

Course Manual GM2

Media Design Conception and Storytelling

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– General information

Long name Media Design
Conception and
Storytelling

Approving CModule GM2_BaMT

Responsible Prof. Dipl.-Des. Nicole
Russi
Professorin Fakultät IME

Valid from winter semester
2022/23

Level Bachelor

Semester in the year winter semester

Duration Semester

Hours in self-study 60

ECTS 5

Professors Prof. Dipl.-Des. Nicole
Russi
Professorin Fakultät IME

Axel Gärtner
Lehrkraft für besondere Aufgaben
Fakultät IME

Requirements Basics of Media 1 and 2

Language German

Separate final exam Yes

Literature

Witte, Barbara; Ulrich, Martin: Multimediales Erzählen; UVK Verlagsgesellschaft mbH, Konstanz und München, 2014

Sturm Simon: Digitales Storytelling; Springer Fachmedien Wiesbaden, 2013

Klanten Robert , Ehmann Sven , Schulze Floyd: Visual Storytelling - Inspiring a New Visual Language; Gestalten 2011

Kleine Wieskamo, Pia: Storytelling – Digital-Multimedial-Social; Carl Hanser Verlag München, 2016

Knafllic, C. N., & Kauschke, M.: Storytelling mit Daten: Die Grundlagen der effektiven Kommunikation und Visualisierung mit Daten; Vahlen Franz GmbH. München, Deutschland, 2017

Friedman, Joachim: Storytelling – Einführung in Theorie und Praxis narrative Gestaltung; UVK Verlag, München; 2019

Heber, R.: Infografik: Gute Geschichten erzählen mit komplexen Daten; Rheinwerk Design; 2016

Radü, Jens: New Digital Storytelling; Nomos Verlagsgesellschaft, Baden-Baden; 2019

Final exam

Details

Presentation of the creative work/project with the submission of a Project work and documentation

Minimum standard

Presentation of the creative work/project with the submission of a Project work and documentation

Exam Type

EN andere summarische Prüfungsform

– Lecture / Exercises

Learning goals

Goal type	Description
Knowledge	<p>Multimedia storytelling and forms of presentation - types of storytelling in different media</p> <ul style="list-style-type: none">- Stories in advertising - image design and storytelling- Visual design styles in image and film with regard to storytelling- Linear and non-linear storytelling- Creativity methods for the development of storytelling projects- Conception/design and "immersive multimedia storytelling". <p>User Experience Design at Storytelling Websites - Design Elements</p> <ul style="list-style-type: none">- Text design, image design, types of infographics to support a story, video and audio use- Development of user guidance concepts - Medium-oriented forms of presentation

Expenditure classroom teaching

Type	Attendance (h/Wk.)
Seminar	3
Tutorial (voluntary)	0

Special requirements

Grundlagen Gestaltung von Medien 1 und 2

Accompanying material	Seminar documents and presentation slides
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Separate exam	No
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– Lecture / Exercises

Learning goals

Goal type	Description
Skills	<p>Presentation and development of an own multimedia storytelling project on overriding topics</p> <ul style="list-style-type: none">- Conception and application of the learned design possibilities to the project- Displaying and applying project steps within a multimedia project- Analysis and conception on the basis of a briefing- Research & generation of content on the given topics (images, graphics, film, photos, data, etc.)- Information architecture - structuring of content- Storyline creation and design conception & layout (design grid, template creation, storyboard)- Linking different media: digital and analogue, including social platforms, etc.- Production & presentation with possible online publication

Special requirements

none

Accompanying material	Seminarunterlagen und Vortragsfolien
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Separate exam	No
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Expenditure classroom teaching

Type	Attendance (h/Wk.)
Project	2
Tutorial (voluntary)	0