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HOCHSCHULE DARMSTADT
UNIVERSITY OF APPLIED SCIENCES

Anlage 5

Modulhandbuch des Studiengangs

Interactive Media Design

Bachelor of Arts

des Fachbereichs Media

der Hochschule Darmstadt – University of Applied Sciences

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0. Vorbemerkungen

- (1) Die Module werden im Sinne des § 1 Abs.7 ABPO durch folgende Punkte beschrieben:
 1. Die Inhalte (Indicative Module Contents);
 2. Die Lern- und Qualifikationsziele (Learning Outcomes) im Sinne von zu erwerbenden Kompetenzen (Competencies);
 3. Die Lehrveranstaltungen (Type of Course) mit den Lehr- und Lernformen (Teaching Methods);
 4. Den nach den Lehrveranstaltungen und Lernformen des Moduls aufgeschlüsselten Arbeitsaufwand (Workload) und die Zahl der vergebenen Punkte (CP);
 5. Die Voraussetzungen für die Zulassung zu dem Modul (Prerequisites Subjects)
 6. Die Dauer (Duration) und zeitliche Gliederung (Semester) sowie die Häufigkeit des Angebots (Module Frequency);
 7. Die Verwendbarkeit des Moduls in verschiedenen Studiengängen (Used in other Courses);
 8. Die Beschreibung der im Modul zu erbringenden Prüfungsvorleistungen und Prüfungen (Assessment Methods), sowie gegebenenfalls weitere Voraussetzungen für den erfolgreichen Abschluss des Moduls (Prerequisites for CP).

- (2) Die Übersicht über die Module in Anlage 1 der BBPO enthält:
 1. Den nach den Lehrveranstaltungen und Lernformen des Moduls aufgeschlüsselten Arbeitsaufwand (workload) und die Zahl der vergebenen Punkte (CP);
 2. Die Dauer des Angebots (Duration);
 3. Die Art und Form der im Modul zu erbringenden Prüfungen.

- (3) Die Zulassungsvoraussetzungen zum Bachelormodul sind in § 12 BBPO, zu allen anderen Modulen in § 11 BBPO geregelt. Darüber hinaus sind eventuelle weitere Zulassungsvoraussetzungen in den Modulbeschreibungen aufgeführt.

- (4) Eine Übersicht über die Wahlpflichtmodule ist in Anlage 2 der BBPO aufgeführt und beschrieben.

1. The Principle of Problem Based Learning Workshops

Preconditions

Facing the rise of complexity

Media-Projects are characterized by a two-dimensional multidisciplinary: They are on first hand a combination of Media Design, Media Management, Media Informatics and Media Technology (the "classical" disciplines) and on the other hand more and more often a combination of the diverse but meanwhile highly specific media genres with linear and/or interactive modalities like animation, game, interactive products, installations, video, sound ... Teaching should correspond to the exposure of complexity by accentuating respective methods how to handle this rising complexity.

Facing new concepts of work

The change from an industrial to a knowledge-oriented society has deep impact on contemporary and future work patterns. Moreover the half-value period of tools and software gets shorter ever. For the individual worker this means the rise of self directed work, self-motivation, self-organisation, lifelong learning and beyond this – teamwork in international (which means multi-cultural) settings. This requires teaching methods, which help students to reach the qualifications necessary in these fields.

Supporting constructivist learning

In the traditional sense, learning means to memorize and to recall facts. Thus declarative knowledge will be acquired in a static way, which is suitable in complex situations to only a limited extent. The future media developer rather needs practical methodological skills and problem solving competencies. Therefore a change from an instructional to a constructivist view of teaching is helpful. In this sense learning means to incorporate the persistent fundamentals on the one hand and to actively construct thought-patterns on the other hand.

Supporting active learning

Constructivist learning means the change from reproduction to production, from gaining knowledge to developing competencies, from examination to facilitation, from teaching to coaching. These requirements can be fulfilled by an adequate link between theory and practice.

Supporting to learn how to learn

Knowledge management is a central task of our knowledge society. Until today the idea of mainly explicit exchange of knowledge prevails. But especially in the media industry a change

from codified knowledge (externalized knowledge) to tacit knowledge (implied/implicit Knowledge) is necessary.

Definition

Problem-based learning (PBL) is a student-centred pedagogical strategy, applied to the study course Interactive Media Design, in which students learn about the given indicative subjects in the context of complex, multifaceted, and realistic problems. Working in groups, students identify what they already know, what they need to know, and how and where to access new information that may lead to resolution of the problem. The role of the instructor is that of a facilitator of learning who provides appropriate scaffolding of that process by (for example), asking probing questions, providing appropriate resources, and leading class discussions, as well as designing student assessments.

Implementation into the study programme

This form of teaching should embrace the disciplines Media Design, Media Informatics/Media Technology and Media Management as inherent parts of a workshop module with a given semester's topic.

Way of teaching

From a constructivist perspective in a problem-based learning strategy, the role of the instructor is to guide the learning process rather than provide knowledge (Hmelo-Silver, C. E. & Barrows, H. S. (2006). "Goals and strategies of a problem-based learning facilitator. ", *Interdisciplinary Journal of Problem-based Learning*, 1. 21-39.). In this perspective, feedback and reflection on the learning process and group dynamics are essential components of PBL. Students are considered to be active agents who engage in social knowledge construction. Nevertheless, a professional and reliable input-framework is necessary.

Teaching methods in the workshops can be:

- Seminar
- Impulse keynote talk
- Coaching
- Discussion

General learning outcomes

In Detail PBL develops the following skills:

- Ability for critical thinking
- Analytical and methodological skills, i.e. transferable skills
- Research skills

- Problem solving skills
- Project management skills
- Communication, negotiation and conflict resolution skills
- Acquisition of knowledge that is flexibly usable
- Development of interdisciplinary competencies
- Social competency
- Capacity for teamwork
- Lifelong learning skills

Project phases

(Basic grid, to be adapted to focal-point-specific workshops)

- Define rules of work
- Analyse situation
- Define problem
- Design research & distribute work
- Research/work
- Share results & analyse results
- Conclusion

Benefits of PBL compared to traditional lecture teaching

- With a given project/workshop/production context, students want to learn to a greater extent than in pure lecture scenarios
- Students take ownership of the need to learn
- Students learn by doing – practice, trial-and-error, repetition, experimenting
- Making sense of what is being learned is more obvious – ‘getting one’s head around it’
- Better effects by learning from feedback: other people’s reactions, seeing the results
- Deepening one’s learning by explaining it to others, teaching, coaching
- Further deepening one’s learning, by making informed judgements on one’s own
- Work and on others’ work – self- and peer-assessing

(Following Phil Race’s presentation, University of Aalborg, March 2009)

2. Modulbeschreibungen der Pflichtmodule im 1. Semester

MD1 – Basic Principles of Interaction Design					
ID	Workload	CP	Semester	Frequency	Duration
MD1	250	10	1.	WS	1 Sem
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Mandatory		10 SWS/160 h	90 h	30/15
2	<p>Learning Outcomes / Competencies</p> <p>"Design is invisible" - the famous phrase by Lucius Burckhardt - is the provocative introductory maxim of the first semester. The aim is to strengthen the conceptual skills, focusing on the semantics of the message, the user experience, the interactions of the user, the action space between man and machine. The design of experiences becomes the focus of designing current media: what is emotion, play or story, and how do we manage them?</p> <p>The Media Design Module "md1" provides a foundation for interactive media design activities. The student is introduced to theories, methods and practical processes involved in time-based and interactive media production. The module encourages students to adopt an analytic, creative and ethical approach to the resolution of basic media design problems.</p> <p>The module integrates theoretical and practical aspects of design processes in the area of interactive media and interface design. The students gain awareness of the issues associated with the development of ideas, the design of experiences and the creation of appropriate forms of interaction and media specific expression within the contemporary digital media landscape.</p> <p>On successful completion of this module the student will be able to:</p> <ul style="list-style-type: none"> • Analyse and valuate media artefacts with regard to design principles • Analyse and valuate design qualities & design principles and the relationship between visible surface and invisible concept • Understand the user: objectives, possible experiences • Understand and shape experiences: emotion, play, story • Show basic abilities in developing design concepts for interactive media and presenting them in a clear and coherent manner • Analyse and evaluate interactive media artefacts in terms of their use of user experience, interaction, space, time, motion, and sound 				

	<ul style="list-style-type: none"> • Demonstrate an awareness of audiences in the communication and interpretation of ideas
3	Indicative Module Contents
	<p>Theory: Design & Interaction Studies</p> <ul style="list-style-type: none"> • Perception of design, perception of interactive products • Theories of semiotics and communication • Principles of design and audio-visual composition • Principles of action & interaction • Understanding the user and the space of action • Shaping user experiences: emotion, play, story <p>Praxis: Basics of Interaction Design</p> <ul style="list-style-type: none"> • Analysis of digital media and interactive media • Principles of action & interaction • Understanding the user and the space of action • Shaping user experiences: emotion, play, story • Concept and production: concept making, visualization and prototyping
4	Teaching Methods
	<p>The module integrates essential methods of problem-based learning. The range of teaching methods includes impulse lectures, coaching of individual practical assignments and short, group-based project activities within the field of Interactive Media. The student-centred methodical approach creates an interactive learning environment, which encourages learners to explore their creative potential and to integrate professional design thinking in their creative practice.</p> <p>Through individual and group based work the students develop essential methodical, practical and intellectual skills in interactive media design. Carefully selected assignments and projects involve students in design problems that promote the acquisition of critical knowledge, problem solving proficiency, self-directed learning strategies and teamwork capacity.</p>
5	Prerequisite Subjects
	-
6	Assessment Methods

	Examination Prerequisite: Homework, practical work and demonstration (70%), Examination: Final presentation and written documentation (30%)
7	Prerequisites for CP
	-
8	Used in Other Courses
	-
9	Name of <u>Module-Responsible</u> and Teaching Professors
	Prof. Claudia Söller-Eckert , Prof. Andrea Krajewski , Prof. Tsune Tanaka

MIT1 – Basics of Media Informatics and Media Technology

ID	Workload	Credits	Semester	Frequency	Duration
MIT1	250 h	10	1.	WS	1 Sem
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Mandatory		9 SWS/144h	61 h	30/15
2	Learning Outcomes / Competencies				
	<p>The Media Informatics and Technology Module MIT1 is installed to provide a fundamental understanding of computer technology and basic programming skills. The students should deepen their knowledge and gain practical experience about media technology and formats such as digital images, video and sound.</p> <p>On successful completion of this module the student will be able to:</p> <ul style="list-style-type: none"> • Understand and use the computer and related media hardware as a tool • Describe the role of informatics in different media areas • Understand and handle analogue and digital media • Analyse, understand and create algorithms • Demonstrate basic programming skills 				
3	Indicative Module Contents				
	<ul style="list-style-type: none"> • Audio-visual perception • Computer as a tool (e.g. I/O operations, hard- and software interfaces, communication, networks) • Fundamental media compression methods • Basics of logic and logical operations • Different representation of numbers (e.g. binary and hexadecimal) • Basic concepts and examples of computer programs: variables, types, assignments, input/output, flow control, functions and parameters • Introduction to programming (methods, programming environments, procedures) 				
4	Teaching Methods				
	Lecture, seminar, practical sessions				
5	Prerequisite Subjects				
	-				
6	Assessment Methods				
	Examination Prerequisite: Homework, practical work and demonstration (50%)				

	Examination: Written exam (50%)
7	Prerequisites for CP
	-
8	Used in Other Courses
	-
9	Name of <u>Module-Responsible</u> and Teaching Professors
	<u>Prof. Frank Gabler</u> , Prof. Dr. Torsten Fröhlich, Prof. Dr. Arnd Steinmetz

DTM1 – Basics of Design Theory & Methodology

ID	Workload	Credits	Semester	Frequency	Duration
DTM1	125 h	5	1.	WS	1 Sem
1	Type of Course Mandatory		Contact Hours 3 SWS/48 h	Self-Study 77 h	Size of Groups 30
2	Learning Outcomes / Competencies				
	<p>“Designing the Future” – this is the leitmotif of the DTM1 course in the first semester.</p> <p>Design and especially design of interactive media products in any case means shaping the future life of users. Future and utopia are enduring subjects for scientists and artists. The course explores utopias of hard- and software interfaces, created and described in film and literature as (science) fiction to compare it with scientifically based trend and future studies. Consequential the students derive strategic approaches for their own projects, shaping the future.</p> <p>On successful completion of this module the student will be able to:</p> <ul style="list-style-type: none"> • Explore design as possibility to communicate a position • Conclude from fictional and non fictional sources • Understand and describe the concept of utopia in design 				
3	Indicative Module Contents				
	<ul style="list-style-type: none"> • Best practices from sci-fi (mechanical controls, visual interfaces, volumetric projection, gesture, sonic interfaces, brain interfaces, augmented reality, anthropomorphism) • Sci-fi’s role in design history • Current trend reports • Creating utopias for future communication, learning, medicine, sex, ... 				
4	Teaching Methods				
	Lecture, seminar, practical sessions				
5	Prerequisite Subjects				
	-				
6	Assessment Methods				

	Examination: Presentation (100%)
7	Prerequisites for CP
	-
8	Used in Other Courses
	-
9	Name of <u>Module-Responsible</u> and Teaching Professors
	<u>Prof. Tsune Tanaka, Prof. Andrea Krajewski</u>

CL1 – Basic Principles of Communication & Learning

ID	Workload	Credits	Semester	Frequency	Duration
CL1	125 h	5	1.	WS	1 Sem
1	Type of Course Mandatory		Contact Hours 3 SWS/48 h	Self-Study 77 h	Size of Groups 30
2	Learning Outcomes / Competencies				
	<p>“Learn how to learn” – this is the leitmotif of the CL1 course in the first semester.</p> <p>Starting a study, students must change their learning behaviours and strategies, learnt from school. The module provides a foundation for self-motivation, self-directed learning, scientific research and writing needed in the area of interactive media.</p> <p>On successful completion of this module the student will be able to:</p> <ul style="list-style-type: none"> • Understand, describe and apply strategies for self-motivation • Analyse and change the own learning behaviour • Apply personal learning strategies • Understand, describe and apply the basic elements of scientific research for the research and project practice in interactive media • Understand, describe and apply the basic elements of communication 				
3	Indicative Module Contents				
	<ul style="list-style-type: none"> • Basics in psychology of learning • Perceive, understand and apply learning strategies • How to condition myself for learning? • Curiosity as driving force • Approach to information sources • Scientific research and application in practice 				
4	Teaching Methods				
	Lecture, seminar, practical sessions				
5	Prerequisite Subjects				
	-				

6	Assessment Methods
	Examination Prerequisite: Homework, practical work and demonstration (70%) Examination: Presentation (30%)
7	Prerequisites for CP
	-
8	Used in Other Courses
	-
9	Name of <u>Module-Responsible</u> and Teaching Professors
	Prof. Andrea Krajewski, Associated Lecturers

3. Modulbeschreibungen der Pflichtmodule im 2.-7. Semester

MP2 – Experimental Media Projects

ID	Workload	Credits	Semester	Frequency	Duration
MP2	500 h	20	2.	SS	1 Sem
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Mandatory		10 SWS/160 h	340 h	10
<p>Learning Outcome</p> <p>“Find your way” – this is the leitmotif of the first interdisciplinary project of the study course.</p> <p>The students explore and apply design and technical principles of interaction in a virtual simulation scenario. They explore simulation concepts, structuring media content, dynamic and interactive scenarios as well as technological skills and tools. The students design and produce media artefacts, interactive visualizations, virtual characters and interfaces for virtual environments, learning environments, simulations or games – all in acoustical and/or visual way. Students learn to approach tasks as projects and to interact in interdisciplinary team settings. They are challenged in self-motivation and time management.</p> <p>Students are encouraged to take responsibility for self-directed, group-oriented learning processes. They explore individual and collective methods of problem solving and construction of knowledge. They develop presentation ideas tailored to an audience; visualize and verbalize the essential of a message, address and present to an audience and reply to critical questions within their projects. They explore methods and tools of project management.</p> <p>Possible Project Topics are: Crazy Machines, Simulation, Game</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Understand and experience key characteristics of team based projects, solve team problems; use relevant and appropriate etiquette in communicating with stakeholders • Apply basic principles of research such as: examine the topic and identify the audience/user, existing products, the social and cultural environment, functional and technical conditions of the media application • Demonstrate methodical and practical skills in creating, visualizing and evaluating different ideas and concepts • Produce media artefacts in an appropriate media language and with necessary technical skills 					

	<ul style="list-style-type: none"> • Understand and apply basic methods of project management and media law • Document the project development and the deliveries of the project management
3.	<p>Indicative Contents</p> <p>Media Design</p> <ul style="list-style-type: none"> • History of interaction and interfaces • Man-machine-relationship: space of interaction, mental models and metaphors • The elements of the design process • Target group, & personas • Moodboards • Information structure & information architecture • Intuitive acting, natural dialogue and interactive elements • Creating visual and audible concepts for interactive media • Interactive animation and simulation • Interactive sound design <p>Media Informatics/Technology</p> <ul style="list-style-type: none"> • Basic programming concepts • Integration of algorithms and media objects • Usage of function, loops and conditions. • Proper formatting to support code maintenance and reuse • Programming abilities in 2D graphics • Concepts of programming simple animations, simulations and games • Implementations of simple interaction models. • Introduction software architecture: tools and methods (e.g. UML, PAP, CLD) • Applying advanced data structures • Introduction into the concepts of OOP (object oriented programming)

	Media Management <ul style="list-style-type: none"> • Basic rules of self-management • Rules of team communication • Team roles and attitudes • Role differences in work and leisure • Basic project management theories, methods and tools • Introduction to media law
4	Teaching Methods
	Project work/problem based learning, assisted team work, seminars
5	Prerequisite Subjects
	Knowledge in the basics of Interaction Design, Media Informatics and Media Technology (e.g. MD1, MIT1).
6	Assessment Methods
	Examination: Project: (100%)
7	Prerequisites for CP
	-
8	Used in Other Courses
	-
9	Name of <u>Module-responsible</u> and Teaching Professors
	Prof. <u>Claudia Söller-Eckert</u> , all professors of IMD

DTM2 – Applied Principles of Design Theory

ID	Workload	Credits	Semester	Frequency	Duration
DTM1	125 h	5	1.	WS	1 Sem
1	Type of Course Mandatory		Contact Hours 3 SWS/48 h	Self-Study 77 h	Size of Groups 30
2	Learning Outcomes / Competencies				
	<p>“Design Attitude” – this is the leitmotif of the DTM2 course in the first semester.</p> <p>Design Theory is a rather young science compared to natural or social sciences. For a long time, design was considered to be something between arts and crafts. Today, design theory embraces methods, strategies and research with respect to design. It serves for the conception as well as reflexion of the creative work itself and it’s design process. Whereas the traditional sciences have objects that are observed experimentally or empirically, design shapes and changes the environment, design theory is never universal and has to take into account a situation, context or time. Design Theory forces the transformation from theory to praxis to be further developed. The course gives access to design theory as a knowledge and reflexion source for the own design process.</p> <p>On successful completion of this module the student will be able to:</p> <ul style="list-style-type: none"> • Understand and describe the concept of design theory • Apply design theory strategies for the own design process • Define an own position as designer • Understand the basics to • Develop an own design position and attitude, that influences the individual design process 				
3	Indicative Module Contents				

	<ul style="list-style-type: none"> • Design history - from hardware to software design • The myth of good design • Design ethics • Creative thinking • Design as a statement • Design is invisible • Design is not design
4	Teaching Methods
	Lecture, seminar, practical sessions
5	Prerequisite Subjects
	-
6	Assessment Methods
	Examination: Presentation (100%)
7	Prerequisites for CP
	-
8	Used in Other Courses
	-
9	Name of <u>Module-Responsible</u> and Teaching Professors
	<u>Prof. Tsune Tanaka</u> , Prof. Andrea Krajewski

MP3 – Professional Media Projects					
ID	Workload	Credits	Semester	Frequency	Duration
MP3	500 h	20	3.	SS	1 Sem
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Mandatory		10 SWS/160 h	340 h	10
2	Learning Outcomes / Competencies				
	<p>“Consolidate your processes” – this is the leitmotif of the subsequent interdisciplinary project of the study course.</p> <p>The aim of this Project is to combine design, technology and management in the development and realisation of a ambitious typical media product. The project should promote awareness of the professional issues associated with the conception, production and post production process of a standard media product in the area of interactive media design. The students learn to generate ideas, concepts and solutions in response to the identified user and market needs of an interactive media product. There is an emphasis on user centred conceptual design, professional methods and techniques and management of complex workflows. The focus is on user groups and/or special application fields. The whole project workflow is accompanied and controlled by a professional project management.</p> <p>Possible project topics are: Special application areas like “Mobile”; special topics like “e-Emergency”, special target groups like “children”, “70plus”, ...</p>				
	<p>On successful completion of this module the student will be able to:</p> <p>Overall Competencies:</p> <ul style="list-style-type: none"> • Apply analytical and methodological skills with more routine • Transfer skills • Apply problem solving skills • Work in a mid-sized team • Define quality standards <p>Project competencies:</p> <ul style="list-style-type: none"> • Demonstrate creativity, initiative and experimentation in developing and progressing ideas over the course of a project • Apply project management techniques, tools and strategies throughout the lifecycle of a project 				

	<ul style="list-style-type: none"> • Meet agreed deadlines and declared milestones of a project • Apply an appropriate range of specialised software and hardware tools in the execution and completion of a project • Negotiate a range of design communication and organisational problems which occur in a multidisciplinary team environment • Demonstrate the use of appropriate research and presentation methods in the development and implementation of a project • Identify and redeem the users needs <p>Disciplinary competencies:</p> <p>Design:</p> <ul style="list-style-type: none"> • Describe the scope of creative activities within a typical media project in the selected focus • Apply a basic design methodology, typical for the focus • Develop a reasonable UX and UI design concept considering an argued strategy and the respective user group and field of application • Create a product or artwork aesthetics that corresponds to the intended design targets <p>Media Informatics & Technology:</p> <ul style="list-style-type: none"> • Achieve a fundamental understanding of data handling • Understand and apply complex data models • Demonstrate and apply knowledge about databases • Achieve awareness and discuss data security and privacy issues <p>Media Management:</p> <ul style="list-style-type: none"> • Install and guide projects • Calculate project costs • Lead (small) teams and evaluate team performances • Apply business-planning methodologies • Apply first media marketing measurements
3	Indicative Contents
	Media Design

- Elements of an iterative design process
- Apply methods to promote creativity, understand influencing parameters enabling creativity in an interdisciplinary team setting
- Physiological and psychological aspects of user centred design.
- User research and usability methods and practices
- User Experience as leitmotif for the design of interactive media
- Participatory design and the role of a designer in his / her role as human-computer-interface expert and the interpreter of user demands
- Application design (web-based, browser-based and serious games) for mobile media
- Human Computer Interaction (GUI, HCID, NUI, ...) design of media systems
- Audible and visual interaction design for mobile media
- Brand and Corporate Design
- Linear video documentations for interactive media products

Sub-module Media Informatics/Technology

- Software architectural design patterns
- Pattern for implementing user interfaces (e.g. model-view-controller)
- Responsive UI
- Introduction to data persistence, databases and remote storage
- Databases (e.g. database design, tables, normalization, querying databases, SQL)
- Representing and interacting with objects (e.g. DOM, XML)
- Client-side scripting (e.g. Java) and Server-side scripting (e.g. PHP)
- Data security and privacy. Simple encryption methods.
- Relational databases: incorporating search results into interactive content

Media Management

- Introduction to teamwork methodologies and dynamics
- Introduction of project management techniques
- Assess relevant parameters to build basic business models
- Exposure to conflicting stakeholder interests
- The brand as revenue factor
- Introduction to Media Marketing
- Presentations styles, techniques and technologies
- Experience stress, failure and frustration and learn to deal with it in a team environment

4	Teaching Methods
	Project/problem based learning, workshops, seminars, lectures
5	Prerequisite Subjects
	-
6	Assessment Methods
	Examination: Project: (100%)
7	Prerequisites for CP
	Successful completion of all modules of semester 1, except one module
8	Used in Other Courses
	-
9	Name of <u>Module-responsible</u> and Teaching Professors
	Module-responsible: Prof. <u>Andrea Krajewski</u> (Interactive Media Design) All professors and associated professors of the study course Interactive Media Design

MP4 – Complex Media Projects

ID	Workload	Credits	Semester	Frequency	Duration
MP4	500 h	20	4.	SS	1 Sem
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Mandatory		10 SWS/160 h	340 h	10
2	<p>Learning Outcomes / Competencies</p> <p>“Define your aspiration level” – this is the leitmotif of the subsequent interdisciplinary project of the study course.</p> <p>The aim of this project is to develop, produce and implement a system of connected media products and data. The project should promote awareness for complex problems and solutions beyond single and self-contained media products. The project demands to dig deeper, to think out of the box, to be precise and same time to extend the idea of interaction design and to find a “language” for it. The students learn how to find new business fields for new media and technical developments in connection to the creation of user-need-based solutions. Parallel ethical, social and legal aspect should be taken into consideration.</p> <p>Possible project topics are:</p> <p>Internet of Things, Big Data, Business Intelligence</p> <p>On successful completion of this module the student will be able to:</p> <p>Overall Competencies:</p> <ul style="list-style-type: none"> • Deepen analytical and methodological skills • Scrutinize technology driven trends • Realize their responsibility as media designer and developer • Define own quality standards <p>Project competencies:</p> <ul style="list-style-type: none"> • Demonstrate ethical responsibility, creativity, initiative and experimentation in developing and progressing ideas • Extend the idea of interactive media design from a product to a system • Apply knowledge of experts of different specialized fields outside the team’s competencies • Identify and redeem the users prospective needs 				

- Develop a business idea and a finance plan
- Pitch a project concept for funding

Disciplinary Competencies:

Media Design:

- Analyse, create and argue user and need based application scenarios for complex connected media and data systems
- Develop product concepts for the near future based on scientific research
- Develop a reasonable UX and UI design concept considering an argued strategy and the respective user group and field of application
- Understand and apply the basics of system design
- Extract meaning from data and translate it into sensuous representations
- Create 3D interfaces in an appropriate product language
- Create a product or artwork aesthetics that corresponds to the intended design targets

Media Informatics & Technology:

- Achieve an understanding of distributed media systems
- Understand principles of network based communication
- Gain knowledge about complex data structures
- Gain, discuss and apply knowledge about computer network based data handling (e.g. network topologies, cloud)
- Discuss and apply techniques for network security and privacy.
- Demonstrate knowledge about software architecture, design and implementation of distributed media systems

Media Management:

- Develop a business plan
- Develop a finance plan
- Develop a marketing strategy for a media project
- Understand and apply code of conducts in the development of media products

3	Indicative Module Contents
	<p>Media Design</p> <ul style="list-style-type: none"> • From a vision to the product conventional and innovative approaches in ideation processes • From 2d to 3d Interfaces • Interface as action space (Handlungsraum) • Sensory design • User Experience Design • Product Semantics • Product design for tangible interfaces • Designing the character of a product • Information Design • Sound design for interaction • Design and dramaturgy of rich media documentations
	<p>Informatics/Technology</p> <ul style="list-style-type: none"> • Software quality, requirement analysis, specification, implementation • Distributed and/or parallel computing (e.g. messaging, multi threading) • Network topologies and cloud • Wired and wireless connectivity (e.g. Lan, Wlan, WiFi, Bluetooth, NFC) • Software engineering (e.g. UML, use cases) • Complex data structures • Application Interfaces (API) • Web-services and Rich Media Applications • Introduction to embedded systems and microcontrollers • Microcontroller (e.g. Arduino, Raspberry Pi) and Interaction • Sensor technology and actuators
	<p>Media Management</p> <ul style="list-style-type: none"> • Broaden project management skills including project plan, work breakdown structure, project management software • Apply the technique of business model canvas to generate and structure an advanced business model focussing amongst others on value proposition, key activities,

	<p>customer segments</p> <ul style="list-style-type: none"> • Structured development of a business-/product idea • Finance planning for a period of three years • Develop a project on the basis of a project idea • Raise awareness for the correlation of company culture and product & service portfolio
4	<p>Teaching Methods</p> <p>Project/problem based learning, workshops, seminars, lectures</p>
5	<p>Prerequisite Subjects</p> <p>Successful completion of all modules of semester 1-2, except two <u>the</u> elective modules</p>
6	<p>Assessment Methods</p> <p>Examination: Project: (100%)</p>
7	<p>Prerequisites for CP</p>
8	<p>Used in Other Courses</p> <p>-</p>
9	<p>Name of <u>Module-responsible</u> and Teaching Professors</p> <p>Prof. <u>Andrea Krajewski</u>, all professors and associated professors of the study course Interactive Media Design</p>

IP5 – Industrial Placement incl. Preparation and Follow Up

ID	Workload	Credits	Semester	Frequency	Duration
IP5	750 h	30	5th Semester	Winter Term	1 Semester
1	Type of Course Mandatory		Contact Hours 6 SWS/95 h	Self-Study 655 h	Size of Groups 30
2	Learning Outcomes / Competencies On successful completion of this subject the student will be able to: <ul style="list-style-type: none"> • Understand and reflect the practical work of a designer, producer, developer • Reflect new fields of application and new professional methods • Integrate needs of practice in coming projects • Integrate methods of practice in coming projects 				
3	Indicative Module Contents The industrial placement takes five months. There will be accompanying studies at university before the placement and after the placement. The course before the placement gives information about industrial places and about the organisation of the placement. In the course after the placement the students give a presentation about their projects in the placement and about their experiences. Students have to produce a detailed report about their projects. The students work in the fields of: <ul style="list-style-type: none"> • Concept, planning and / or production of movie, video, TV and AV projects • Concept, planning and / or production of multimedia, animation, game, media installation projects • Concept, planning and / or production of media systems • Implementation and / or programming of multimedia products, games and media systems • Management and marketing of multimedia products, games and media systems 				
4	Teaching Methods Lectures, tutorials, group discussions and peer reviews, presentation				
5	Prerequisite Subjects -				
6	Assessment Methods Examination Prerequisite: Completed IP (0%) Examination: IP-Report, presentation of IP-Report (100%)				
7	Prerequisites for CP -				

8	Used in Other Courses -
9	Name of <u>Module-responsible</u> and Teaching Professors <u>Prof. Tsune Tanaka</u> , all professors of Interactive Media Design

MP6 – Advanced Media Projects					
ID	Workload	Credits	Semester	Frequency	Duration
MP6	500 h	20	6.	SS	1 Sem
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Mandatory		10 SWS/160 h	340 h	10
2	Learning Outcomes / Competencies				
	<p>“xtreme interfacing” – this is the leitmotif of the subsequent interdisciplinary project of the study course.</p> <p>The aim of this project is to develop, produce and implement a media system that fuses seamlessly into the environment of the user and/or vice versa enables the total immersion of the user into the user experience of the interface. This demands for another definition of interface, interaction and computing. The students investigate, apply and combine complex technologies from software development, programming and network technologies to explore the potential of innovative or alternative interface approaches. The project might, for example develop an ambient application, which responds to a defined target group, taking cognisance of user needs and market potential. The product could be conceived in its entirety and be developed as a prototype, mock up or simulation.</p> <p>The students learn how to setting up modern business start-ups in der media field and how to get funding.</p> <p>Possible project topics are: Urban Spaces, Interactive Fiction, Environmental Design, Ambient Intelligence</p> <p>On successful completion of this module the student will be able to:</p> <p>Overall Competencies:</p> <ul style="list-style-type: none"> • Lifelong learning skills • Ability for critical thinking concerning innovation, new formats and technologies • Ability to transfer technical innovation into cultural and/or social innovations <p>Project competencies</p> <ul style="list-style-type: none"> • Manage a self-initiated project from brief through to presentation • Demonstrate creativity, independence and inventiveness in the approach and methods used to develop and implement a project • Make informed choices through a critical approach to information gained through appropriate research methods in the development and implementation of ideas for a project 				

	<ul style="list-style-type: none"> • Effectively use quality control techniques and methods to ensure a high quality finish to their product • Present a project in a coherent and clear fashion using a range of appropriate documentation and communication skills <p>Disciplinary competencies:</p> <p>Media Design:</p> <ul style="list-style-type: none"> • Demonstrate creativity, independence and inventiveness in the approach and methods used to develop and implement a project • Develop an abstract definition of interface and interaction, and apply this for “invisible” interfaces • Create demos and presentations for large scale interactive projects <p>Media Informatics/Technology:</p> <ul style="list-style-type: none"> • Apply fundamental technological knowledge about usual, natural and expanded user interfaces (e.g. gesture tracking, multi-touch, image processing, tangibles) • Perform advanced user interface programming • Gain and apply knowledge about electronics and microcontroller • Understand and use sensors and actuators • Discuss, understand and apply emerging interface and interaction technologies • Discuss and understand the technological background of projection and display technologies. <p>Media Management:</p> <ul style="list-style-type: none"> • Apply professional project management skills and explore new trends in project management • Fund a start-Up business
3	<p>Indicative Module Contents</p> <p>Media Design</p> <ul style="list-style-type: none"> • Current interaction development: system and user. Innovations, technological developments and social-cultural evolutions, possible influences on the life scenarios work and leisure. • Understanding of the relevant conceptual, theoretical, social, technical and design issues related to haptic and ubiquitous interactive products and pervasive

	<p>environments.</p> <ul style="list-style-type: none"> • Human factors and the design and use of technology in immersive environments • Ambient interaction • Sound-design for interactive spatial interfaces • Game-design for interaction in space • Advanced animation and simulation • Advanced data visualisation • Video-production for self-marketing-videos <p>Media Informatics/Technology</p> <ul style="list-style-type: none"> • Technological knowledge and design ambient and/or environmental systems • Advanced HCI (human computer interaction) • Architecture of complex soft- and hardware systems (e.g. Ambient Systems) • Databases for complex systems and applications • Microcontroller (e.g. Arduino, Raspberry Pi) and Interaction • Sensor technology and actuators • Advanced pre-visualisation, prototyping and testing • Display technologies • Projection technologies • Emerging technologies for complex media systems • Artificial intelligence • Adaptive systems <p>Media Management</p> <ul style="list-style-type: none"> • Agile Management, Rapid Prototyping • Funding and start-Up from scratch • Legal forms of venture • Marketing strategy with focus on corporate identity and corporate image • The marketing of an own interdisciplinary team • Conceptualize appropriate promotional material (website, business stationary, flyers, brochures, banners) • Personal qualities assessment, feedback techniques and systemic asking as engagement tool • Fine tune presentation skills & be exposed to difficult clients
4	Teaching Methods

	Project work, seminar, lecture
5	Prerequisite Subjects Successful completion of all modules of semester 1-4, except the elective modules
6	Assessment Methods
	Examination: Project: (100%)
7	Prerequisites for CP
	-
8	Used in Other Courses
	-
9	Name of <u>Module-responsible</u> and Teaching Professors
	Prof. <u>Tsune Tanaka</u> , all professors of IMD

MP7R – Research-Project

ID	Workload	Credits	Semester	Frequency	Duration
MP7R	375 h	15	7th Semester	Every Term	10 weeks
1	Type of Course Mandatory		Contact Hours 2 SWS/32 h	Self-Study 343 h	Size of Groups 10
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this subject the student will be able to:</p> <ul style="list-style-type: none"> • Use appropriate methodologies to explore the topic for an interactive product; and/or • Demonstrate the advantages of carrying out extensive and detailed user or situation research for a product; and/or • Use appropriate methodologies with regard to research for product development; and/or • Use appropriate methodologies with regard to market research; and/or • Use appropriate methodologies with regard to product concept and development; and/or • Use appropriate methodologies to plan the project organisation and financing of a media-project; and/or • Identify and design for the cultural environment in which a product will be used or experienced 				
3	<p>Indicative Module Contents</p> <p>The student(s) submits a briefing document for a interactive project to a desired project coach. Once this brief has been accepted, the student then writes a planning document, containing:</p> <ul style="list-style-type: none"> • A project proposal • The results of the necessary research, developing the project • The description of a developed rough concept for the project • A project plan <p>Project Schedule:</p> <ul style="list-style-type: none"> • Application with briefing document • Agreement on deliverables according to chosen subject with coach • Delivery of research- and concept-plan • Discussion sessions and review of preliminary results (group/peer reviews) 				

	<ul style="list-style-type: none"> • Final Presentation (assessment)
4	Teaching Methods <ul style="list-style-type: none"> • Coaching • Tutorials, group discussions and peer reviews • Presentation and demonstration
5	Prerequisite Subjects Successful completion of all modules of semester 1-4, except two elective modules
6	Assessment Methods Examination Prerequisite: Research Documentation (75%) Examination: Final Presentation (25%)
7	Prerequisites for CP -
8	Used in Other Courses -
9	Name of <u>Module-responsible</u> and Teaching Professors <u>Prof. Andrea Krajewski, all professors of IMD</u>

MP7B – Bachelor Module incl. Colloquium

ID	Workload	Credits	Semester	Frequency	Duration
MP7B	375 h	15	7.	Every Term	12 weeks
1	Type of Course Mandatory		Contact Hours	Self-Study	Size of Groups
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this subject the student will be able to</p> <ul style="list-style-type: none"> • Discuss the design, cultural, technical and economic issues related to the project • Show appropriate use of project management skills and tools in application of project resources and in meeting project milestones on time and to specifications • Demonstrate judgement in the application of appropriate research and design methods in arriving at final solution(s) for the proposed project • Demonstrate specialised technical, creative or conceptual skills and tools in the development, completion and presentation of the project outcomes • Show critical personal reflection and accountability in relation to learning from successful and unsuccessful project outcomes 				
3	<p>Indicative Module Contents</p> <p>Students may develop and realise a complete media system or media product, such as an interactive media system, an interactive animation, a game, an interactive video or a interactive sound product. The work should demonstrate an understanding of how to apply a range of methods and tools in arriving at a professional solution.</p> <p>Students may explore a concept from a cultural or market perspective that they wish to develop as a proposal to industry. Students developing ideas should cater for the cultural, technical, aesthetic and business aspects of a particular idea and explore all these aspects through sound research methods. Students should be able to create and present a prototype that has a sound basis in technology as well as being appropriate to the needs of the target stakeholders. Such projects should demonstrate an awareness of the market in which the proposed project will operate or be displayed. Prototypes may be aimed at business, cultural, academic or community based environments.</p> <p>Projects can be the product of individual or team effort and in the case of team-work the project proposed should outline clearly the areas of responsibility for each member of the team.</p> <p>Project Schedule:</p>				

	<ul style="list-style-type: none"> • Discussion sessions and review of preliminary ideas • Student presentation of Ideas (seminars; individual and group reviews) • Paper Prototyping (group/peer reviews) • Prototype Presentation (group/peer reviews) • Final Presentation (assessment)
4	Teaching Methods <ul style="list-style-type: none"> • Coaching • Tutorials, group discussions and peer reviews • Presentation and demonstration
5	Prerequisite Subjects Successful completion of all modules of semester 1-6 (including IP), except two elective modules
6	Assessment Methods Bachelor Project: 75% Colloquium: 25%
7	Prerequisites for CP -
8	Used in Other Courses -
9	Name of <u>Module-responsible</u> and Teaching Professors All professors of IMD

4. Rahmenmodulbeschreibungen der Electives ME im 2. bis 6. Semester

ME – Media Electives

ID	Workload	Credits	Semester	Frequency	Duration
ME	125 h	5	2, 3, 4, 6	Each semester	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS / 50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>Media Electives shall enable the student to:</p> <ul style="list-style-type: none"> • Deepen his or her knowledge in specialised media fields or advanced topics and/or • Explore new topics, contexts and/or media foci <p>On successful completion of these modules the student shall be able to:</p> <ul style="list-style-type: none"> • Develop and describe media concepts in a broad cultural and social horizon as well as in adaption to the eventually addressed media genre • Use a professional project management from brief and concept through to implementation and presentation • Use quality control techniques to ensure a professional finish to their product • Use all necessary design abilities to achieve a high quality media product • Use all necessary informatics and technical abilities and skills to achieve a high quality media product • Evaluate and assess the product or service completed from the success and functionality of the design, the technical, but also from a cultural perspective. • Integrate different media and different techniques to a complex product. 				
3	<p>Indicative Module Contents</p> <p>The modules are clustered here in the following fields:</p> <ul style="list-style-type: none"> • Media Informatics & Technology • Media Design • Media Management • Media Philosophy 				
4	<p>Teaching Methods</p> <p>Lecture, seminar, practical and presentation</p>				

5	Prerequisite Subjects -
6	Assessment Methods Final presentation and documentation
7	Prerequisites for CP -
8	Used in other courses -
9	Name of <u>Module-Responsible</u> and Teaching Professors Media Informatics/Technology: <u>Prof. Dr. Frank Gabler</u> , Prof. Torsten Fröhlich, Prof. Arnd Steinmetz, Torsten Greiner, N.N. Media Design: Prof. <u>Claudia Söller-Eckert</u> , Prof. Andrea Krajewski, Prof. Tsune Tanaka, Prof. Wilhelm Weber, N.N. Media Management: <u>Prof. Andrea Krajewski, (Interactive Media Design)</u> , Dieter Stasch, N.N. Media Philosophy: Prof. <u>Sabine Breitsameter</u> , Prof. Claudia Söller-Eckert, Prof. Andrea Krajewski, Prof. Tsune Tanaka Internationalisation: <u>Prof. Andrea Krajewski</u> , Dieter Stasch, N.N.

5. Modulbeschreibungen der Electives ME im 2. bis 6. Semester

5. 1 Modulbeschreibungen der Design Electives

ME-D_01– Design Management & Strategy

ID	Workload	Credits	Semester	Frequency of	Duration
ME-D_01	125 h	5	2-6	Winter Term or Summer Term	1 Sem
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>This module introduces to the basics in design management and design strategies. It aims at an insight how design decisions can be used as unique selling proposition of a product and core value of a company.</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Understand the effect of design strategies for companies • Understand and evaluate methods of design management • Develop design strategies • Market design strategies 				
3	<p>Indicative Module Contents</p> <p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> • “Led by design” design minded companies • Methodologies for Design Strategies • Design Thinking 				
4	<p>Teaching Methods</p> <p>Lecture, seminar, practical and presentation</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				
6	<p>Assessment Methods</p> <p>Final presentation and documentation</p>				
7	<p>Prerequisites for CP</p> <p>-</p>				
8	<p>Used in Other Courses</p> <p>-</p>				
9	<p>Name of <u>Module-responsible</u> and Teaching Professors</p> <p>Module-responsible: see general description “ME2 – Media Electives”</p>				

Teaching Professors:

Prof. Mike Richter, Prof. Tsune Tanaka

ME-D_02– Design Concept & Dramaturgy

ID	Workload	Credits	Semester	Frequency	Duration
ME-D_02	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>This module aims to equip students with the essential knowledge and skills required to concept, write, design, prototype and evaluate narrative strategies for linear and interactive media. They will learn the principles of narration, dramaturgy and montage or interactive concepts, which are fundamental for storytelling media.</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Discuss and evaluate dramaturgic theories and strategies • Discuss and evaluate linear and nonlinear storytelling in film, interactive film and game • Understand and making use of dramaturgic and storytelling principles in interactive media • Concept, design/write and develop/realize linear and nonlinear stories • Discuss and integrate interaction in linear media or narration in interactive media 				
3	<p>Indicative Module Contents</p> <p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> • Narratology • Dramaturgic concepts • Creative writing methods • Character development • Linear storytelling in film and animation • Nonlinear storytelling in film and animation • Interactive film and animation • Narration in games and interactive application • Web documentaries • Interactive commercials 				

4	<p>Teaching Methods</p> <p>Lecture, seminar, practical and presentation,</p>
5	<p>Prerequisite Subjects</p> <p>-</p>
6	<p>Assessment Methods</p> <p>Final presentation and documentation</p>
7	<p>Prerequisites for CP</p> <p>-</p>
8	<p>Used in Other Courses</p> <p>-</p>
9	<p>Name of <u>Module-responsible</u> and Teaching Professors</p> <p>Module-responsible: see general description "ME – Media Electives"</p> <p>Teaching Professors: Prof. Claudia Söller-Eckert , Prof. Andrea Krajewski , Prof. Tsune Tanaka</p>

ME-D_03 – Audio/Visual Design

ID	Workload	Credits	Semester	Frequency	Duration
ME-D_03	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>This module aims to equip students with the essential knowledge and skills required to concept and design audio and/or visual information elements, presentations or interfaces.</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Analyse and valuate media artefacts with regard to fundamental genre and design principles • Describe the scope of creative activities and methods within a typical media project • Show basic abilities in developing design concepts for media products and assets • Analyse and evaluate time-based and interactive media artefacts in terms of their use of space, time, motion, sound and interaction • Demonstrate an awareness of audiences in the communication and interpretation of ideas 				
3	<p>Indicative Module Contents</p> <p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> • Perception of design, perception of interactive products • Theories of the image • History of images and moving images • Definition and aesthetics of sound and music products • Aesthetics of sound design: expression of distance and nearness, emotional expressions, stereo and surround sound • Basics of sound design in multimedia applications • Principles of audio-visual composition • Principles of action and interaction • Colour, layout, typography • Narration/storytelling/cinematographic codes 				

4	Teaching Methods Lecture, seminar, practical and presentation,
5	Prerequisite Subjects -
6	Assessment Methods Final presentation and documentation
7	Prerequisites for CP -
8	Used in Other Courses -
9	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME – Media Electives" Teaching Professors: Prof. Claudia Söller-Eckert , Prof. Andrea Krajewski, Prof. Tsune Tanaka, Martin Haas

ME-D_04 – User Experience & Usability

ID	Workload	Credits	Semester	Frequency	Duration
ME-D_04	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>The course gives insights into user-centered design through the application of usability methods. Principle for this is an understanding of basic user behavior patterns as well as possibilities and purpose of project-related UER and usability methods based on common heuristics and norms. In the usability lab practical usability tests are performed (such as interviews, paper prototyping, classic usability test, Thinking Aloud, eye tracking, gesture and mimic tracking, ...) planned, designed, performed and analyzed the results.</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Understand and communicate the role of usability and user research • Plan, organize, conceptualise and perform usability tests and user experience researches • Select the appropriate method for test and/or research • Analyse and interpret data generated from usability tests and user experience research • Edit and present the results of usability tests and user experience research • Develop design optimisations resulting on usability tests and user experience research • Integrate usability methods into the design process 				
3	<p>Indicative Module Contents</p> <p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> • The role of usability for design and user experience • Mental model and universal design principles as basis for the expectation compliance of the user • Testing and research methods (interview, focus groups, observation, ethnographic research, self reporting logs, card sorting, mental modelling, paper prototyping, eye tracking, thinking aloud, gesture and mimics tracking, ...) 				

	<ul style="list-style-type: none"> • Planning and organizing of tests • Expert evaluation and resume of a test thesis • Test dramaturgy and contents (test tasks) • Defining and acquire test person, writing screeners • Analysis and interpretation of test data • Presentation strategies
4	Teaching Methods Lecture, seminar, practical and presentation
5	Prerequisite Subjects -
6	Assessment Methods Final presentation and documentation
7	Prerequisites for CP -
8	Used in Other Courses Online Kommunikation
9	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description “ME – Media Electives” Teaching Professors: Prof. Andrea Krajewski, Prof. Tsune Tanaka

ME-D_05- Media Arts

ID	Workload	Credits	Semester	Frequency of	Duration
ME-D_05	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> • Identify important media experiments in history and presence and their different aspects of experimentation • Understand the plurality of the aesthetic term “experiment” • Understand the basic conceptual aesthetic, historical-philosophical, societal and technological incitements for media experimentation • Relate these phenomena to standard media design, and identify the respective transgressing of boundaries and how they are conceptualized • Understand and apply concepts, methodologies and strategies of experimentation Develop, conduct and implement experimental media projects and position them in relation to standard as well as to historical experimental productions. 				
	Indicative Module Contents Contents of this module may contain but are not limited to the following aspects: <ul style="list-style-type: none"> • Prototypical media experiment in history in relation to standard media production • Experimental concepts in trans- and mono-media • Experimental methodologies and strategies in relation to societal and technological prerequisites as experimental incitements • The different experimental perspective of media makers and recipients/users • Assessment methods for experiments' effects on society, art world and technology • Assessing the experiments' originality and ingenuity • Implementing, producing and presenting experimental work according to its concepts and intentions 				
4	Teaching Methods Lecture, seminar, practical and presentation				
5	Prerequisite Subjects -				
6	Assessment Methods				

	Final presentation and documentation
7	Prerequisites for CP -
8	Used in Other Courses -
9	<p>Name of <u>Module-responsible</u> and Teaching Professors</p> <p>Module-responsible: see general description "ME2 – Media Electives"</p> <p>Teaching Professors: All professors of of the study courses Animation and Game, Interactive Media Design, Motion Pictures and Sound and Music Production</p>

ME-D_06 – Interaction & Interface Design

ID	Workload	Credits	Semester	Frequency of	Duration
ME-D_06	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>This module aims to equip students with the essential knowledge and skills required to design, prototype and evaluate professional interactive products and interfaces. They will learn the principles of user centred design, which is fundamental for interaction design. Besides functional, aesthetical and technical principles the students are expected to consider ethical aspects.</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Discuss and evaluate good user interaction design • Discuss and evaluate trends and innovation in interactive systems • Understand and making use of human psychology to develop a user-centred approach • Describe and making use of the key issues in designing interactive systems • Concept, design and develop interactive applications 				
3	<p>Indicative Module Contents</p> <p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> • Human-computer interaction • Social interaction and participation • Emotional interaction and aesthetics • Interaction with gestures • Interface design • Spatial Interaction • Interaction design in web • Interaction design in mobile application • Interaction design in museum and exhibition • Interaction in virtual and augmented environments 				

4	Teaching Methods Lecture, seminar, practical and presentation
5	Prerequisite Subjects -
6	Assessment Methods Final presentation and documentation
7	Prerequisites for CP -
8	Used in Other Courses -
9	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME2 – Media Electives" Teaching Professors: Prof. Andrea Krajewski , Prof. Claudia Söller-Eckert, Prof. Tsune Tanaka

ME-D_07 – Interaction in Space

ID	Workload	Credits	Semester	Frequency	Duration
ME-D_07	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/48 h	Self-Study 77 h	Size of Groups 20
2	Learning Outcomes / Competencies The Interactive Installation course will lead the participants through the process of creating an engaging and intriguing physical installation: finding an idea and necessary technological components, creating a visual concept and finally presenting the result to the public. It can be any kind of interactive artwork, complex data visualization or (simulated) advertising installation, as long as at the end of the course there is a working digital, electronic or mechatronic exhibit.				
3	Indicative Module Contents <ul style="list-style-type: none"> • Understanding the role of installation in arts and design • Immersive media concepts • The body as interface • Interaction dramaturgies in space • Space and audiovisual media • Installation technologies • Sensors and actuators • Arduino programming • Prototyping programming languages (vww, processing, ...) 				
4	Teaching Methods Lecture, seminar, presentations				
5	Prerequisite Subjects -				
6	Assessment Methods Presentation of homework				
7	Prerequisites for CP -				
8	Used in Other Courses				

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9	<p>Name of <u>Module-responsible</u> and Teaching Professors</p> <p>Module-responsible: see general description "ME – Media Electives"</p> <p>Teaching Professors: Prof. Claudia Söller-Eckert, Prof Andrea Krajewski, Prof. Tsune Tanaka, Prof. Sabine Breitsameter, Prof. Frank Gabler, Prof. Torsten Fröhlich, ...</p>

5. 2 Modulbeschreibungen der Informatics/Technology Electives

ME-IT_01 – Advanced Media Systems

ID	Workload	Credits	Semester	Frequency of	Duration
ME-IT_01	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> • Apply scientific methods in analysing media, user needs, socio-cultural contexts and media markets • Critically examine innovative forms of information technology in their social-cultural-context • Critically examine physical interfaces • Develop action processes considering alternative interface manipulation methods (gesture, voice entry, eye tracking, vital parameter, learning interfaces, etc.) • Apply and combine complex technologies • Develop complex media systems (software development, programming and application of knowledge in networks technologies) 				
3	Indicative Module Contents Contents of this module may contain but are not limited to the following aspects: The students develop a reasonable ubiquitous or ambient application with regard to a defined target group, its needs and an economical market perspective. The product has to be conceived with all components. It has to be developed as prototype, mock up or simulation. To ensure the up-to-date-ness and relevance of the project topic it will be defined yearly in the run-up to the project-planning phase. Topics can be: ubiquitous systems, physical interfaces, products for the elderly, wearable computing, smart objects, internet of things, tangible interfaces. The topic should be broadly interpretable to leave latitude for different markets, target groups and their demands. The product has to be revisable in terms of its economic efficiency, and marketing opportunities. Parallel ethical, social and legal aspect should be taken into consideration.				
4	Teaching Methods Lecture, seminar, practical and presentation				
5	Prerequisite Subjects -				

6	Assessment Methods Final presentation and documentation
7	Prerequisites for CP -
8	Used in Other Courses -
9	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME – Media Electives" Teaching Professors: All professors of Interactive Media Design and associated MIT professors

ME_IT_02 – Advanced System Technology

ID	Workload	Credits	Semester	Frequency of	Duration
ME_IT_02	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> • Understand Agent based systems, media retrieval and information retrieval and their components • Critically examine innovative forms of information technology in their social-cultural-context • Develop and implement Agent based systems • Develop retrieval methods and concepts • Apply knowledge in software development, programming and networks technologies 				
3	Indicative Module Contents Contents of this module may contain but are not limited to the following aspects: <ul style="list-style-type: none"> • Application of Agent based systems, media retrieval and information retrieval. • Introduction to agent systems: Intelligent and mobile systems • Mechanisms and platforms: Communication and messaging, life cycles, serialization, agent naming, localization, Sample platforms JADE, tracy, SeMoA • Content descriptors: Image, audio- and video descriptors - Retrieval mechanisms: Client-server based systems, agent based systems. 				
4	Teaching Methods Lecture, seminar, practical and presentation,				
5	Prerequisite Subjects -				
6	Assessment Methods Final presentation and documentation				
7	Prerequisites for CP -				

8	<p>Used in Other Courses</p> <p>-</p>
10	<p>Name of <u>Module-responsible</u> and Teaching Professors</p> <p>Module-responsible: see general description “ME2 – Media Electives”</p> <p>Teaching Professors: All interactive design, informatics and media technology teachers</p>

ME-IT_03 – Interface Technology

ID	Workload	Credits	Semester	Frequency of	Duration
ME-IT_03	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> • In depth understand common user interface mechanics, methods and elements • Understand advanced user interface technologies • Understand responsive user interface technologies • Critically discuss the positive and negative components in an existing user interface and provide recommendations for improvement • Develop user interfaces • Implement user interfaces 				
3	Indicative Module Contents Contents of this module may contain but are not limited to the following aspects: <ul style="list-style-type: none"> • The students learn to apply advanced interface methods and technology. • Usability aspects: answer/reaction times, geometrics • Standard I/O devices • Text based UI • Forms based UI • Standard UI elements (e.g. button, field, selection,...): Features, usage and programming of standard UI elements and tabled sequences • HCI devices • Advanced HCI: I/O devices (e.g. pen, tangibles), gesture recognition, AV-based input, tangibles • Mobile interfaces 				
4	Teaching Methods Lecture, seminar, practical and presentation				
5	Prerequisite Subjects -				

6	Assessment Methods Final presentation and documentation
7	Prerequisites for CP -
8	Used in Other Courses -
10	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description “ME – Media Electives” Teaching Professors: All professors of Interactive Media Design and associated MIT professors

ME-IT_04 – Mobile/Web Application

ID	Workload	Credits	Semester	Frequency of	Duration
ME-IT_04	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> • Apply a user centred design methodology, typical for mobile or web applications • Develop a reasonable design concept considering the target group • Conceptualize a mobile or web application that corresponds to the intended design targets • Design and implement a mobile or web application • Evaluate the product with usability methods 				
3	Indicative Module Contents Contents of this module may contain but are not limited to the following aspects: <ul style="list-style-type: none"> • User centred design process, user research and usability • Human-computer interaction and interface design • Service-design in relation to the concept of mobility • Application and game-design for mobile media • Interaction design for mobile media • Advanced mark-up (e.g. HTML 5/CSS 3, X3D) • Representing and interacting with objects (e.g. DOM, XML) • Client-side scripting (e.g. Java) and Server-side scripting (e.g. PHP) • Client-Server architecture, design pattern • Data security and privacy. Simple encryption methods. • Relational databases: incorporating search results into interactive content • Local storage, cookies • Time-based and interactive multimedia documents: (e.g. Smile, Flash, Edge, Director, authoring environments) • Native UI frameworks and libraries (Windows (Phone), MacOS, Android, iOS) • Platform independent frameworks (i.e. jQuery, PhoneGap) 				
4	Teaching Methods				

	Lecture, seminar, practical and presentation
5	Prerequisite Subjects -
6	Assessment Methods Final presentation and documentation
7	Prerequisites for CP -
8	Used in Other Courses -
10	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME2 – Media Electives" Teaching Professors: All professors of Interactive Media Design and associated MIT professors

ME-IT_05 – 3D Interactive Environment

ID	Workload	Credits	Semester	Frequency of	Duration
ME-IT_05	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	Learning Outcomes / Competencies <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Describe 3D immersive interaction paradigms and their fields of application • Critically discuss the positive and negative aspects of existing 3D environments and interaction technologies and make recommendations for improvements • In depth understand 3D display and interaction device technologies • Master authoring tools and development environments for interactive 3D worlds • Set up a collaborative production pipeline for a small team • Independently design, develop and implement interactive audio-visual 3D environments 				
3	Indicative Module Contents <p>Contents of this module may contain but are not limited to the following aspects: The students learn to assess and apply 3D interaction paradigms and technologies:</p> <ul style="list-style-type: none"> • Usability aspects: answer/reaction times, impact of graphical and audio rendering quality, breaks in immersion • 6D tracking systems, video-based full body interaction devices • Static and dynamic gesture recognition • Appropriate integration and representation of text • Virtual and augmented reality • Head-mounted, handheld and stationary 3D displays • Design of scripted and dynamic (i.e. physics-controlled) behaviour of non-player characters • Implementation of behaviour and general flow control by program scripts • Development and integration of novel interaction devices • Design aspects for professional users vs. lay-audiences • Location-based installations for entertainment and education (public understanding of science) 				

4	Teaching Methods Lecture, seminar, practical and presentation,
5	Prerequisite Subjects -
6	Assessment Methods Final presentation and documentation
7	Prerequisites for CP -
8	Used in Other Courses -
10	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME – Media Electives" Teaching Professors: All professors of Interactive Media Design and associated MIT professors

5.3 Modulbeschreibungen der Media Management Electives

ME-M_01 – Media Events & Marketing

ID	Workload	Credits	Semester	Frequency of	Duration
ME-M_01	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Develop concepts of media events • Design environments for media events • Organize and realise media events • Develop marketing and funding • Develop public relation methods • Organise all technical equipment of a media event • Prepare and fulfil all necessary legal aspects and contracts 				
3	<p>Indicative Module Contents</p> <p>In this module students develop and perform a media event. For the event they implement and realise the whole marketing and funding process.</p> <p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> • Pieces to be exhibited: choose and arrange the pieces , choose and arrange the speeches, speakers, moderation • Personal management: moderators, speakers, servant staff , technical staff , security people • Exhibition rooms: prepare necessary rooms , design environments , prepare setup and break down, cleaning • Technical equipment: organise the technical equipment, trouble shooting camera, sound, microphones, cables, electrical capacity • Catering: organize catering, servants • Public relations: magazine, offer in newspapers, announcements, web-site 				

	<ul style="list-style-type: none"> Marketing and project management: funding, entrance fee, finance management, finance controlling time table, project management, legal aspects
4	Teaching Methods Lecture, seminar, practical and presentation
5	Prerequisite Subjects -
6	Assessment Methods Final presentation and documentation
7	Prerequisites for CP -
8	Used in Other Courses -
9	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME – Media Electives" Teaching Professors: All MAS-Lecturers

ME-M_02 – Media Producing

ID	Workload	Credits	Semester	Frequency of	Duration
ME-M_02	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>This module enables participants to manage the preproduction/concept, production/realisation and post production process of typical media projects. The module examines critical methods for the various processes and offers strategies that maximize resources and time frames. Management methods, timelines and project life cycles are examined with a focus on supporting business growth and project properties.</p> <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Identify separate processes and deliverables within the overall production timeline; • Identify methods and tools for the various processes; • Use strategies to maximize resources and control finance; • Use project management methods and tools to organize timelines and project life cycles; • Use human resource management methods to organize teams. 				
3	<p>Indicative Module Contents</p> <p>Contents of this module may contain but are not limited to the following aspects:</p> <ul style="list-style-type: none"> • Project management within media production • Time management and handling deliverables within media production • Staff management and organizing teams within media production • Finance management within media production • Fund raising and media promotion 				
4	<p>Teaching Methods</p> <p>Lecture, seminar, practical and presentation</p>				
5	<p>Prerequisite Subjects</p> <p>-</p>				
6	<p>Assessment Methods</p> <p>Final presentation and documentation</p>				
7	<p>Prerequisites for CP</p>				

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8	Used in Other Courses -
10	<p>Name of <u>Module-responsible</u> and Teaching Professors</p> <p>Module-responsible: see general description “ME – Media Electives”</p> <p>Teaching Professors: all professors of the study courses Animation and Game, Interactive Media Design, Motion Pictures and Sound and Music Production with producing expertise</p>

ME-M_03 – StartUp and Funding

ID	Workload	Credits	Semester	Frequency of	Duration
ME-M_03	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/50 h	Self-Study 75 h	Size of Groups 20
2	Learning Outcomes / Competencies This module trains students how to develop business concepts or get funding (e.g. at kickstarter) on the basis of existing product ideas				
3	Indicative Module Contents Contents of this module may contain but are not limited to the following aspects: <ul style="list-style-type: none"> • Funding and start-Up strategies • Business and finance plan • Legal forms of venture • Pitching and presenting 				
4	Teaching Methods Lecture, seminar, practical and presentation				
5	Prerequisite Subjects -				
6	Assessment Methods Final presentation and documentation				
7	Prerequisites for CP -				
8	Used in Other Courses -				
10	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description “ME – Media Electives” Teaching Professors: Dieter Stasch, Stefan Koch, all professors of the study courses Animation and Game, Interactive Media Design, Motion Pictures and Sound and Music Production with producing expertise				

ME-M_04 –Entertainment and Media Law

ID	Workload	Credits	Semester	Frequency	Duration
ME-I_02	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/48 h	Self-Study 77 h	Size of Groups 20
2	<p>Learning Outcomes / Competencies</p> <p>This module introduces students to the legal framework and legal issues in relation to digital media production.</p> <p>On successful completion of this module students should be able to:</p> <ul style="list-style-type: none"> • Identify and explain core concepts of media law (p. ex. „intellectual property, „copyright“, „right of publicity“ etc.) • Demonstrate a working knowledge of basic standards and procedures of media law and regulation • To be able to apply this knowledge to the different aspects and stages of content creation and production of in digital media • Discuss the international dimension of media law • Identify and explain basic elements of legal contracts in the context of media production 				
3	<p>Indicative Module Contents</p> <p>Introduction into</p> <ul style="list-style-type: none"> • The legal framework of different countries and their fundamental principles of assigning special protection to media and its diverse forms of expression • The concept of intellectual property in national and international media law • Copyright law and its legal implications for content creation and distribution in digital media • General legal issues, standards and practices related to production and co-production of media products (financing, insurance, talent agreements, producer agreements, licensing etc.) • Specific legal issues and practices in different sectors of entertainment/media industry (Animation, Game, Music, Software etc.) • Revenue chains in the national and international media industries and typical legal frameworks 				

	<ul style="list-style-type: none"> • Media law and media ethics: freedom of expression, right of publicity, protection of minors, basic principles in constitutional and european law", standards and codes of conduct in the media industries etc. • Contracts in media law (function of contracts in the production process, typical contracts/case studies, and standards in contract language....)
4	Teaching Methods Lecture, seminar, presentations, individual and team-based research, case studies
5	Prerequisite Subjects -
6	Assessment Methods Presentation, research project (e.g. essay, case study)
7	Prerequisites for CP -
8	Used in Other Courses -
9	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME – Media Electives" Teaching Professors: Associate lecturers, NN

5. 4 Modulbeschreibungen der Media Philosophy Electives

ME-PH_01 – Media Art History

ID	Workload	Credits	Semester	Frequency	Duration
ME-PH_01	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/48 h	Self-Study 77 h	Size of Groups 20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> • Demonstrate and apply a knowledge and the appropriate terms of the main strands of aesthetic approaches and ways of artistic expression within the history of arts and culture • Describe the evolution of image and sonic expression from pre-history up to actual developments, with specific knowledge on the related history of ideas, religions, philosophies, socio-political developments, art and media institutions and technologies • Demonstrate appropriate, terminology, skills of reflection and specific methods of analyzation of artefacts from different time periods • Discuss and analyze critically contemporary and own media productions in relation to the history of art. 				
3	Indicative Module Contents The content follows an itinerary of the milestones in art history and the history of the arts, covering the period from pre-history to the digital imagery and sounds of our time. Special emphasis is on selected periods and their content, imaging composing and dramaturgical techniques e.g.: Classical Antiquity, Middle Ages, Renaissance, Romanticism, Expressionism and the arts in 20th century. Special emphasis will be given to time specific technologies and tools, religions, value systems and philosophies, and to the aesthetic transfers to and developments in media and design.				
4	Teaching Methods Lecture, seminar, presentations				
5	Prerequisite Subjects -				
6	Assessment Methods Presentation of homework				
7	Prerequisites for CP				

	-
8	Used in Other Courses -
10	<p>Name of <u>Module-responsible</u> and Teaching Professors</p> <p>Module-responsible: see general description "ME – Media Electives"</p> <p>Teaching Professors: Prof. Sabine Breitsameter, all media design teachers</p>

ME-PH_02 – Cultures and Creative Practices in Digital Media

ID	Workload	Credits	Semester	Module Frequency	Duration
ME-PH_02	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/48 h	Self-Study 77 h	Size of Groups 20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> • Describe aesthetic concepts related to 'culture' within the context of the 'digital age' and demonstrate and apply knowledge of the history and the presence of digital media key productions, phenomena and systems • Apply appropriate terms and analytical methods to the study the specificity of digital cultural phenomena and relate them to social and concepts • Analyse critically the own practice and use of digital media in private and professional contexts; analyse critically the general values, presumptions, beliefs, behaviours, frictions, rituals, and specificities of different cultural models in relation to the digital age • Describe and apply the essential terms and methods of current intercultural discourse. 				
3	Indicative Module Contents Study of: <ul style="list-style-type: none"> • Individuality and identity in the digital age's virtual world. • (Re)construction of self, character, gender, media personae etc. changing modes of communication and representation (avatars, blogs, webcams, chatrooms, etc). • The digital community: the 'networked' society, virtual and real communities. Social networks and the emergence of locally dispersed communities, the emergence of social behaviours and values in different types of communities; the incurrance of stereotypes. • Globalisation of communication – impact on cultural values; democracy and control, censorship and the rights of the individual. • Mono-culturalism versus multi-culturalism. Globalization and the 'clash of cultures'; approaches and endeavors towards a diversity based communicational style of creativity and production. • Approaches to cultural analysis: self-reflection, observation and field research. 				
4	Teaching Methods Lecture, seminar, presentations				

5	Prerequisite Subjects -
6	Assessment Methods Presentation of homework
7	Prerequisites for CP -
8	Used in Other Courses -
9	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME2 – Media Electives" Teaching Professors: Prof. Sabine Breitsameter, all media design teachers

ME-PH_03 – Media Ethics and Philosophy

ID	Workload	Credits	Semester	Frequency	Duration
ME-PH_03	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/48 h	Self-Study 77 h	Size of Groups 20
2	Learning Outcomes / Competencies <p>On successful completion of this module the student shall be able to:</p> <ul style="list-style-type: none"> • Describe the development of ethical and aesthetic theories and discuss their relationship to contemporary media with particular reference to social responsibility, ethical behaviour, ecology, beauty, interpersonal values, intercultural relationships, sustainability, artistic freedom, freedom of speech • Demonstrate the appropriate use of terms as well as methods of argumentation and reflection that advance beyond common sense; address and describe perspectives, structures, conflicts within different value systems and philosophies, applying them to media and suggesting possible ways to deal with them productively • Discuss the cultural, social, political and moral implications of publishing to a virtually global audience. 				
3	Indicative Module Contents <p>A narrative of the milestones in the art of thinking: mythology, religion, theories of cognition, moral philosophy, anthropology, and aesthetic theories are discussed in major writings that shaped our understanding of human and nature and the concepts of human rights, ethics, and beauty.</p> <p>Special emphasis is given to:</p> <ul style="list-style-type: none"> • The history of monotheistic religions (Judaism, Christianity, Islam) and their enduring influence on culture; the different approaches of idealism (Plato to Hegel), materialism (de la Mettrie to certain post-Marxist positions), and existentialism (Nietzsche to Sartre) and contemporary media philosopher's positions • Aesthetic theories that justified and directed art, perception and production from the Renaissance to contemporary positions.- Mono-culturalism versus multi-culturalism. Globalization and the ‚clash of cultures‘; approaches and endeavors towards a diversity based communicational style of creativity and production • Approaches to cultural analysis: self-reflection, observation and field research. 				
4	Teaching Methods <p>Lecture, seminar, presentations</p>				
5	Prerequisite Subjects				

	-
6	Assessment Methods Presentation of homework
7	Prerequisites for CP -
8	Used in Other Courses -
10	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME – Media Electives" Teaching Professors: Prof. Sabine Breitsameter All professors of of the study courses Animation and Game, Interactive Media Design, Motion Pictures and Sound and Music Production

ME-PH_04 – Media and Communication Theories

ID	Workload	Credits	Semester	Module Frequency	Duration
ME-PH_04	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course Elective		Contact Hours 3 SWS/48 h	Self-Study 77 h	Size of Groups 20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: <ul style="list-style-type: none"> • Demonstrate and apply a knowledge of major contemporary media and communication theories • Describe the theories' evolution from the mid-19th century until today • Demonstrate and apply appropriate skills of reflection and specific methods of analysis of media and communication theories, their basic assumptions and methods • Discuss and analyze the theories in relation to the developments of technologies, sciences and societal changes. 				
3	Indicative Module Contents A narrative of milestones of major media and communication theories from the beginning of mechanical reproduction in the 19th century, the start-up of electric media at the beginning of the 20th century to the mid-century's media diversification and proliferation until the turn of century's theory models and discourses on digital media and its pre- and successors. Special emphasis will be given to historical aspects relating the media theories to their contemporary developments and changes of society, science, technologies as well as belief systems and value concepts.				
4	Teaching Methods Lecture, seminar, presentations				
5	Prerequisite Subjects -				
6	Assessment Methods Presentation of homework				
7	Prerequisites for CP -				

8	Used in Other Courses -
10	Name of <u>Module-responsible</u> and Teaching Professors Module-responsible: see general description "ME – Media Electives" Teaching Professors: Prof. Sabine Breitsameter Associate lecturers