Technology
Arts Sciences
TH Köln

Course
GGM1 - Basics of Media Design 1

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⌃ General information

Long name	Basics of Media Design 1
Approving CModule	GGM1_BaMT
Responsible	Prof. Dipl.-Des. Nicole Russi Professorin Fakultät IME
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

⌃ Lecture

Learning goals

Knowledge

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 trainung of ability to judge.

Design rules / laws / aids:
- Design laws and elements (e.g. law of proximity, law of similarity, golden ratio, etc.)
- Figure and reason
- Consistency/ expectation conformity
- Creating orientation/reducing awareness work
design elements
- Area, line, point
- Forms/characters and sign systems
- Image design (perspective, image composition etc.)
Basics of colours
- colorimeters
- Colours (colour space, spectrum, effect, etc.)
- Colour systems
Basics of typography
- Micro- and macrotypography
- Use in various media
- Analysis and application of font, functions of font etc.)
Visual perception
- Forms of perception
- Perspective illusions
- Forms of animations

Expenditure classroom teaching

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

Separate exam

Exam Type
solving exercises within limited functional / methodical scope under examination conditions

Details
Submission of a design task with documentation and reference to the lecture

Minimum standard
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^ **Practical training**

Learning goals

Skills

- Teaching the basics of technical and creative studio photography and moving images
- Teaching the basics of lighting design and the perspective for photo and video
- Devices (e.g. cameras, lighting technology etc.) for the production of photos and films are presented and their operation explained and applied
- Learning how to use the camera for design tasks

Expenditure classroom teaching

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

Separate exam

Exam Type

working on practical scenarion (e.g. in a lab)

Details

Work on tasks in the internship, internship report and scorecard

Minimum standard