MODULE COMMUNICATIONDESIGN 12 ECTS
BACHELOR FALLTERM

Typography 1

3 ECTS

Course Content: This course covers key aspects of fundamental typography principles, processes, techniques and concepts. The historical exploration of non-digital tools and their influence on screen-based typography forms the basis for acquiring a thorough technical comprehension. Contrasting typography approaches for print and screen design clarifies the unique features of materials and mediums

Learning Outcomes: Students will possess a fundamental understanding of type as a key design component and will have enhanced their abilities in typographic design

Corporate Design

4 ECTS

Course Content: This course focuses on practical application, delving into the creation and evolution of visual identities. It places significant emphasis on developing brand identity and positioning, as well as crafting engaging Brand Stories. Through the process of extracting design elements from the identity, participants will establish a comprehensive design system that encompasses essential brand elements such as logos, color palettes, imagery, and typography, while maintaining adherence to established design principles. Moreover, the course covers proficiency in typography within corporate design contexts. Additionally, it explores the creation of communication strategies and tools aimed at enriching the brand's identity, reflecting the organization's culture, strategic goals, and overall corporate image.

Learning Outcomes: Students have developed and implemented a corporate identity.

Interface Design 1

4 ECTS

Course Content: The course explores the basics of information architecture, user experience design, and usability by guiding the development of scenarios, personas, user flows, and wireframes.

Learning Outcomes: Students will gain fundamental competencies and skills in Interface Design.

Graphic Design

3 ECTS

Course Content: This course delves into an advanced understanding of how formal-aesthetic and semantic design elements interact, particularly emphasizing animated graphics. Students will engage in designing innovative animated posters and banners, pushing the boundaries of traditional design approaches.

Learning Outcomes: Students have advanced skills and abilities in conceptual representation with a focus on independent and experimental visual languages with a particular emphasis on animated graphics.

English Study Group 1 – Communications Design

1 ECTS

Course Content: The focus of the English Study Group is on expanding spoken English competence. Discussing and presenting content from the chosen specialization enhances language skills (including phrasing, emphasis, presentation technique). Grammar and vocabulary are improved through targeted exercises and text analyses. Intercultural aspects of the desired professional field are reflected (including international curriculum vitae).

Learning Outcomes: Students can discuss and argue theoretical and practical topics in English. They can adequately present content and projects in English. They possess descriptive vocabulary and scientific terminology.