

Course Manual GM1

Advanced methods and theories of Media Design

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– General information

Long name Advanced methods and theories of Media Design

Approving CModule [GM1_BaMT](#)

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

Valid from summer semester 2022

Level Bachelor

Semester in the year summer 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 Design
1 and 2

Language German

Separate final exam Yes

Literature

Weber, Wibke; Burmester, Michael; Tille, Ralph:
Interaktive Infografiken; Springer-Verlag Berlin
Heidelberg, 2013

Stapelkamp, Thorsten: Informationsvisualisierung;
Springer-Verlag Berlin Heidelberg, 2013

Stapelkamp, Thorsten: Interaction-und
Interfacedesign; Springer-Verlag Berlin Heidelberg,
2010

Bühler, Peter; Schlaich, Patrick, Sinner Dominik:
Webdesign – Interfacedesign – Screendesign-
Mobiles Design; Springer Vieweg; 2017

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

Siegle, M. B.: Logo, Grundlagen der visuellen
Zeichengestaltung; Itzehoe, 2002

Frutiger, Adrian: Der Mensch und seine Zeichen;
Fourier ,Wiesbaden, 1993

Final exam

Details Presentation and
submission of project
work with
documentation

Minimum standard

Presentation and submission of project work with documentation

Exam Type

EN andere summarische Prüfungsform

– Lecture / Exercises

Learning goals

Goal type	Description
Knowledge	<p>Typology of orientation systems - signalling - orientation in space</p> <ul style="list-style-type: none">- Definition of general guidance system design, pictograms and visual guidance systems, tactile guidance systems, navigation systems- Signs and Forms - Typology of Pictograms <p>Information design for orientation in different media</p> <ul style="list-style-type: none">- Visual information hierarchies- Visualize information- Photos as guidance systems, development of advertising photographic concepts and photo sequences for orientation in the web area <p>User experience design in the development of guidance systems or navigation systems in various media</p> <ul style="list-style-type: none">- Development of a control system with its own graphical symbols and application- Colour as control system - use of colour - colour coding - signals- forms of interaction- Structure planning and user guidance concepts for navigation systems on the web and as an app- Design principles with regard to different media and the highlighting of intercultural differences in design- Augmented Reality applications and design topics in the field of guidance systems - signalling <p>Orientation in space with augmented reality</p>

Special requirements

Basics of Media Design 1 and 2

Accompanying material -----

Separate exam No

Expenditure classroom teaching

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



– Lecture / Exercises

Learning goals

Goal type	Description
Skills	Apply of media-specific design principles and user experience design topics to your own project as a part of the seminar (development of use cases, concepts, wireframes, photos and videos for the presentation of your own POIs through to visual prototypes).

Special requirements

none

Accompanying material -----

Separate exam No

Expenditure classroom teaching

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