents	<ul style="list-style-type: none"> • Internship in a company / agency (at least 20 weeks) • Internship report (Requirements see guidelines for internship module...) 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	6
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	6
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ²
	K1: Academic knowledge	4
	K2: Knowledge in professional practice	6

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

	K3: Methodological skills (research)	4
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	20	
Requirements	None	
Total workload	600 h [0 CH / 600 SH]	
Study Semester	6	
Type of Module	Compulsory module	
Applicability	For all B.A. courses	
	<p>Relations to:</p> <p>Project Management</p> <p>Interdisciplinary Project</p> <p>Orientation Project</p> <p>Focus Project</p>	
	<p>This module also has references to the introduction modules of the chosen field of study</p>	
Teaching Language	English	
Type of Assessment	Pass / No Pass (Internship report)	
Teaching and Learning Methods	Internship in a company (min. 20 weeks)	
Essential Reading	Depending on research question	
Further Reading	Depending on research question	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

Entrepreneurship [Existenzgründung]

Module Code: B-SQe-ALL-EXG

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	transfer the essence of entrepreneurial activity and the need for lifelong learning to a sustainable personal career.	2
	self-critically examine the possibilities of one's own professional development regarding personal motivation and resilience.	4
	develop and present a business or product idea in a convincing manner.	3
	plan possible cooperation in a well-founded way with potential contractors, employers or financiers.	6
	assess the specifics of setting up a business, in particular the associated processes as well as the opportunities and risks.	5
	independently develop a "business plan" considering all relevant economic and legal aspects.	6
	compare business models as well as success and failure of companies with economic, organisational and content-related factors.	4
Course Contents	<ul style="list-style-type: none"> • Preparation for the application phase after graduation and a possible business start-up as a career entry • Introduction to the topics start-up culture, entrepreneurial mentality and independent action • Representation and sales presentation ("pitch") to various stakeholders • Creation of a business plan for an own company • Possibilities of financing, promotion and risk capital 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	3
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	3
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	5

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	3
	K4: Methodological skills (professional practice)	6
	K5: Social skills	3
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [45 CH / 105 SH]	
Study Semester	7	
Type of Module	Compulsory module	
Applicability	References to: Project Management	
Teaching Language	English	
Type of Assessment	Oral Exam	
Teaching and Learning Methods	Lecture [1 course units] / Tutorial [2 course units]	
Essential Reading	<p>Arnold, J. (2013). Existenzgründung – Business Plan und Chancen (3rd Edition.). Uvis-Verlag</p> <p>Bonnemeier, S. (2014). Praxisratgeber Existenzgründung. Erfolgreich starten und auf Kurs bleiben. München: dtv.</p> <p>Hesse, J. & Schrader, H.C. (2015). Das große Hesse/Schrader Bewerbungshandbuch. Alles, was Sie für ein erfolgreiches Berufsleben wissen müssen. Stark Verlag.</p>	
Further Reading	Kawasaki, Guy (2015). The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Portfolio Penguin.	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

		<p>Ries, E. (2011). <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation To Create Radically Successful Businesses</i>. New York: Crown Business.</p> <p>Fink, C., Vogelsang, E. & Baumann, M. (2016). <i>Existenzgründung und Businessplan: Ein Leitfaden für erfolgreiche Start-ups</i> (4th Edition.). Erich Schmidt Verlag.</p> <p>Hofert, S. (2012). <i>Praxisbuch für Freiberufler: Alles, was Sie wissen müssen, um erfolgreich zu sein (Dein Business)</i> (7th Edition). GABAL.</p> <p>Horowitz, B. (2014). <i>The Hard Thing About Hard Things: Building a Business When There Are No Easy</i>. HarperBusiness.</p>
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Advanced Aspects of Film Production and Media Law [Vertiefung Produktion und Recht]

Module Code: B-FFe-ALL-VPR

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	determine the necessary law aspects, as identified for a given project from the point of view of cost efficiency.	4
	assess possible conflicts with third-party rights.	5
	work with required bills/registration forms for team members and performers.	3
	differentiate between various associations and institutions from the film industry.	4
	determine the right contract types for media productions.	4
	explain the roles of collecting societies in the media industry.	2
	assess the risks of a given media production.	5
Course Contents	<ul style="list-style-type: none"> • Personal Rights • Copyright • Competition Law, Labor Law • Social insurance, reporting systems • Wage tax, reporting systems, Artists' Social Insurance (KSK) • Contract types in media production • Producer associations, professional associations • Collecting societies • Risk assessment 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	5
	The ability to grasp complex tasks and develop creative and sustainable solutions	4
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	4
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	2
	K2: Knowledge in professional practice	5
	K3: Methodological skills (research)	2
	K4: Methodological skills (professional practice)	5
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	1
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	Prerequisite according to § 4 section 5 of the Study and Examination Regulations: Fundamentals of Film Production and Media Law	
Total workload	150 h [30 CH / 120 SH]	
Study Semester	7	
Type of Module	Compulsory module	
Applicability	Producing motion picture media, especially film	
Teaching language	English	
Type of Assessment	Written exam	
Teaching and Learning Methods	Lecture [2 course units] (also possible as online seminar)	
Essential Reading	Trares, T. (2012). Filmwirtschaft. GBI-Genios Verlag.	
Further Reading	Dörr, D., Kreile, J. & Cole, M. D. (Hrsg.) (2010). Handbuch Medienrecht. Fachmedien Recht und Wirtschaft in Deutscher Fachverlag GmbH. Fechner, F. (2017). Medienrecht. UTB GmbH. Meyn, H. & Tonnemacher, J. (2012), Massenmedien in Deutschland. UVK Verlagsgesellschaft. Zydorek, C. (2017). Einführung in die Medienwirtschaftslehre. Springer Gabler. Dey, G. (2017). Rechnungswesen in Kulturbetrieben. Springer VS.	
	Internet-Quellen:	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

http://wandtke.rewi.hu-berlin.de/doc/Skript_Medienrecht.pdf Mai 2017
www.urheberrecht.org Mai 2017
<http://www.bpb.de/gesellschaft/medien/medienpolitik/171581/medienpolitik-und-medienrecht> Mai 2017
<http://www.ffa.de/filmwirtschaft.html> Mai 2017
<https://www.spio-fsk.de/?seitid=1&tid=1> Mai 2017
<https://www.movie-college.de/filmschule/produktion/vertraege/vereinbarungen> Mai 2017.

Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	
Faculty Responsible for Module	Faculty of Creative Arts	
Exam Semester	[this information can be found in the syllabus for the module for each semester]	
Module Coordinator	[this information can be found in the syllabus for the module for each semester]	
Task	[this information can be found in the syllabus for the module for each semester]	
Units	1	[this information can be found in the syllabus for the module for each semester]
	...	

Current Topics / Project Seminar [Aktuelle Themen / Projektseminar]

Module Code: B-FFe-ALL-AFF

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	analyse strengths and weaknesses of own final film project.	4
	develop a pitch for the final film project.	6
	design a comprehensive solution for cooperation partners and funding institutions.	6
	set up the image / lighting design and resolution for the final film.	6
	compose a pitch video.	6
	develop a grant application.	6
	as far as possible, plan the final film independently.	6
Course Contents	<ul style="list-style-type: none"> • Finalization of the graduation film screenplay • Creation of a professional short film pitch • Shooting a pitch video • Solution development • Preparing funding applications • Exercises on resolution (for graduation film) • Calculations on short film and documentary productions • Development of postproduction workflows • Cost estimation and test for VFX postproduction 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	6
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	6
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	2
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	1
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	6
	K5: Social skills	5
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations	None	
Total workload	150 h [60 CH / 90 SH]	
Study Semester	7	
Type of Module	Compulsory module	
Applicability	References to: Graduation Film	
Teaching language	English	
Type of Assessment	Project paper	
Teaching and Learning Methods	Seminar [4 course units]	
Essential Reading	According to specifications of the lecturer	
Further Reading	According to specifications of the lecturer	
Recommended Seminar Literature for Student Presentations	1	[this information can be found in the syllabus for the module for each semester]
	...	
Recommended Exercises	1	[this information can be found in the syllabus for the module for each semester]
	...	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]
Units	1 [this information can be found in the syllabus for the module for each semester]
	...

Graduation Film [Abschlussfilm]

Module Code: B-FFe-ALL-ABF

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	develop a coherent project concept out of design and dramaturgical characteristics in a self chosen genre	6
	plan a film project.	6
	implement previous learning contents of film production.	3
	differentiate the associated tasks out of a position in the team, based on specific project contents.	4
	organise a film shooting.	6
	analyse own activities during the production of the graduation film project.	4
	critically evaluate own activities.	5
	independently assemble a film crew for all necessary positions.	6
	develop a cinematic concept.	6
	decide which storyline of either animation, feature film, studio or a documentary production, fits best to solve a certain problem.	3
	analyse problems within a team during a film production process.	4
	complete own tasks within an inhomogeneous team, put together for the course of the term.	3
Course Contents	<ul style="list-style-type: none"> • Content and time planning of the realisation of a self-chosen film project of appropriate size • project-related support in the application of the teaching content for film production and the associated processes • Creation of a cinematic implementation concept • Supervised composition of a team to realise this • Independent execution of all steps for the preparation of the shooting, the execution and the post-production • Practical implementation of the concept in terms of content and design 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	3
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	5

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	4
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	6
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	6
Competencies	Type of competency	Role ¹
	K1: Academic knowledge	3
	K2: Knowledge in professional practice	6
	K3: Methodological skills (research)	1
	K4: Methodological skills (professional practice)	6
	K5: Social skills	6
	K6: Personal skills (e.g. reflection, organisation)	6
Module Length	1 semester	
When Offered	Once per academic year	
ECTS Credits	8	
Prerequisites/ Recommendations	Prerequisite according to § 4 section 5 of the Study and Examination Regulations: AV Media Location Workshop	
Total workload	240 h [15 CH / 225 SH]	
Study Semester	7	
Type of Module	Compulsory module	
Applicability	Relations to: Audiovisual Media Filmic Experiments Location Workshop Interdisciplinary Project Orientation Project Focus Project Bachelor Thesis	

¹ Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Teaching Language	English
-------------------	---------

Type of Assessment	Project Paper
--------------------	---------------

Teaching and Learning Methods	Workshop [1 course unit]
-------------------------------	--------------------------

Essential Reading	Depending on the selected project and area of responsibility after consultation with the supervising professor.
-------------------	---

Further Reading	Depending on the selected project and area of responsibility after consultation with the supervising professor.
-----------------	---

Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
--	---

Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
-----------------------	---

Faculty Responsible for Module	Faculty of Creative Arts
--------------------------------	--------------------------

Exam Semester	[this information can be found in the syllabus for the module for each semester]
---------------	--

Module Coordinator	[this information can be found in the syllabus for the module for each semester]
--------------------	--

Task	[this information can be found in the syllabus for the module for each semester]
------	--

Units	1 [this information can be found in the syllabus for the module for each semester] ...
-------	---

Bachelor Thesis [Bachelor Thesis]

Module Code: B-FFe-ALL-BTH

Learning Outcomes	Upon completion of the module, students will be able to	Level ¹
	apply the criteria of scientific writing.	3
	independently develop creative solutions.	6
	develop a work in a specific timeframe.	6
	independently carry out extensive research.	3
Course Contents	<ul style="list-style-type: none"> Written presentation of the topic, process, and description of the approach/work (documentation paper) 	
General Objectives of all BA Programmes	Description	Relevance ¹
	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	2
	The ability to grasp complex tasks and develop creative and sustainable solutions	5
	Self-reflection and judgment to continually grow personally in a dynamic international work environment	3
Objectives of the specific Study Programme	Description	Relevance ¹
	Advanced knowledge of established film theories and methods of audiovisual and transmedial narration as well as scientific findings on their reception.	6
	Advanced skills to plan and implement film and TV projects independently and creative, in consideration of an entrepreneurial perspective.	2
	Ability to contribute one's creative skills into a result-oriented (film) team as well as to communicate, to evaluate critically and to enhance own creative performance.	3
Competencies	Type of competency	Role ²
	K1: Academic knowledge	6
	K2: Knowledge in professional practice	2
	K3: Methodological skills (research)	6
	K4: Methodological skills (professional practice)	2
	K5: Social skills	1
	K6: Personal skills (e.g. reflection, organisation)	3

¹ Scale of 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Evaluate, 6 = Create

² Scale of 1-6: 1 = form of competence plays a subordinate role, 6 = form of competence plays a prominent role

Module Length	1 semester
When Offered	Once per academic year
ECTS-Credits	7
Prerequisites/ Recommendations	Prerequisite according to § 4 paragraph 5 SPO: Fulfilment of the requirements for registration for the Bachelor thesis according to ASPO and SPO.
Total workload	210 h (15 CH / 195 SH)
Study Semester	7
Type of Module	Compulsory module
Applicability	Relations to: Academic Writing and Research Interdisciplinary Project Orientation Project Focus Project Graduation Film Further relations depend on the field of study and the chosen topic of the bachelor thesis.
Teaching language	English
Type of Assessment	Bachelor thesis (80%), oral exam (20%)
Teaching and Learning Methods	Individual consultations (Workshop [1 course unit])
Essential Reading	Depending on subject and research question
Further Reading	Depending on subject and research question
Recommended Seminar Literature for Student Presentations	1 [this information can be found in the syllabus for the module for each semester] ...
Recommended Exercises	1 [this information can be found in the syllabus for the module for each semester] ...
Faculty Responsible for Module	Faculty of Creative Arts
Exam Semester	[this information can be found in the syllabus for the module for each semester]
Module Coordinator	[this information can be found in the syllabus for the module for each semester]
Task	[this information can be found in the syllabus for the module for each semester]

Units	1	[this information can be found in the syllabus for the module for each semester]
	...	
