

Course Manual GGM2

Basics of Media Design 2

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– General information

Long name Basics of Media Design
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Approving CModule GGM2_BaMT

Responsible Prof. Dipl.-Des. Nicole
Russi
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Valid from winter semester
2021/22

Level Bachelor

Semester in the year winter semester

Duration Semester

Hours in self-study 78

ECTS 5

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Lehrbeauftragter
Axel Gärtner
Lehrkraft für besondere Aufgaben
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Requirements Basics of Media Design
1

Language German

Separate final exam No

Literature

Pricken, M.: Kribbeln im Kopf, Kreativitätstechniken & Brain-Tools für Werbung und Design; Verlag Hermann Schmitz Mainz 2002

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

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

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

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

Frank Koschembar: Logodesign: Das umfassende Praxisbuch; Rheinwerk Design, 2019

Werner, Kamp: AV-Mediengestaltung Grundwissen; Verlag: Europa-Lehrmittel; Auflage: 5, 2013

Christoph Hesse, Oliver Keutzer, Roman Mauer, Gregory Mohr: Fimstile; Springer VS Fachmedien; Wiesbaden 2016

Stocklossa, Uwe: Blicktricks – Anleitung zu visuellen
Verführung; Hermann Schmidt Verlag: Mainz 2005

– Lecture / Exercises

Learning goals

Goal type	Description
Knowledge	<p>Concept development and brainstorming - image design and campaign development</p> <ul style="list-style-type: none">- Creativity methods and project approach in multimedia projects- Creation Tools <p>Corporate Design and Corporate Communication</p> <ul style="list-style-type: none">- Logo and character development- Colours (use, effect and application in different media)- Style guide development- Layout in different media (formats and raster) <p>Web design, interface design</p> <ul style="list-style-type: none">- User guidance and navigation on websites and mobile devices- Trends and effects (presentation criteria for the combination of different media) <p>Applying media-specific design principles to your own project within the framework of the seminar.</p>

Expenditure classroom teaching

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

Special requirements

none

Accompanying material lecture slides

Separate exam Yes

Separate exam

Exam Type EN Übungsaufgabe mit fachlich / methodisch eingeschränktem Fokus lösen

Details Presentation of the creative work/project with submission of a practical seminarwork and documentation

Minimum standard ----

– Practical training

Learning goals

Goal type	Description
Skills	<ul style="list-style-type: none">• Product photography in the studio and outdoor photography - lighting situations - emotions, styles and effects and uses lenses and cameras,• Product as a recording and detail of the product in the studio• Video-Promotional product for website - Packshot shooting• Video/Postproduction - Promotional product film for a website

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 -Submission of points sheet for practical training
-Description and presentation of practical tasks in the seminar documentation

Minimum standard ---