

Course

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
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

Final exam

Details

Presentation and submission of project work with documentation

Minimum standard

Presentation and submission of project work with documentation

Exam Type

^ Seminar

Learning goals

Knowledge

Typology of orientation systems - signalling - orientation in space

- Definition of general guidance system design, pictograms and visual guidance systems, tactile guidance systems, navigation systems
- Signs and Forms - Typology of Pictograms

Information design for orientation in different media

- Visual information hierarchies
- Visualize information
- Photos as guidance systems, development of advertising photographic concepts and photo sequences for orientation in the web area

User experience design in the development of guidance systems or navigation systems in various media

- 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 Orientation in space with augmented reality

Expenditure classroom teaching

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

Separate exam

none

^ Project

Learning goals

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).

Expenditure classroom teaching

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

Separate exam

none