

**h\_da**

hochschule  
darmstadt  
fachbereich  
media



## **Anlage 5**

### **Modulhandbuch des Studiengangs**

### **Motion Pictures**

### **Bachelor of Arts**

des Fachbereichs Media  
der Hochschule Darmstadt - University of Applied Sciences

vom 30.05.2023

Zugrundeliegende BBPO vom 30.05.2023 (Amtlichen Mitteilungen Jahr 2024)

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## **1100MD1 Media Design 1**

### **1 Modulname**

Media Design 1

#### **1.1 Modulkürzel**

1100MD1

#### **1.2 Art**

Pflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Basic Principles of Media Design

Filmhistory

#### **1.4 Semester 1**

##### **1.4.1 Empfohlenes Semester**

1. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

Gruß, Wolfram

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

Theory: Film Studies

- History of moving images
- Film language
- Narration/storytelling/cinematographic codes
- Basics of cinematography
- Composition of time: montage
- Sound in video & film

#### Practical: Design Basics of Motion Pictures

- Principles of still composition: photography & framing
- Modelling with light: available and constructed light
- Characters and objects in space and time
- Montage, mis en scène, découpage
- Perspective, angle, depth of field
- Trucking, blocking
- Storytelling: plot and subplot
- Storyboarding
- Principles of audio-visual composition: image & sound
- Blue/green screen shooting
- Visual effects and post production

### 3 Ziele

#### Learning Outcomes/Competencies

The Media Design Module "MD1" provides a foundation for all media design activities in the field of Motion Pictures. The student is introduced to theories, methods and practical processes involved in time-based media production. The module encourages students to adopt an analytic, creative and ethical approach to the development of concepts of basic media design problems.

The module integrates theoretical and practical aspects of design processes of Motion Pictures. The students gain awareness of the issues associated with the development of ideas and the use of appropriate forms of genre and media specific expression within the contemporary digital media landscape.

On successful completion of this module the student will be able to:

- Analyse and evaluate 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 in the chosen specialisation and presenting them in a clear and coherent manner
- Analyse and evaluate time-based 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

## 4 Lehr- und Lernformen

### Teaching Methods

- Vorlesung/Lecture

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 Motion Pictures. 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.

Through individual and group-based work the students develop essential methodical, practical and intellectual skills in the specialized field of 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.

## 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

### 5.1.2 Workload and Contact Hours

**Workload** 150 h, **Contact Hours** 4 SWS + 1 SWS, **Self-Study** 90 h

## 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

### Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Final presentation and written documentation (70%)

## 7 Notwendige Kenntnisse

### Necessary Skills

None

## 8 Empfohlene Kenntnisse

### Recommended Skills

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Semester 1st Semester

Frequency of Module Winter Term

**10 Verwendbarkeit des Moduls**

**Application Area Module** none

**11 Literatur**

**Literature**

none

## **1200FB1 Film Basics 1**

### **1 Modulname**

Film Basics 1

#### **1.1 Modulkürzel**

1200FB1

#### **1.2 Art**

Pflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Film Basics

Submodule - Montage- Research-Scientific Work and Feedback Culture

#### **1.4 Semester 1**

##### **1.4.1 Empfohlenes Semester**

1. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.  
-

#### **1.6 Weitere Lehrende**

-

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

Introduction into:

- The origins and meanings of "Culture", "Media" and "Communication", introducing into their historical developments and their relationship to technological and social developments
- The history of technology and their impact on audio-visual medias' designs, contents and communication development
- The history of arts and design, their semiotics and their relation to contemporary media;
- Theories, models and terms describing and analysing media, communication, culture, art, design, and relating them to e.g., identity, gender, power and socio-political structures
- Scientific and scholarly methods appropriate for culture and media

The culture industry: creation, production, consumption; high, mass and popular culture.

### 3 Ziele

#### Learning Outcomes/Competencies

On successful completion of Film Basics 1 including the submodules editing, research and scientific work/feedback culture the student will be able to:

##### Editing

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 montage concepts for media products in the chosen specialisation and presenting them in a clear and coherent manner

Analyse and evaluate time-based 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

##### Research

To gather basic facts and existing expertise around the chosen topic and put them into the context of one's own cinematic idea

To get to know people and places

To clarify access and legal particularities

To learn to limit oneself to what is important

To become known and trusted by potential participants

To communicate your motives and goals for your film project

To learn to recognise who is representative of what in order to make an appropriate selection in the further course of the project

To observe many typical activities in order to grasp the significance and symbolism of events.

##### Scientific Research

Analyse texts from art and cultural theory

Distinguish scientific methods

Discusses scientific methods

Compose own small texts

##### Feedback Culture

Learn to give constructive feedback

Analyse the nature of creative work

That criticism requires tact and respect, especially face to face

#### Indicative Submodule Contents

##### Film Basics 1

The Film Basics Submodule "FB1" complements and accompanies MD 1. It contains basics from the areas of editing, research and scientific work/feedback culture.

##### Montage

In the submodule Montage, basic rules and concepts of film editing are taught in a practice-oriented way using contemporary film excerpts. In addition to the rules of perception and dramaturgy, the conventions of film editing will be dealt with. It will be worked out how cuts from one shot to another work and what



role shot sizes, axes, image focal points etc. play in this. An overview of the narrative effect of different resolutions will be given.

What happens in the editing room and in post-production? What influence do machines and material have, what happens to the raw film, the patterns, what do sound and image reports say, how is the material checked? In the first seminar section, students gain comprehensive knowledge of the possibilities and methodology of linear editing.

Editing and sound, the students first grasp the process of montage from the scenic resolution of camera and direction to the fine cut and final cut. This enables - not least through today's digital editing systems - diverse types of cinematic articulation.

#### Research

This submodule focuses on the analysis of reality and the accompanying reciprocal relationship in front of and behind the camera.

The students use intensive research in a specific thematic environment as a basis for their later film work. They learn to approach people, institutions, landscapes and social milieus with an open mind and social groups with their value systems, mentalities and principles of lifestyle.

The next step for students is to transfer the findings of the research into the form of an exposé or concept. Filmmaking requires unorthodox ways of thinking; progress in one area affects decisions you have made in another, so you have to constantly rearrange your overall concept. This flexibility of thought is what students have to learn and endure.

#### Scientific Work

The submodule is an introduction to Scientific Work and begins with the reading of introductory texts from art and cultural theory with the aim of writing first texts of one's own.

In continuation, various scientific methods - mainly humanities methods (e.g. logical empiricism / pragmatism, semiotics / philosophy of language), but also natural science methods - are introduced and discussed on the basis of selected texts.

Scientific methods - discusses how they are used to understand scientific.

A method is understood as a certain attitude towards the phenomena surrounding us and their description. Subsequently, methods for finding topics, for obtaining and preparing information and for scientific writing and presenting are taught

#### Feedback Culture

Students are introduced to theories and methods of speaking about time-based media production. The module encourages students to adopt an analytical, creative and ethical approach. Students gain an awareness of identifying the true nature of a film work, as well as illuminating the inner workings of a work in order to later make constructive suggestions on how to enhance the potential of a project.

#### Theory: Film Basics 1 Studies

- History of editing moving images
- Film language
- Narration/storytelling/cinematographic codes
- Basics of storytelling
- Basics of research
- Principles of feedback culture
- Basics of Scientific Work
- Composition of space: mise en scène
- Sound in video & film

#### Practice: Film Basics 1 Motion Pictures

- Principles of still composition: photography & framing
- Montage, mis en scène, découpage
- The basic principle of assembly - The principle of continuity
- 180° rule
- Dialogue editing
- Visual scenes
- Parallel montage, match cut, jump cut - The hard cut, the aperture
- Composition of time: montage
- Rhythm and formal language

#### 4 Lehr- und Lernformen

##### Teaching Methods

- Seminar/Seminar
- Übung/Exercise/Practical/Tutorial

#### 5 Arbeitsaufwand und Credit Points

5.1.1 10 CP

##### 5.1.2 Workload and Contact Hours

**Workload** 300 h

**Contact Hours** 6 SWS/96 h + 3 SWS/48 h

**Self-Study** 156 h

#### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

##### Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Final presentation and written documentation (70%)

#### 7 Notwendige Kenntnisse

##### Necessary Skills

None

#### 8 Empfohlene Kenntnisse

##### Recommended Skills

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure and Frequency of Offer**

Semester 1st Semester

Frequency of Module: Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

The Conversations: Walter Murch and the Art of Editing

Walter Burch - Rule of six

**1300MT1 Media Technology 1****1 Modulname**

Media Technology 1

**1.1 Modulkürzel**

1300MT1

**1.2 Art**

Pflichtfach

**1.3 Lehrveranstaltung(en)****1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Basics of Media Technology

**1.4 Semester 1****1.4.1 Empfohlenes Semester**

1. Semester

**1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.

**1.6 Weitere Lehrende**

Gruß, Wolfram

**1.7 Studiengangsniveau**

Bachelor

**1.8 Lehrsprache**

Englisch

**2 Inhalt****Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- Physics of light: dualism particle/wave, wavelength, refraction, reflection, decay
- Metering light (lux, lumen, colour temperature, ...)
- Colour balancing, additive and subtractive mixture

- Exposure, dynamic range, exposure value, shutter speed, aperture
- Optical systems and lenses, focus, focal depth
- Imaging sensor technology
- Physics of sound: frequencies, reflection, absorption, decay
- Measuring sound (SPL, Hertz, Decibel scales)
- Video standards (Pal, NTSC, aspect ratio, resolution, framerate)
- Audio and video compression basics

### 3 Ziele

#### Learning Outcomes / Competencies

Media Technology 1 lays the foundation for understanding physics and informatics in relation to recording and processing video- and audio material. On successful completion of this module the student shall be able to:

- Explain the principles and limitations of audio-visual human perception
- Understand physics in relation to light and sound
- Understand basics of logic in regard to informatics
- Use computer and specific audio- / video software as tools
- Understand media related hardware and their use
- Understand and use image-, video and sound recording
- Understand the usage, purpose and application of different types of digital media

### 4 Lehr- und Lernformen

#### Teaching Methods

- Vorlesung/Lecture
- Übung/Exercise/Practical/Tutorial

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150 h

**Contact Hours** 3 SWS + 2 SWS

**Self-Study** 75 h

**6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**

**Assessment Methods , Examination Duration and Examination Requirements**

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Written exam (70%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

None

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure and Frequency of Offer**

Semester 1st Semester

Frequency of Module: Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

none

## **1400MM1 Media Management 1**

### **1 Modulname**

Media Management 1

### **1.1 Modulkürzel**

1400MM1

### **1.2 Art**

Pflichtfach

### **1.3 Lehrveranstaltung(en)**

#### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

#### **1.3.2 Vorgesehene Veranstaltungen**

##### **Course**

Basics of Film and Media Business and Project Management

### **1.4 Semester 1**

#### **1.4.1 Empfohlenes Semester**

1. Semester

### **1.5 Modulverantwortliche(r)**

Schwering, Herbert ,Prof.

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### **1.6 Weitere Lehrende**

Baumann, Elke

### **1.7 Studiengangsniveau**

Bachelor

### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

- Overview of the film and media industry in Germany and Europe (15%)
- Overview of the professions in film and television production (15%).
- Basics of project management and production planning (10 %)
- Introduction to the five phases of film production: 1. idea and story development, 2. financing and pre-production, 3. shooting, 4. post-production. 5. exploitation, distribution (40 %)
- Cooperation in media productions: Set etiquette, Safety on set, Children and teenagers on set, Green film shooting (10%).
- Basic legal aspects of film production: labour law, copyright law, contract law, insurance (10%)

### 3 Ziele

#### Learning Outcomes/Competencies

The Media Production Module "MM1" provides a basic knowledge of the structure and history of media industries and media business with a strong focus on TV and film.

The variety of professions in media business, Film & TV production and distribution. It also provides a foundation for communication and cooperation in heterogeneous project-teams and basic methods of project management. The student is introduced to theories, methods and practical communication processes and skills knowledge involved in media- and film production

On successful completion of this module the student will be able to:

- Understand the structure, history and interdependencies of media business.
- Understand and apply basic tools to improve teamwork and social skills, such as effective verbal and nonverbal communication, conflict resolution, active listening, empathy, building relationships and respects.

Analysing and changing one's own communication behaviour (self-analysis and self-reflection)

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar
- Übung/Exercise/Practical/Tutorial

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150 h

**Contact Hours** 1 SWS/16 h + 1 SWS/32 h

**Self-Study** 102 h



**6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**

**Assessment Methods, Examination Duration and Examination Requirements**

Examination Prerequisites: Practical work and presentation (40%)

Examination: Written exam (60%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

None

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Semester 1st Semester

Frequency of Module: Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

































































































































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## **6300MM6 Media Management 6**

### **1 Modulname**

Media Management 6

#### **1.1 Modulkürzel**

6300MM6

#### **1.2 Art**

Pflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Media Management

#### **1.4 Semester 6**

##### **1.4.1 Empfohlenes Semester**

6. Semester

#### **1.5 Modulverantwortliche(r)**

Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

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#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

- Case study of a feature-length film and discussion of the calculation and possible variants
- HessenFilm and their different funding modules and the cooperation during the Bachelor
- An overview of the public broadcasting system in Germany, private television and streaming services, changes in reception and markets
- Exploitation chains, profitability and recoupment strategies in the film and media industry in Germany
- Future career fields in the media industry, founding own companies and start-ups and working as a freelancer

### 3 Ziele

#### Learning Outcomes / Competencies

The Media Production Module "MM6" deepens the basics of calculation by means of a case study on a feature-length film. HessenFilm is used as an example to illustrate the different modules of film funding. The students work out and present different distribution channels for film and media productions (TV, streaming, cinema). The differences between public and private media systems are pointed out. Exploitation chains in the media industry and revenue models will be demonstrated. Important financial and legal steps for founding a company, start-ups and freelancing are shown as a professional perspective after graduation.

The student is introduced to theories, methods and practical communication processes and skills knowledge involved in media- and film production.

On successful completion of this module the student will be able to:

- Understand the structure and aspects of the calculation of media projects and their different options for funding and financing.
- Understand and apply basic tools to improve teamwork and social skills, such as effective verbal and nonverbal communication, conflict resolution, active listening, empathy, building relationships and respects

Analysing and changing one's own communication behavior (self-analysis and self-reflection)

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150 h

**Contact Hours** 4 SWS/60 h

**Self-Study** 90 h

## **6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**

### **Assessment Methods, Examination Duration and Examination Requirements**

Examination Prerequisites: Practical work and presentation (40%)

Examination: Written exam (60%)

## **7 Notwendige Kenntnisse**

### **Necessary Skills**

Successful completion of all modules of semester 1-5, except two elective

## **8 Empfohlene Kenntnisse**

### **Recommended Skills**

None

## **9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

### **Duration, Chronological Structure and Frequency of Offer**

Semester 6th Semester

Frequency of Module: Summer Term

Duration 1 Semester

## **10 Verwendbarkeit des Moduls**

### **Application Area Module**

None

## **11 Literatur**

### **Literature**

Pitchen/Präsentieren:

Sibylle Kurz: Pitch It – Die Kunst, Filmprojekte erfolgreich zu verkaufen (3. Auf.)

Michael Wiese: Producer to producer. Insider tips for success in media.

Vertrieb/Marketing:

Mark Steven Bosko: The complete independent Movie marketing handbook.

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## **7100MP7C Media Project 7 Conception Project**

### **1 Modulname**

Media Project 7 Conception Project

#### **1.1 Modulkürzel**

7100MP7C

#### **1.2 Art**

Pflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Conception-Project

#### **1.4 Semester 7**

##### **1.4.1 Empfohlenes Semester**

7. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

Baumann, Elke  
Gruß, Wolfram

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch/Deutsch

## **2 Inhalt**

### **Content of Course**

The student(s) submits a briefing document for a linear and/or interactive to a desired project coach. Once this brief has been accepted, the student then writes a planning document, containing:

- A project proposal
- The results of the necessary research, developing the project
- The description of a developed film concept for the project
- A project plan

Project Schedule:

- 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)
- Transfer of research in to conception based on contend driven argumentations and decisions
- Depending on the genre, character, conflict and contend development
- Exposé, treatment and film script development

Final Presentation (assessment)

### 3 Ziele

#### Learning Outcomes / Competencies

On successful completion of this subject the student will be able to:

- Use appropriate methodologies to explore the topic for an interactive or linear product; and/or
- Advanced creative writing skills
- Film character development
- Film dramaturgy
- Advanced film semiotic skills
- Research, reflection and contend driven argumentation for formal decisions
- The value of content, what is really important.
- Making your own decisions, knowing why and being able to argue or defend your choice
- 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

### 4 Lehr- und Lernformen

#### Teaching Methods

- Projekt/Project

### 5 Arbeitsaufwand und Credit Points

#### 5.1.1 15 CP

### 5.1.2 **Workload and Contact Hours**

**Workload** 450 h

**Contact Hours** 1 SWS/15 h

**Self-Study** 435 h

## 6 **Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**

### **Assessment Methods, Examination Duration and Examination Requirements**

Examination Prerequisites: Conception

Examination: Presentation (100%)

## 7 **Notwendige Kenntnisse**

### **Necessary Skills**

Successful completion of all modules of semester 1-6 and Industrial Placement, except two elective modules

## 8 **Empfohlene Kenntnisse**

### **Recommended Skills**

None

## 9 **Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

### **Duration, Chronological Structure und Frequency of Offer**

Semester 7th Semester

Frequency of Module: Winter Term

Duration 1 Semester



**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

## **7200MP7B Media Project 7 Bachelor Project and Documentation and Colloquium**

### **1 Modulname**

Media Project 7 Bachelor Project and Documentation and Colloquium

#### **1.1 Modulkürzel**

7200MP7B

#### **1.2 Art**

Pflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Bachelor Module

Bachelor Project and Documentation

Colloquium

#### **1.4 Semester 7**

##### **1.4.1 Empfohlenes Semester**

7. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

Baumann, Elke  
Gruß, Wolfram

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch/Deutsch







## **820010ME01 Advanced Video Production**

### **1 Modulname**

Advanced Video Production

### **1.1 Modulkürzel**

820010ME01

### **1.2 Art**

Wahlpflichtfach

### **1.3 Lehrveranstaltung(en)**

#### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

#### **1.3.2 Vorgesehene Veranstaltungen**

##### **Course**

Advanced Video Production

### **1.4 Semester 0**

#### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.

### **1.6 Weitere Lehrende**

-

### **1.7 Studiengangsniveau**

Bachelor

### **1.8 Lehrsprache**

Englisch

## 2 Inhalt

### Content of Course

This module is designed to build upon the students existing knowledge in linear and non-linear video production and post- production initiated in first year. The subject aims to provide students, who are specifically interested in the audio-visual aspects of multimedia design and production, with a higher level of knowledge regarding processes and techniques of capturing, manipulating and delivering video or film within a multimedia context.

Contents of this module may contain but are not limited to the following aspects:

**Visual Research:** Examination of established practices, styles, narratives and elements of visual language employed in film, TV, and multimedia.

**Preproduction:** Detailed writing of exposés, treatments, scripts and storyboards of a video or film composition illustrating the related narrative aspects; planning of the recording of film and video material as well as production of graphic elements to be included in the final production; creation of a comprehensive project management plan to chart the time allocated to the different stages of the research and production tasks involved in the overall life cycle of the assignment.

**Recording and Capturing:** Camera and shooting techniques applicable to a variety of environments and situations including day and night time recording, the use of different focal lengths and lens filters for creating atmosphere or correcting unbalanced natural or available light; advanced single and multichannel audio recording parallel to the shoot, techniques for minimising audio interference in an outdoor or live situation; advanced studio-based and outdoor lighting techniques; advanced studio-based recording techniques such as working with a green screen / chroma key; advanced content oriented recording techniques such as portrait composition guidelines for the interviewees appearance and clothing.

**Post Production:** Advanced techniques for storing and managing video resources; setting up a project for a range of different delivery environments; advanced editing techniques employed to support narrative, advanced compositing techniques and choreography of various visual graphic elements; the application of special effects.

**Rendering and Output:** Techniques for rendering as part of the production process; rendering a final composition in appropriate formats for a range of different delivery environments (for example, web, interactive and linear DVD, interactive and linear TV, film/projection).

**Concept and Production:** The student is required to choreograph a short video or film sequence (for example, 5 minutes) that is cohesive from an audio-visual aesthetic perspective. Media to be incorporated could include sound, 2D graphic elements, typography and basic 3D elements. The student is required to generate all, or a large proportion (re 80%), of the resources included in the composition. Also, at this level a greater emphasis is placed on the need for the student to incorporate a strong narrative and become familiar with finer concepts relating to the language of the moving image. With regard to the narrative the student may select from a range of topics provided by the lecturer or present a proposal for an independent idea to be passed by the lecturer. The assignment should incorporate title and credits sequences.

### 3 Ziele

#### Learning Outcomes/Competencies

On successful completion of this module the student shall be able to:

- Create detailed scripts, storyboards, dispositions and task listings for the production of a video and film composition
- Use a professional project management from brief and concept through to implementation and presentation
- Use a range of camera techniques to record/capture quality footage under a range of different circumstances like day time-, night time- and / or studio-based recording
- Design and integrate a range of visual media in a video and film editing environment using advanced compositing and post production techniques

Output a video or film composition to a range of delivery environments such as web (low and broadband), CD/DVD, film and TV

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150 h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### Assessment Methods, Examination Duration and Examination

Examination: Presentation (100%)

### 7 Notwendige Kenntnisse

#### Necessary Skills

Successful completion of all modules of semester 1-2



**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Semester 3, 5, 6 Semester

Frequency of Module: Each Semester

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

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## **820020ME02 Advanced Post Production**

### **1 Modulname**

Advanced Post Production

#### **1.1 Modulkürzel**

820020ME02

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Advanced Post Production

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

-

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

This module is designed to build on the students' existing knowledge of linear and non-linear media production and post- production, initiated in first year. The subject aims to provide the student,

specifically interested in post-production techniques, to extend and develop existing knowledge and craft skills to a higher level with regard to processes and techniques relating to the capture, manipulation and delivery of video within a multimedia context.

Contents of this module may contain but are not limited to the following aspects:

**Editing:** To examine in detail established practices, styles, narratives and elements of audio-visual language employed in film, TV, and multimedia; To assemble editing, Jump cut, Match cut, subliminal cut, cross cut, montage sequence.

**Concept Development and Planning:** Creating a detailed concept of a video composition illustrating the narrative aspects of the composition throughout the whole production; producing a plan for the capture and production of video and graphic elements to be included in the final production; creating a comprehensive project management plan to chart the time allocated to the different stages of the research and production tasks involved in the overall lifecycle of the assignment.

**Compositing:** Animation, motion control and keying. Using either shot footage or library material. Layering effects and filters. Tracking motion and masking techniques. Multichannel and 3D effects applied for image correction or enhancement. Compositing as a creative tool. Audio mixing different recordings and effects within a post-production environment. Manipulation of audio tracks for correction or enhancement. Lights and cameras as effects tools within compositing. Merging 2D and 3D material.

**Management in Post Production:** Advanced techniques for storing and managing video resources; advanced content management; setting up a project for a range of different effects employed to support narrative, advanced compositing techniques and choreography of various visual graphic elements; the application of special effects.

**Rendering and Output:** Techniques for rendering as part of the production process; rendering a final composition in appropriate formats for a range of different delivery environments (for example, web, interactive and linear DVD, interactive and linear TV, film/projection)

**Concept and Production:** The student is required to choreograph a short video sequence (for example, 5 minutes) that is cohesive from an audio-visual aesthetic perspective. Media to be incorporated could include sound, 2D graphic elements, typography and basic 3D elements. The student is required to generate all, or a large proportion (re 80%), of the resources included in the composition. Also, at this level a greater emphasis is placed on the need for the student to incorporate a strong narrative and become familiar with finer concepts relating to the language of the moving image. With regard to the narrative the student may select from a range of topics provided by the lecturer or present a proposal for an independent idea to be passed by the lecturer. The assignment should incorporate title and credits sequences. The size and complexity of the overall practical assignment should be designed to allow the student finish the assignment within in the time allocated.

### **3 Ziele**

#### **Learning Outcomes/Competencies**

On successful completion of this module the student shall be able to:

- Describe the process of post-production and identify its key uses within the overall production process
- Create a detailed task listing for the postproduction of a video or film, employing advanced compositing and editing

- Design and integrate a range of visual media in a professional video-editing environment using advanced compositing and editing techniques
- Output a video composition to a range of delivery environments such as web (low and broadband), DVD, film and TV
- Produce a finished piece of video or film work individually or as part of a team

#### **4 Lehr- und Lernformen**

##### **Teaching Methods**

- Seminar/Seminar

#### **5 Arbeitsaufwand und Credit Points**

**5.1.1** 5 CP

##### **5.1.2 Workload and Contact Hours**

**Workload** 150 h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

#### **6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**

##### **Assessment Methods , Examination Duration and Examination Requirements**

Examination: Presentation

#### **7 Notwendige Kenntnisse**

##### **Necessary Skills**

Successful completion of all modules of semester 1-2

#### **8 Empfohlene Kenntnisse**

##### **Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Semester 3, 5, 6 Semester

Frequency of Module: Each Semester

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

## **820030ME03 Advanced Montage**

### **1 Modulname**

Advanced Montage

#### **1.1 Modulkürzel**

820030ME03

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Advanced Montage

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

-

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

Advanced Montage Module Contents

The task is to communicate different perspectives and approaches in montage to inspire exploration and the development of an independent and individual position. The training is not focused in instructing editing rules but in showing montage as an open field with different approaches and methods

### Advanced Montage Overview:

This module is designed to build on the students existing knowledge of editing initiated in first year (MD1, MD2). The subject aims to provide the student specific knowledge in dramaturgy, cinematographic language, storytelling, character development and audio-visual aspects.

In this project the students train how to:

- Explore editing and public presentation of short films, documentaries, commercials and music-videos
- Research and discuss advanced contemporary and historic cinematographic codes in order to reveal the students' "visual mind".
- Develop a working montage-conception, to communicate a given content with the exiting footage
- Build-up a sophisticated montage for dialogs
- Develop a final-cut conceptions by reflecting rough-cut versions
- Create a working dramaturgy in a time-based Media
- Apply the two methods collage and "mise en scene"
- Use information politics in storytelling
- Communicate by symbolism, analogies,
- Compressing and expanding time - drive, pace and timing,
- Basic knowledge in animation, postproduction and compositing.
- Decide between montage-methods collage and assemble and reduction,
- Work with pattern, texture and rhythm in montage
- How to develop criteria for selecting and eliminating footage
- Use classical and modern pattern in storytelling, story structure, characterisation, dramatic/narrative structure
- Apply sound design, mixing and basic SFX in the timeline

## 3 Ziele

### Learning Outcomes/Competencies

On successful completion of this module the student shall be able to:

- Structure a workflow in postproduction
- Demonstrate and apply appropriate montage-methods, montage-theory and montage-technology
- Analyse, value and select Footage
- Make self-responsible decisions
- Develop and communicate a montage-conception
- Develop, present and argue cut variations
- Reflect critical the own work
- Apply sophisticated dramaturgy- and rhythm in the edit
- Adapt and modify the conception of a film to the real borders and possibilities of the shot footage.
- Discuss and analyse critical and in detail montage and dramaturgy
- Demonstrate a self-confident standing in a communicative teamwork
- Develop an own handwriting and position in montage-specific issues

## 4 Lehr- und Lernformen

### Teaching Methods

- Seminar/Seminar

## **5 Arbeitsaufwand und Credit Points**

**5.1.1** 5 CP

### **5.1.2 Workload and Contact Hour**

**Workload** 150 h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

## **6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**

### **Assessment Methods, Examination Duration and Examination**

Examination: Presentation (100%)

## **7 Notwendige Kenntnisse**

### **Necessary Skills**

Successful completion of all modules of semester 1-2

## **8 Empfohlene Kenntnisse**

### **Recommended Skills**

None

## **9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

### **Duration, Chronological Structure und Frequency of Offer**

Semester 3., 5., 6. Semester

Frequency of Module: Each Semester

Duration 1 Semester



**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

**820040ME04 Film Sound****1 Modulname**

Film Sound

**1.1 Modulkürzel**

820040ME04

**1.2 Art**

Wahlpflichtfach

**1.3 Lehrveranstaltung(en)****1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Film Sound

**1.4 Semester 0****1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

**1.5 Modulverantwortliche(r)**Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.**1.6 Weitere Lehrende**

-

**1.7 Studiengangsniveau**

Bachelor

**1.8 Lehrsprache**

Englisch

**2 Inhalt****Content of Course**

Advanced Montage Module Contents

The training is not focused in instructing audiovisual rules but in showing film-sound as an open field with different approaches and methods

## Film-Sound Overview:

The subject aims to provide the student specific knowledge in audio-visual aspects.

- Basic physics of acoustic waves
- Loudness and levels in TV and cinema
- Finalising and mastering,
- Basics of microphone-technologies
- Criteria for selecting and eliminating footage
- Arrangement of soundscapes and cinematic atmospheres to create a authentic and alive impression of a location
- Realisation of a Film sound conception as a analytical reflection of a plot
- The use of a sound archive
- Field Recording
- Use of Electronic and acoustic instrumentation in film sound
- Development of a working film-sound-conception, that supports the communication of a given content
- Sound technologies, timecode formats, recording technology, codecs, equalizer, compressor, expander, noise gates,
- Multichannel audio in TV and cinema,
- Stereophonic – microphones, technology and creative effects
- Mobile sound recording technology and the use of microphones on location
- Methods for dubbing dialogues
- Sound recording and the use of Microphones in Studio
- Sound editing and arraignment with digital nonlinear audio systems
- Basics of film and Tv mixing
- Foley
- Mickeymousing

### 3 Ziele

#### Learning Outcomes/Competencies

On successful completion of this module the student shall be able to:

- Develop, present and argue a film-sound-conception
- Conceive and realise an individual film-audio project
- Discuss and analyses critical audio conceptions of contemporary and historic cinema
- Master and finalize a film-audio project
- Describe and use studio and mobile recording techniques
- Apply analytical, methodological and transfer skills
- Cope with crises and failures
- Apply problem solving skill
- Demonstrate creativity, initiative and experimentation in audio-visual conceptions
- Use a sound-archive
- Arrange pictures, sound, atmo, words and music in a timeline in order to communicate a plot

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

## **5 Arbeitsaufwand und Credit Points**

**5.1.1** 5 CP

### **5.1.2 Workload and Contact Hours**

**Workload** 150 h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

## **6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**

### **Assessment Methods, Examination Duration and Examination**

Examination: Presentation (100%)

## **7 Notwendige Kenntnisse**

### **Necessary Skills**

Successful completion of all modules of semester 1-2

## **8 Empfohlene Kenntnisse**

### **Recommended Skills**

None

## **9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

### **Duration, Chronological Structure and Frequency of Offer**

Semester 3., 5., 6.Semester

Frequency of Module: Each Semester

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

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## **820050ME05 Creative Writing, Dramaturgy and Storytelling**

### **1 Modulname**

Creative Writing, Dramaturgy and Storytelling

#### **1.1 Modulkürzel**

820050ME05

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Creative Writing, Dramaturgy and Storytelling

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

-

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

- 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

### 3 Ziele

#### Learning Outcomes/Competencies

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.

On successful completion of this module the student shall be able to:

- 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
- Concept, design/write and develop/realise linear and nonlinear stories
- Discuss and integrate interaction in linear media or narration in interactive media

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150 h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### Assessment Methods, Examination Duration and Examination

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Semester 3., 5., 6. Semester

Frequency of Module: Each Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None



**820060ME06 Directing****1 Modulname**

Directing

**1.1 Modulkürzel**

820060ME06

**1.2 Art**

Wahlpflichtfach

**1.3 Lehrveranstaltung(en)****1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Directing

**1.4 Semester 0****1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

**1.5 Modulverantwortliche(r)**Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.**1.6 Weitere Lehrende**

-

**1.7 Studiengangsniveau**

Bachelor

**1.8 Lehrsprache**

Englisch

**2 Inhalt****Content of Course**

In this course, students work together with aspiring and also professional actors.

Individual scenes are developed and staged with the actors. Through the feedback of the professors and also the actors, the students learn how to deal with actors and staging techniques.

- How do I talk to them? How is the interaction?

- How does collaboration work and what are the challenges of shooting?
- Based on feedback rounds and with the help of the cut scenes, an analysis of each student's work is made at the end.

### 3 Ziele

#### **Learning Outcomes / Competencies**

On successful completion of this module the student shall be able to:

- Gaining practical experience in working with and staging actors.
- Describe the theories' evolution from the mid-19th century until today
- Demonstrate and apply appropriate skills of reflection and specific methods of analysis of working with actor's
- Discuss and analyse scenes and screenplays together with actor's

### 4 Lehr- und Lernformen

#### **Teaching Methods**

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 **Workload and Contact Hours**

**Workload** 150h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### **Assessment Methods, Examination Duration and Examination**

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer and Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

Schauspielführung in Film und Fernsehen von Judith Weston.

Verlag Zweitausendeins

**820070ME07 Advanced Film Technology****1 Modulname**

Advanced Film Technology

**1.1 Modulkürzel**

820070ME07

**1.2 Art**

Wahlpflichtfach

**1.3 Lehrveranstaltung(en)****1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Advanced Film Technology

**1.4 Semester 0****1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

**1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.

**1.6 Weitere Lehrende**

Gruß, Wolfram

**1.7 Studiengangsniveau**

Bachelor

**1.8 Lehrsprache**

Englisch

**2 Inhalt****Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- Emerging camera technologies
- New studio technologies (e.g., virtual studio)
- Complex sound recording and processing
- Motion capture and motion tracking
- Visual effects (VFX)
- Postproduction technologies

- Massive Data handling
- Emerging projection technologies (e.g. full dome. Immersive cinema)

### 3 Ziele

#### **Learning Outcomes / Competencies**

On successful completion of this module the student shall be able to:

- Apply scientific methods in exploring and analysing emerging film, AV and studio technologies, the user needs, socio-cultural contexts and corresponding markets
- Critically examine innovative forms of film, video and studio technology in their social-cultural-context
- Explore and investigate complex technologies in terms of their use for filmmaking, image design, story telling and pre- and postproduction workflow.

### 4 Lehr- und Lernformen

#### **Teaching Methods**

- Vorlesung/Lecture
- Seminar/Seminar
- Übung/Exercise/Practical/Tutorial

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 **Workload and Contact Hours**

**Workload** 150h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### **Assessment Methods, Examination Duration and Examination Requirements**

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer and Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

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## **820080ME08 Transmedia Technology**

### **1 Modulname**

Transmedia Technology

#### **1.1 Modulkürzel**

820080ME08

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Transmedia Technology

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.  
Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

Gruß, Wolfram

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- Social media platforms in transmedia projects
- Mobile Applications and their use for expanded narration
- User Participation and interaction in transmedia projects

- Control- and development tools for transmedia projects
- Expanded Cinema
- Electronics and devices usable for transmedia (i.e. Smart phones, iBeacon, GPS, Sensor technology)
- Emerging technologies and techniques in the field of transmedia

### 3 Ziele

#### Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Explore, analyse and understand contemporary forms of expanded narration
- Analyse and apply knowledge about existing transmedia projects and their use of media technology as a tool for cross- and trans medial narration.
- Develop own ideas and concepts for transmedia projects

Demonstrate and apply knowledge about the influence and possibilities of technology for expanded forms of story telling

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150 h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### Assessment Methods, Examination Duration and Examination

Examination: Presentation (100%)



**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer and Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

## **820090ME09 Media Marketing**

### **1 Modulname**

Media Marketing

#### **1.1 Modulkürzel**

820090ME09

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Media Marketing

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

Baumann, Elke

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch/Deutsch

## **2 Inhalt**

### **Content of Course**

In this module students develop and perform a media event. For the event they implement and realise the whole marketing and funding process.

Contents of this module may contain but are not limited to the following aspects:

- 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
- Marketing and project management: funding, entrance fee, finance management, finance controlling, time table, project management, legal aspects

### 3 Ziele

#### Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- 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

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer or Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

## **820100ME10 Media Producing**

### **1 Modulname**

Media Producing

#### **1.1 Modulkürzel**

820100ME10

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Media Producing

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

Baumann, Elke

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch/Deutsch

## **2 Inhalt**

### **Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- Project management within media production
- Time management and handling deliverables within media production
- Staff management and organising teams within media production
  
- Finance management within media production
- Fund raising and media promotion

### 3 Ziele

#### **Learning Outcomes / Competencies**

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.

On successful completion of this module the student shall be able to:

- Identify separate processes and deliverables within the overall production timeline
- Identify methods and tools for the various processes
- Use strategies to maximise resources and control finance
- Use project management methods and tools to organise timelines and project life cycles
- Use human resource management methods to organise teams

### 4 Lehr- und Lernformen

#### **Teaching Methods**

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 **Workload and Contact Hours**

**Workload** 150h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### **Assessment Methods, Examination Duration and Examination Requirements**

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer or Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

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## **820110ME11 Media and Entertainment Law**

### **1 Modulname**

Media and Entertainment Law

#### **1.1 Modulkürzel**

820110ME11

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Elective Media and Entertainment Law

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.  
Schwering, Herbert ,Prof.

#### **1.6 Weitere Lehrende**

-

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch/Deutsch

## **2 Inhalt**

### **Content of Course**

Introduction into

- The specific legal framework of Germany/Europe 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
- 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....)

### 3 Ziele

#### Learning Outcomes / Competencies

This module introduces students to the legal framework and legal issues in relation to digital media production. On successful completion of this module students should be able to:

- 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

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer or Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

**820120ME12 Media Ethics and Philosophy****1 Modulname**

Media Ethics and Philosophy

**1.1 Modulkürzel**

820120ME12

**1.2 Art**

Pflichtfach

**1.3 Lehrveranstaltung(en)****1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Media Ethics and Philosophy

**1.4 Semester 0****1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

**1.5 Modulverantwortliche(r)**Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.**1.6 Weitere Lehrende**

-

**1.7 Studiengangsniveau**

Bachelor

**1.8 Lehrsprache**

Englisch

**2 Inhalt****Content of Course**

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.

Special emphasis is given to:

- 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.

### 3 Ziele

#### Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- 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

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

**6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung**

**Assessment Methods, Examination Duration and Examination Requirements**

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer or Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

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## **820130ME13 Media Communication Theories**

### **1 Modulname**

Media Communication Theories

#### **1.1 Modulkürzel**

820130ME13

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Media and Communication Theories

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.

#### **1.6 Weitere Lehrende**

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#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- 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

### 3 Ziele

#### **Learning Outcomes / Competencies**

On successful completion of this module the student shall be able to:

- 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.

### 4 Lehr- und Lernformen

#### **Teaching Methods**

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 **Workload and Contact Hours**

**Workload** 150h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### **Assessment Methods, Examination Duration and Examination Requirements**

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer or Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None



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## **820140ME14 Media Philosophy-Film as a means of self-knowledge**

### **1 Modulname**

Media Philosophy-Film as a means of self-knowledge

#### **1.1 Modulkürzel**

820140ME14

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Media Philosophy-Film as a means of self-knowledge

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Blümner, Bettina ,Prof.  
Lauterbach, Thomas ,Prof.

#### **1.6 Weitere Lehrende**

-

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- Film as a means of self-knowledge? How does my perception and approach change depending on who or what I am looking at? How does the relationship between knowledge and ignorance change during

the filming process? In experiments, the students will film familiar people, meet strangers with the camera, film themselves and also explore the "screen" as a possibility of filmic narration. –

- What do I know about myself and others?
- What do I not know?
- What am I willing to reveal, what do I want to explore/know?
- What do I want to conceal?
- How open am I with myself and with the imagined audience?
- The results are presented and discussed; experience values are recorded

### 3 Ziele

#### Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Reflect on filmmaking as a creative process and self-knowledg
- Should be able to communicate and reflect their way of filmmaking
- Gain knowledge about media philosophy and history

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer and Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None

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## **820150ME15 Media Philosophy-Art and Film**

### **1 Modulname**

Media Philosophy-Art and Film

#### **1.1 Modulkürzel**

820150ME15

#### **1.2 Art**

Wahlpflichtfach

#### **1.3 Lehrveranstaltung(en)**

##### **1.3.1 Verknüpfte Lehrveranstaltung(en)**

##### **1.3.2 Vorgesehene Veranstaltungen**

###### **Course**

Media Philosophy – Art and film

#### **1.4 Semester 0**

##### **1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

#### **1.5 Modulverantwortliche(r)**

Herzog, Alexander ,Prof.  
Blümner, Bettina ,Prof.

#### **1.6 Weitere Lehrende**

-

#### **1.7 Studiengangsniveau**

Bachelor

#### **1.8 Lehrsprache**

Englisch

## **2 Inhalt**

### **Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- The Elective presents recent films by international visual artists. This time the focus is on serial formats, including those made under (post)pandemic conditions.
- Artists such as Ellinor Aurora Aasgaard & Zayne Armstrong, Meriem Bennani, Jovana Reisinger, Melanie Bonajo and Brenda Lien (among others)

- Use image-based self-representation and self-promotion but also re-medialization techniques for their works.
- We will also explore how recent technological and media developments are incorporated into these often-multi-perspectival works by examining, for example, post-film representations of landscape/nature and environmental disasters.
- In the practical part, we will create our own filmic miniatures/digital formats/montages or develop a sketch for a serial format (soap, documentary soap etc.)

### 3 Ziele

#### Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Reflect on filmmaking as a creative process
- Getting to know artists, filmmakers and their filmmaking techniques and philosophy
- Gain knowledge about media philosophy and art

### 4 Lehr- und Lernformen

#### Teaching Methods

- Seminar/Seminar

### 5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

#### 5.1.2 Workload and Contact Hours

**Workload** 150h

**Contact Hours** 3 SWS/48 h

**Self-Study** 102 h

### 6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

#### Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

**7 Notwendige Kenntnisse**

**Necessary Skills**

Successful completion of all modules of semester 1-2

**8 Empfohlene Kenntnisse**

**Recommended Skills**

None

**9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots**

**Duration, Chronological Structure und Frequency of Offer**

Frequency of Module: Summer and Winter Term

Duration 1 Semester

**10 Verwendbarkeit des Moduls**

**Application Area Module**

None

**11 Literatur**

**Literature**

None