ELECTIVES (Bachelor MultiMediaArt)

SPRINGTERM

Course Title: Motion Design 2
Semester: 4th Semester
ECTS / SWS: 3 ECTS / 3 SWS
Course Type: ILV
Course Content: Advanced knowledge and skills in the design of animated posters, banners, and infographics. Application of knowledge from conception, script, storyboard, dramaturgy, editing, and montage to animated graphics and typography. Extended skills in motion graphics tools.

Learning Outcomes:
Students have deepened their knowledge and skills in motion design and have learned additional narrative graphic and typography in space and time, as well as experimental analog and digital 2D animation.

Course Title: Creating Visual Drama 2
Semester: 4th Semester
ECTS / SWS: 3 ECTS / 3 SWS
Course Type: ILV
Course Content: Building on *Creating Visual Drama 1*, the continuation of the course focuses on the visual translation of a story. The insights gained in the first part are now concretized into a specific implementation in the photographic and cinematographic context. Differences and similarities between the two platforms (film/moving image – photography) are elaborated, and the design possibilities learned from the first course are now applied. The visual translation (framing, color tonality, light tonality, etc.) of a narrative is adapted to the platform. These can be digital platforms, such as Instagram (vertical format), or classic platforms like cinema presentation or a photo exhibition, or even hybrid analog/digital formats like AR (Artify App) or VR.

Learning Outcomes:
Students learn to apply the insights from the first part of the course to a practical example. The students:

- Learn the differentiated realization requirements,

- Learn to adapt their visual language to the required digital or analog platform,

- Experience the relationship between visual design, the individual design platforms like film or photography, and art historical influences, as well as the necessary adaptations required by each presentation platform,

- Should be able to develop their own artistic visual style and be capable of meeting diverse demands with innovative, visual, and individual solutions.

Course Title: Media Scenography 2
Semester: 4th Semester
ECTS / SWS: 3 ECTS / 3 SWS
Course Type: ILV
Course Content:

- Teaching theory, tools, and methods for real-time sound-image design, transforming sounds and rhythms into visual expressions,

- Applications of sensors and linking methods,

- Concept analysis of classical and contemporary media and interaction-oriented space and environment design, as well as their action models and technologies in the context of sociocultural perception,

- Practice: Final project: Concept and implementation (installation, A/V performance).

Learning Outcomes:

- Ability to conceive and create an installation or live A/V performance/visualization,

- Knowledge of classical and contemporary media and interaction-oriented space and environment design, as well as their action models and technologies in the context of sociocultural perception,

- Extended knowledge and skills in tools and methods of real-time sound-image design and their forms of expression in 3-dimensional, real or virtual environments through staging objects and spaces with sound, light, color, image, and interaction.