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University of Applied Sciences

MEDIA DESIGN B.A.

MEDIA DESIGN (B.A.)

1 OVERVIEW

START DATE	1.OCTOBER
LENGTH	7 SEMESTERS
DEGREE	BACHELOR OF ARTS (B.A.)

1.1 JOB PROFILE

In order as a media designer to be visionary for a constantly evolving media industry, you need cutting-edge design and technical skills to develop and visualize cross-media projects.

These include the analysis, planning and design of visual information and the associated contexts in order to prepare a message for the desired group of recipients. Media designers research, evaluate the knowledge and information gained, develop visual concepts and organize their work processes taking into account the respective production conditions. You are responsible for the creative solution of a project task and have to take into account the marketing and business aspects of the respective client.

1.2 PROFESSIONAL PERSPECTIVES

Advertising and design agencies, agencies for new media, publishing houses or in-house design departments, PR and event agencies, public and private TV companies, cultural institutions..

1.3 ADMISSION REQUIREMENTS

The prerequisite for admission is a general higher education entrance qualification, a technical college entrance qualification or a qualification recognized as equivalent. Studying without a high school diploma is possible according to § 11 BerlHG due to the subject-related university entrance qualification.

1.4 APPLICATION PROCEDURE

To register for a bachelor's degree program with an artistic character, you must submit a detailed application (including diplomas and a tabular curriculum vitae with photo) and a folder (possibly digital) with your own creative work samples (10-20).

1.5 SPECIALTIES

All software required for your studies will be made available to you by the university for study purposes. Further-more, you have a. an extensive font library, professional camera equipment, printer, scanner, copier and photo laboratory are available.

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1.6 STUDY STRUCTURE

The course comprises 7 semesters (standard period of study). The course is divided into the core area and the practical semester (internship).

The 6th semester is a practical semester.

The 7th semester ends with the final examination (final thesis) as part of the Bachelor phase.

1.7 TUITION FEES

BERLIN	GERMAN CITIZENS	EU-CITIZENS	NON-EU CITIZENS
Tuition fee*	W85,00 EUR/month	4.110 EUR/semester	6.300 EUR/semester
One-time Registration Fee	490 EUR	490 EUR	490 EUR
One-time Examination Fee	1.050 EUR	1.050 EUR	inclusive

*Choose a prepayment option (per year, or in full) and you will receive up to 5% discount on your tuition fees.

2 STUDY GOAL

The Media Design course (B.A.) is based on a well-founded cross-media design basic knowledge and the subsequent promotion of strategic-conceptual and software-technical-apparatus competencies, at the center of which is the development and implementation of projects from culture, science and business. The project measures include experiment and research, the acquisition of a personal language and style, as well as the development of an application-oriented perspective, right up to the finished media product. In addition to technical and methodological skills, great importance is attached to the imparting social skills and socially-related quali-fications. The students are thus able to apply their knowledge and understanding to their work or their profes-sion and to work out and develop problem solutions and arguments in their specialist area.

With the forms of examination media product, documentation, portfolio and presentation on which the curriculum is based, using extensive specialist literature, students provide evidence of understanding and being able to apply the broad and integrated knowledge of the scientific and creative fundamentals of their subject area. The level and quality of the examination results ensure that students are able to have a critical understanding of the most important theories, principles and methods of their study program and to use their knowledge in coordination with their design skills vertically, horizontally and laterally to be able to deepen.

The course of study is divided into 7 semesters. The practical relevance, a key conceptual feature of the course, is ensured on the one hand through optional practical projects with customer loyalty in semesters 3, 4, 6 and the bachelor's thesis (semester 7), on the other hand through an obligatory practical semester (6th semester). In this way, the students demonstrate that they are able to apply their knowledge and understanding to their work and their profession and to work out and develop problem solutions and arguments in their specialist area. The students are thus also able to collect, evaluate and interpret relevant information, especially in their study program.

The subject areas of the course were put together in such a way that the students acquire solid design, theoretical and technical interface skills, on the basis of which they can master the diverse professional requirements that are placed on media designers.

2.1 SEMESTER 1

The first semester focuses on the modules free drawing and color, visualization, typography I and the basics of interaction. As an introduction, the interferences between design and society are discussed and worked out in the module design and media discourse. The aim of the 1st semester is to train well-founded technical and design skills. Methodical and process-based studies promote the knowledge and understanding of students beyond their initial qualifications.

2.2 SEMESTER 2

In the second semester, the design basics are expanded to include the Typography II module, the basics of interaction and moving images are supplemented by the module Basics of moving images. There is also the photography and electronic imaging module. While the 1st semester introduces the theoretical structures of characters and the basics of vector-oriented drawing programs in the basics of design / visualization, in the 2nd semester the students expand their knowledge of characters and character systems by means of systematic studies in the graphic characters module.

In the field of writing and typography, after an introduction to the history of writing, calligraphic font design and font anatomy in the 1st semester and in the 2nd semester, the focus is on word, sentence, grid and layout. In the photography and electronic imaging department, students receive an introduction to image communication and the creative and technically precise development of image presentations using digital photography and digital image processing. In the Moving Image Basics module, the syntactic design vocabulary is methodically expanded in case studies to include the 4th dimension of time. In the General Studies, in Scientific Work I, the options and processes of scientifically accompanying reflection on design processes are discussed.

2.3 SEMESTER 3

In the third semester, the students in the subject area Communication Design I, in the instructive modules Brand Design and UX Design in Communication, receive a cross-media insight into the theoretical and design principles of the development of visionary company and product brands. Software-technical and technical skills are

dealt with for digital media and for the information carrier paper. In the modules Cross Media Communication Design I (Concept) and Cross Media Project Communication Design I (Realization), the two instructive modules are combined in the sense of cross-media communication and implemented prototypically in an application or research-oriented manner by means of analysis, synthesis and conception. The methodological basics of the conception of design processes are introduced in the conceptual work module.

2.4 SEMESTER 4

In the 4th semester, subject area Communication Design II, the instructive modules Corporate Communication and Motion Design in Communication Media, in which the students gain an insight into the media development and design of corporate communication measures. In the modules Cross Media Communication Design II (Concept) and Cross Media Project Communication Design II (Realization), students develop integrated application or research-oriented project studies that can optionally be implemented with cooperation partners from culture, science and business. At the same time, the project management module lays the foundations for planning, controlling, monitoring and moderating creative processes in projects.

2.5 SEMESTER 5 OR 6

In the 5th semester, students in the Communication Design III subject, with the modules Interaction in Space and Motion Design in Virtual Worlds, get an insight into the structures of convergent, multisensory media solutions and the construction of virtual, three-dimensional objects and moving image scenarios. In the modules Cross Media Communication Design III (Concept) and Cross Media Project Communication Design III (Realization), intelligent, networked environments are conceptualized and implemented as physical-virtual experience and immersion spaces. In the subsequent module, Industry Competence, students gain an insight into the complexities of setting up a business, the criteria of industry-specific job acquisition and the options for optimized portfolio presentations.

2.6 SEMESTER 5 OR 6

In the 6th semester, students demonstrate the skills they have acquired during their studies in a professional environment, in agencies and companies in the design and media industry, in order to deepen their technical, methodological and social skills with practical knowledge. The content of the practical semester is largely determined by the direction of the agency, the company in which the students carry out the project.

2.7 SEMESTER 7

In the 7th semester, the students repeat and deepen the principles of scientific work in the Media Concept module and develop the master plan (exposé) for the subsequent bachelor thesis. In the Media Space module they conceive, develop and design a view-widening scenographic exhibition scenario in a joint discussion, in the combination of media, architecture, interaction and narration. In the media and copyright module, the essential criteria of copyright and related rights in art and design are discussed.

The final bachelor thesis consists in equal parts of a theoretical thesis, in the form of an independent, systematic reflection on the selected topic, based on scientific working methods. The practical thesis serves to prove that the students are able to realize a task from the field of visual communication according to the flexible requirement profiles of a modern cross-media landscape according to the conceptual principles of the theoretical thesis with a higher degree of complexity.

The following colloquium focuses on the subject areas of the thesis, including related and complementary areas of knowledge. The students provide evidence that they are able to present areas of knowledge and defend them with arguments.

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3 CURRICULUM

3.1 OVERVIEW

SEMESTER 1	
GENERAL STUDIES	- DESIGN AND MEDIA DISCOURSE
DESIGN PRINCIPLES	- FREE DRAWING AND COLOR - VISUALIZATION
FONT AND TYPOGRAPHY	- TYPOGRAPHY I
BASICS OF INTERACTION AND MOVING IMAGE	- BASICS OF INTERACTION

SEMESTER 2	
GENERAL STUDIES	- SCIENTIFIC WORK
DESIGN PRINCIPLES	- GRAPHIC CHARACTERS
FONT AND TYPOGRAPHY	- TYPOGRAPHY II
PHOTOGRAPHY AND ELECTRONIC IMAGING	- PHOTOGRAPHY AND VISUAL COMMUNICATION - ELECTRONIC IMAGING
BASICS OF INTERACTION AND MOVING IMAGE	- BASICS OF MOVING IMAGE

SEMESTER 3	
GENERAL STUDIES	- CONCEPTUAL WORK
COMMUNICATION DESIGN I	- BRAND DESIGN - UX-DESIGN IN COMMUNICATION - CROSSMEDIA CONCEPT COMMUNICATION DESIGN I - CROSSMEDIA PROJECT COMMUNICATION DESIGN I

SEMESTER 4	
GENERAL STUDIES	- PROJECT MANAGEMENT
COMMUNICATION DESIGN II	- CORPORATE COMMUNICATION - MOTION DESIGN IN COMMUNICATION MEDIA - CROSSMEDIA CONCEPT COMMUNICATION DESIGN II - CROSSMEDIA PROJECT COMMUNICATION DESIGN II

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SEMESTER 5 OR 6	
GENERAL STUDIES	- BRANCH COMPETENCE
COMMUNICATION DESIGN III	- INTERACTION IN SPACE - MOTION DESIGN IN VIRTUAL WORLDS - CROSSMEDIA CONCEPT COMMUNICATION DESIGN III - CROSSMEDIA PROJECT COMMUNICATION DESIGN III

SEMESTER 5 OR 6	
INTERNSHIP SEMESTER	- INTERNSHIP AND PRESENTATION

SEMESTER 7	
GENERAL STUDIES	- MEDIA LAW AND COPYRIGHT
MEDIA CONCEPT AND SPACE	- MEDIA CONCEPT - MEDIA SPACE
BACHELOR DEGREE	- FINAL THESIS AND COLLOQUIUM