

Course

GM2 - Media Design Conception and Storytelling

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^ General information

Long name	Media Design Conception and Storytelling
Approving CModule	GM2_BaMT
Responsible	Prof. Dipl.-Des. Nicole Russi Professorin Fakultät IME
Level	Bachelor
Semester in the year	winter 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 1 and 2
Language	German
Separate final exam	Yes

Final exam

Details

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

Minimum standard

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

Exam Type

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

^ Seminar

Learning goals

Knowledge

Multimedia storytelling and forms of presentation - types of storytelling in different media

- Stories in advertising - image design and storytelling
- Visual design styles in image and film with regard to storytelling
- Linear and non-linear storytelling
- Creativity methods for the development of storytelling projects
- Conception/design and "immersive multimedia storytelling".

User Experience Design at Storytelling Websites - Design Elements

- Text design, image design, types of infographics to support a story, video and audio use
- Development of user guidance concepts - Medium-oriented forms of presentation

Expenditure classroom teaching

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

Separate exam

none

^ Project

Learning goals

Skills

- Presentation and development of an own multimedia storytelling project on overriding topics
- Conception and application of the learned design possibilities to the project
 - Displaying and applying project steps within a multimedia project
 - Analysis and conception on the basis of a briefing
 - Research & generation of content on the given topics (images, graphics, film, photos, data, etc.)
 - Information architecture - structuring of content
 - Storyline creation and design conception & layout (design grid, template creation, storyboard)
 - Linking different media: digital and analogue, including social platforms, etc.
 - Production & presentation with possible online publication

Expenditure classroom teaching

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

Separate exam

none