

## Course

# GM2 - Media Design Conception and Storytelling

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### ^ General information

<b>Long name</b>	Media Design Conception and Storytelling
<b>Approving CModule</b>	<a href="#">GM2_BaMT</a>
<b>Responsible</b>	Prof. Dipl.-Des. Nicole Russi Professorin Fakultät IME
<b>Level</b>	Bachelor
<b>Semester in the year</b>	winter semester
<b>Duration</b>	Semester
<b>Hours in self-study</b>	60
<b>ECTS</b>	5
<b>Professors</b>	Prof. Dipl.-Des. Nicole Russi Professorin Fakultät IME  Axel Gärtner Lehrkraft für besondere Aufgaben Fakultät IME
<b>Requirements</b>	Basics of Media 1 and 2
<b>Language</b>	German
<b>Separate final exam</b>	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

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#### 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

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#### 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