

# Course Manual GGM1

Basics of Media Design 1

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## – General information

**Long name** Basics of Media Design  
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**Approving CModule** [GGM1\\_BaMT](#)

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

**Valid from** summer semester 2021

**Level** Bachelor

**Semester in the year** summer semester

**Duration** Semester

**Hours in self-study** 78

**ECTS** 5

**Professors** Prof. Dipl.-Des. Nicole  
Russi  
Professorin Fakultät IME  
Harald Sorgen  
Lehrbeauftragter  
Axel Gärtner  
Lehrkraft für besondere Aufgaben  
Fakultät IME

**Requirements** no requirement

**Language** German

**Separate final exam** No

## Literature

Fries, Christian: Grundlagen der Mediengestaltung;  
Carl Hanser Verlag München, 2008

Böhringer, Joachim; Bühler, Peter; Schlaich, Patrick:  
Kompendium der Mediengestaltung Digital und  
Print: Konzeption und Gestaltung, Produktion und  
Technik für Digital- und Printmedien  
(X.media.press); 6. vollst. überarb. u. erw. Aufl.;  
Springer Vieweg; 2014

Bühler, Peter; Schlaich, Patrick; Sinner, Dominik:  
Visuelle Kommunikation – Wahrnehmung –  
Perspektive-Gestaltung; Springer Vieweg; 2017

Korthaus, Claudia: Grafik und Gestaltung – Für  
Ausbildung und Praxis; Galileo Design, 2013

Böhringer, Joachim; Bühler, Peter; Schlaich, Patrick:  
Bibliothek der Mediengestaltung; Springer-Verlag  
Berlin Heidelberg; 2019

## – Lecture / Exercises

### Learning goals

Goal type	Description
Knowledge	<p>Teaching the general principles of media design. This is where processes of perception are learned and the various sub-areas for analogue and digital media are analysed with the training of ability to judge.</p> <p>Design rules / laws / aids:</p> <ul style="list-style-type: none"> <li>- Design laws and elements (e.g. law of proximity, law of similarity, golden ratio, etc.)</li> <li>- Figure and reason</li> <li>- Consistency/ expectation conformity</li> <li>- Creating orientation/reducing awareness work design elements</li> <li>- Area, line, point</li> <li>- Forms/characters and sign systems</li> <li>- Image design (perspective, image composition etc.)</li> </ul> <p>Basics of colours</p> <ul style="list-style-type: none"> <li>- colorimeters</li> <li>- Colours (colour space, spectrum, effect, etc.)</li> <li>- Colour systems</li> </ul> <p>Basics of typography</p> <ul style="list-style-type: none"> <li>- Micro- and macrotypography</li> <li>- Use in various media</li> <li>- Analysis and application of font, functions of font etc.)</li> </ul> <p>Visual perception</p> <ul style="list-style-type: none"> <li>- Forms of perception</li> <li>- Perspective illusions</li> <li>- Forms of animations</li> </ul>

### Expenditure classroom teaching

Type	Attendance (h/Wk.)
Lecture	2
Tutorial (voluntary)	2

### Special requirements

none

<b>Accompanying material</b>	Lecture slides for the lecture
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<b>Separate exam</b>	Yes
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### Separate exam

<b>Exam Type</b>	EN Übungsaufgabe mit fachlich / methodisch eingeschränktem Fokus unter Klausurbedingungen lösen
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<b>Details</b>	Submission of a design task with documentation and reference to the lecture
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<b>Minimum standard</b>	---
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## – Practical training

### Learning goals

Goal type	Description
Skills	<ul style="list-style-type: none"><li>- Teaching the basics of technical and creative studio photography and moving images</li><li>- Teaching the basics of lighting design and the perspective for photo and video</li><li>- Devices (e.g. cameras, lighting technology etc.) for the production of photos and films are presented and their operation explained and applied</li><li>- Learning how to use the camera for design tasks</li></ul>

### Expenditure classroom teaching

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

### Special requirements

none

**Accompanying material** undefined

**Separate exam** Yes

### Separate exam

**Exam Type** EN praxisnahes Szenario bearbeiten (z.B. im Praktikum)

**Details** Work on tasks in the internship, internship report and scorecard

**Minimum standard** ---