

Course

GGM2 - Basics of Media Design 2

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^ General information

Long name	Basics of Media Design 2
Approving CModule	<u>GGM2_BaMT</u>
Responsible	Prof. Dipl.-Des. Nicole Russi Professorin Fakultät IME
Level	Bachelor
Semester in the year	winter 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	Basics of Media Design 1
Language	German
Separate final exam	No

^ Seminar

Learning goals

Knowledge

Concept development and brainstorming - image design and campaign development

- Creativity methods and project approach in multimedia projects
- Creation Tools

Corporate Design and Corporate Communication

- Logo and character development
- Colours (use, effect and application in different media)
- Style guide development
- Layout in different media (formats and raster)

Web design, interface design

- User guidance and navigation on websites and mobile devices
- Trends and effects (presentation criteria for the combination of different media)

Applying media-specific design principles to your own project within the framework of the seminar.

Expenditure classroom teaching

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

Separate exam

Exam Type

solving exercises within limited functional / methodical scope

Details

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

Minimum standard

^ Practical training

Learning goals

Skills

- 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

Separate exam

Exam Type

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

Details

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

Minimum standard
