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HOCHSCHULE DARMSTADT
UNIVERSITY OF APPLIED SCIENCES

Modulhandbuch - Module Handbook

Animation & Game (Bachelor of Arts)

Fachbereichsbeschluss vom 05.02.2013

Hochschule Darmstadt - *University of Applied Sciences*
Faculty of Media

Anlage 5

der Besonderen Bestimmungen der Prüfungsordnung
für den Bachelorstudiengang Animation & Game (BBPO-Digital Media)

des Fachbereichs Media
der Hochschule Darmstadt *University of Applied Sciences*

Inhaltsverzeichnis

0. Vorbemerkungen

(1) Sämtliche 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) Die Wahlpflichtmodule sind 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 multidisciplinary in two different ways: 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 Animation & Game, 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 Media Design for Animation & Game					
ID	**Workload**	**Credits**	**Semester**	**Module Frequency**	**Duration**
MD 1	125 h	5	1st Semester	Winter Term	1 Semester
1	**Type of Course**		**Contact Hours**	**Self-Study**	**Size of Groups**
	a) Theory: Collaborative teaching/ lecture/seminar b) Praxis: Practical		a) 2 SWS/32 h b) 2 SWS/32 h	61 h	a) 30 b) 15
2	**Learning Outcomes / Competencies** The Media Design Module "MD1" provides a foundation for all design activities in the field of animation and games. The student is introduced to related theories, methods and practical processes. The module encourages students to adopt an analytic, creative and ethical approach to the development of concepts for animations and games. The students gain awareness of the issues associated with creative work processes. They get familiar with appropriate forms, codes and genres within the contemporary digital media landscape. On successful completion of this module the student will be able to: • Analyse and evaluate animations and games with regard to fundamental genre and design principles • Describe the scope of creative activities and methods within a typical animation or game project • Show basic abilities in developing design concepts for animations and games and present them in a clear and coherent manner • Analyse and evaluate animation and game products in terms of their use of storytelling, space, time, motion, camera, interaction and sound • Demonstrate an awareness of audiences in the communication and interpretation of ideas				

3	**Indicative Module Content** Design Theory | Animation & Game Studies • History of animation and animation technology • History of video games and game technology • Animation and game genres in contemporary media culture • Introduction to game design theory • Introduction to animation cinematography • Basics of storytelling in animation and games Practical Design | Basics of Animation & Game Design • Principles of visual composition 1: frame (object and figure, colour and light, space and staging) • Principles of visual composition 2: sequence (basics of cinematography and visual storytelling in animation and games) • Principles of animation • Basic principles of game play design • Introduction to character design • Introduction to environment design for animation and game • Visual styles and techniques in animation & game • Drawing for animation & game • Ideation and preproduction methods
4	**Prerequisite Subjects** **-**
5	**Assessment Methods** Examination Prerequisite: Homework, practical work and demonstration (70%), Examination: Final presentation and written documentation (30%)
6	**Prerequisites for CP** -

8	**Used in other courses** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-Responsible and Teaching Professors** Module-responsible: Prof. Katharina Kafka (Animation & Game) Teaching Professors: Prof. Katharina Kafka Prof. Tilmann Kohlhaase Prof. Will Weber
11	**Other Information** -

MI/T1 – Media Informatics and Technology for Animation & Game (1)					
ID	**Workload**	**Credits**	**Semester**	**Module Frequency**	**Duration**
MI/T1	125 h	5	1st Semester	Winter Term	1 Semester
1	**Type of Course**		**Contact Hours**	**Self-Study**	**Size of Groups**
	a) Lecture b) Practical		a) 2 SWS/32 h b) 2 SWS/32 h	61 h	a) 30 students b) 15 students
2	**Learning Outcomes / Competencies** The student shall be able to: • describe the role of computing in the field of animation and games • analyse and apply basic algorithms and logic • demonstrate knowledge of basic methods and concepts of programming • identify typical hardware and software in animation and games • Identify industrial formats and standards in digital media • Identify and describe principles of human perception and their representation in digital environments				
3	**Indicative Module Content** • Introduction to selected animation tools and techniques • Basics of camera and video technology • Introduction to scripting for animation and games (p.ex. Action script, Java Script) • Introduction to game programming (methods, tools, procedures) • Hardware technology: input and output devices in animation and game • Introduction to 3-d camera, lighting and rendering				
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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-Responsible and Teaching Professors** Module-responsible: Prof. Tilmann Kohlhaase (Animation & Game) Teaching Professors: N.N.
11	**Other Information** -

MM1 – Basic Principles of Communication and Teamwork					
ID	**Workload**	**Credits**	**Semester**	**Module Frequency**	**Duration**
MM1	125 h	5	1st Semester	Winter Term	1 Semester
1	**Type of Course**		**Contact Hours**	**Self-Study**	**Size of Groups**
	a) Theory: Collaborative teaching / lecture / seminar		a) 1 SWS/16 h	77 h	a) 30
	b) Praxis: Practical		b) 2 SWS/32 h		b) 30
2	**Learning Outcomes / Competencies**				
	The Module "MM1" provides a foundation for communication and cooperation in project-teams. The student is introduced to theories, methods and practical communication processes involved in media production processes. On successful completion of this module the student will be able to: • Understand, describe and apply the basic elements of communication • Understand and apply the basic tools to improve communication and teamwork • Analyse and change the own communication behaviour				

3	**Indicative Module Content** • Introduction to basic elements of communication • Tools to improve communication • Communication quadrant • Interaction circles • Inner team • Development quadrant • Situation model • Feedback • Tools for self analysis • Logbook • Peer Review • Effective teamwork • Handling of team diversity/interdisciplinarity • Talking and listening – perception of realities
4	**Teaching Methods** Seminar/Group coaching
5	**Prerequisite Subjects** -
6	**Assessment Methods** Examination Prerequisite: Homework, practical work (40%), Examination: Presentation (60%)
7	**Prerequisites for CP** -
8	**Used in Other Courses** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-Responsible and Teaching Professors** N.N. N.N. (associate lecturers)
11	**Other Information** -

MPH1 – Media, Culture, Technology and Communication					
ID	Workload	Credits	Semester	Frequency of Module	Duration
MPH1	125 h	5	1. Semester	Winter Term	1 Semester
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	a) Theory: Collaborative teaching / Lecture/Seminar b) Practical		a) 1 SWS/16 h b) 2 SWS/32 h	77 h	a) 30 b) 30
2	Learning Outcomes / Competencies				

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

- Discuss the basic origins, meanings as well as conceptual and terminological implications of the terms 'media', 'communication' and 'culture';
- Demonstrate knowledge of milestones in audiovisual art and design history as well as the history of technology and apply them to contemporary media;
- Demonstrate basic knowledge of the role and influence of visual, auditory and interactive communication modes and models in contemporary culture and media production;
- Demonstrate and apply knowledge of the interdependence of technological achievements, upcoming media, political and social ownership of media, role of recipient/user, and the emergence of media contents and subjects.
- Apply different terms and strategies to the analysis and interpretation of media and cultural artifacts as well as to their impact on recipients and users demonstrating a knowledge of semiotic, cultural, psychological and social contexts and influences;
- Discuss concepts and terms relevant to the creation, production and consumption of media and cultural artefacts e.g. creator/author, artist/designer, recipient/consumer/user, etc.
- Apply and evaluate scientific and scholarly methods to the analysis of artifacts, their elaboration and their presentation.

3	**Indicative Module Content** Introductions into: • Introductions 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 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
4	**Teaching Methods** Lecture and presentation
5	**Prerequisite Subjects** -
6	**Assessment Methods** Examination Prerequisite: Homework, practical work and demonstration (40%), Examination: Written exam (60%)
7	**Prerequisites for CP** -
8	**Used in Other Courses** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%

10	**Name of Module-Responsible and Teaching Professors** Prof. Sabine Breitsameter Prof. Katharina Kafka Prof. Wilhelm Weber Prof. Tilmann Kohlhaase N.N.
11	**Other Information** -

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

<table>
<tr><th colspan="6">MP2 – Experimental Media Projects</th></tr>
<tr><td>ID</td><td>Workload</td><td>Credits</td><td>Semester</td><td>Frequency of Module</td><td>Duration</td></tr>
<tr><td>MP2</td><td>250 h</td><td>10</td><td>2. Semester</td><td>Summer Term</td><td>1 Semester</td></tr>
<tr><td>1</td><td colspan="2">Type of Course</td><td>Contact Hours</td><td>Self-Study</td><td>Size of Groups</td></tr>
<tr><td></td><td colspan="2">Main Module: Project/problem based learning
Sub-modules: Problem based learning/workshops/seminars/ lectures</td><td>5 SWS/80 h</td><td>170 h</td><td>10</td></tr>
<tr><td>2</td><td colspan="5">Learning Outcomes / Competencies

In this first project students are familiarized with the aesthetic and technological implications related to the creation of two-dimensional and three-dimensional ludic or narrative worlds. They are encouraged to integrate fundamental concepts of storytelling, cinematography and gameplay. The students get introduced to the standard project stages of concept development, planning, preproduction, production and testing, thus gaining first producing skills. They are encouraged to take responsibility for self-directed, group-oriented learning processes and to explore individual and collective methods of problem solving.

In producing a simple game or animation, the students are exposed to the dynamics of the various disciplines and roles that contribute to animation and game production. They experience essential characteristics of both fields of practice and explore the creative potential at the intersections of game and animation. They gain an increasing awareness of the aesthetic specificities of genres and formats, which will guide them in their creative decisionmaking.

On successful completion of this module the students shall be able to:
• Understand and experience key characteristics of team based projects and related communication processes
• Understand and apply basic methods of project management
• Apply basic principles of research to relevant areas of a project task, such as: project topic, audience/user, existing products, social and cultural environment, functional</td></tr>
</table>

	and technical conditions • Demonstrate methodical and practical skills in creating, visualizing and evaluating ideas and concepts • Produce a simple animation or game/game prototype in an appropriate media language and with necessary technical skills
3	**Indicative Module Content** <u>Media Informatics/Technology</u> • Introduction to game engines and game middleware (p.ex. Unity) • Introduction to browser game technology • Scripting for animation and games (p.ex. Action Script, Java Script) • Introduction to object oriented programming for games • Introduction to 3-D computer graphics and animation software (Maya) • Introduction to postproduction for A&G (non-linear editing, basic sound editing, compositing) • Basics of mathematics for game programming and computer graphics • Basics of mechanics for animation and game <u>Media Design</u> • Environment design for animation and game • Character design for animation and game • Design methods: development of design concepts for animation and game • Introduction to interface design for games • Advanced drawing: concept art for animation and game • Animation for movies/games (linear and non-linear animation) • Introduction to storytelling for animation and games (principles of linear and non-linear storytelling and dramaturgy) • Introduction to sound design: the role of sound for animation & game
4	**Teaching Methods** Project work, assisted team work, problem based learning
5	**Prerequisite Subjects** -

6	**Assessment Methods** Examination Prerequisite: project work (0%) **Media Informatics/Technology**: written or oral exam (33,3%) **Media Design**: homework, written or oral exam (33,3%) Examination: **Project**: Final Presentation and documentation (33,3%)
7	**Prerequisites for CP** -
8	**Used in Other Courses** -
9	**Significance of Mark for Final Mark** According to CP: 4,85%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Katharina Kafka (Animation & Game) Teaching Professors: All professors of Animation & Game
11	**Other Information** -

SuK2– Diversity and Intercultural Communication in Globalized Media *					
ID	Workload	Credits	Semester	Frequency of Module	Duration
SuK 2	125 h	5	2nd Semester	Summer Term	1 Semester
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	a) Lecture/Seminar b) Workshops/Seminar/Practical		a) 1 SWS/16 h b) 1 SWS/16 h	87h	a) 30 b) 30
2	Learning Outcomes / Competencies				
	This module introduces the students to the major challenges of professional practices in an economically globalized and socially highly diversified media arena. After the successful completion of the module the students shall be able to • Demonstrate and apply knowledge of central aspects of gender, diversity and intercultural issues and questions prevalent in contemporary societies related to the contents, production conditions, technologies and working situations in media • Demonstrate and apply knowledge of the similarities and differences in diverse media cultures (presuming the roles as media makers, producers, performers and consumers) based on diversity and gender • Apply appropriate terms and strategies to analyse issues of gender, diversity and intercultural communication in media, understand and discuss the origins and causes of disbalances and frictions of the issues, their ethical, humanitarian as well as economical implications • Apply appropriate ways of meeting a standard of connecting the requirements of gender, diversity and interculturality with the aims and requirements of media production in the digital, globalized media world				
3	Indicative Module Contents				
	• Introduction into the topics of diversity, gender and interculturality from a historical as well as from a contemporary perspective • Specification and exemplification of the topics towards their occurrence, influence and relevance in media • Introduction into the aims, approaches and policies of major International Organizations such as UN or EU and their subdivisions to improve communication, collaboration, communal productivity/creativity and avoid or compensate disbalances.				

4	**Teaching Methods** Lecture, seminar, presentations, individual and team-based research, case studies
5	**Prerequisite Subjects** -
6	**Assessment Methods** Examination Prerequisite: Homework, practical work and demonstration (40%), Examination: Written or oral exam (60%)
7	**Prerequisites for CP** -
8	**Used in Other Courses** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Professors of GS
11	**Other Information** * This module is offered in the framework of the socio-scientific programme of the University of Applied Sciences Darmstadt

MP3 – Professional Media Projects					
ID	**Workload**	**Credits**	**Semester**	**Frequency of Module**	**Duration**
MP3	375	15	3rd Semester	Summer Term	1 Semester
1	**Type of Course**		**Contact Hours**	**Self-Study**	**Size of Groups**
	Main Module: Project/problem based learning Sub-modules: Problem based learning/workshops/seminars/ lectures		9 SWS/145 h	230 h	10
2	**Learning Outcomes / Competencies**				
	This project focuses on the development of a functioning game/game prototype or an animation format for a defined target group and platform. The students are encouraged to integrate industrial standard production methods and practices. They will acquire and apply advanced skills in problem solving and quality assurance, budgeting and project management in order to conceive and produce a marketable product. Based on scientific methods they establish branding, marketing objectives. They will explore and apply advanced methodical tools of analysis and evaluation with regard to audience/user-centred design. They will be exposed to advanced media technologies like platforms, distribution channels, interaction and input devices. By creating a product for a defined platform and audience, the students learn to generate ideas, concepts and solutions in response to identified market needs. On successful completion of this module the student will be able to: • apply project management techniques, tools and strategies through all stages of a project • demonstrate the use of appropriate research and presentation methods in the development and implementation of a project • develop a detailed and targeted design concept which answers a creative brief and envisions a defined user/audience • demonstrate standard techniques and methods of an iterative design process • apply an appropriate range of specialised software and hardware tools in the execution and completion of a project				

3	**Indicative Content** Sub-Module Media Management • Research and development • Introduction to marketing and branding in the entertainment industry • Resource planning, time estimation and calculation • Introduction to financing and funding of animation & game products • Legal aspects of production and distribution • Managing remote teams • Recruiting and human resources • Introduction to quality management • Sub-Module Media Design • Creating and documenting advanced design concepts and design programmes • Visual branding and visual communication in animation and game • Character design and character animation • Digital scenography for animation and game • Interface design for games and interactive animations • Storytelling and dramaturgy for linear and non-linear formats • Advanced cinematography for animation and game • Game design (level design, game balancing, game mechanics) • Prototyping and previsualization for animation and game Sub-Module Media Informatics/Technology • Camera and lighting in virtual environments • Introduction to stereoscopy • Introduction to motion capturing, motion tracking and 3-D scanning • Introduction to AI for animation and game (p.ex. pathfinding, collision detection, matrix structures, crowd simulation, non-player behaviour) • 3-d tools for character animation • Introduction to technical direction (rigging, physics, simulation and particles, render technologies, software tools for 3-D animation) • Tools and technologies for prototyping and previsualisation

	• Postproduction and visual effects for 3-D computer animation • Game engines • Scripting and programming for 3-D game environments • Object oriented programming for animation and game • Introduction to network technologies
4	**Teaching Methods** Project work, seminar, lecture
5	**Prerequisite Subjects** -
6	**Assessment Methods** Examination Prerequisite: project work (0%) **Media Management**: written or oral exam (25%) **Media Design**: homework, written or oral exam (25% **Media Informatics/Technology**: written or oral exam (25%) Examination: **Project**: Final Presentation and documentation (25%)
7	**Prerequisites for CP** -
8	**Used in Other Courses** -
9	**Significance of Mark for Final Mark** According to CP: 7,27%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Tilmann Kohlhaase (Animation & Game) Teaching Professors: All professors of Animation & Game
11	**Other Information** -

IP4 – Industrial Placement incl. Preparation u. Follow Up

ID	Workload	Credits	Semester	Frequency of Module	Duration
IP4	750 h	30	4th Semester	Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	a) Lecture b) Tutorials, group discussions and peer reviews c) Industrial placement	a) 2 SWS/30 h b) 2 SWS/30 h	c) 690 h	a) 30 b) 15

2 Learning Outcomes / Competencies

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

- 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:

- Concept, planning and / or production of movie, video, TV and AV projects
- Concept, planning and / or production of animation projects
- Concept, planning and / or production of game projects
- Concept, planning and / or production of multimedia projects
- Concept, planning and / or production of media systems
- Implementation and / or programming of multimedia products and media systems
- Implementation and / or programming of games
- Management and marketing of multimedia products 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	**Significance of Mark for Final Mark** None (0%)
10	**Name of Module-responsible and Teaching Professors** Prof. Dr. Kyrill Fischer All professors of Animation & Game
11	**Other Information** -

MP5 – Transmedia Projects

ID	Workload	Credits	Semester	Frequency of Module	Duration
MP5	375	15	5th Semester	Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Problem based learning/workshops/seminars/ Lectures	9 SWS/145 h	230 h	10

2 Learning Outcomes / Competencies

The aim of the Project is to develop, produce and implement a fully functional product from brief through presentation, iteration/testing to final production. Students are encouraged to explore the potential of cross-format, cross-platform concepts. A particularly strong focus will be on detailed preproduction according to leading industry standards. The study and critical reflection of advanced subjects in media design and media technology encourages students to transcend common aesthetic standards and established models of user/audience participation.

The project work will integrate advanced project management aspects which qualify the students to develop scenarios for emerging or future technological environments and market conditions where their project might be used or applied successfully. They will be asked to self-reflect their conceptual work at all stages and to evaluate decisions made in the conceptual process in order optimize the results.

In order to allow students to treat more complex topics with strong innovative elements or experimental/artistic character the advanced media project may be carried out over two semesters (see MP6).

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

- manage a self-initiated project from brief through preproduction, iteration/testing to production and presentation
- demonstrate creativity, independence and inventiveness in the approach and methods used to develop and implement a project
- demonstrate a broadened understanding of linear and non linear design structures and strategies
- extend and transgress standard concepts of storytelling and gameplay
- develop and produce a complex and innovative animation or game product
- identify and develop innovative concepts for user and target group centered design

	• apply industrial standard animation and game technologies and technological procedures • identify and develop production pipelines for effective and high quality workflows in media productions
3	**Indicative Module Contents** <u>Sub-module Media Design</u> • Environmental storytelling in virtual spaces • Advanced script-writing and character development • Design of serial, modular or cross-platform concepts and worlds • Advanced user interface design • Advanced target group related design issues • Strategies and examples of digital scenography • Advanced game design / level design • Art Bibles and Design Bibles <u>Sub-module Media Management</u> • Advanced project management skills including project plan, work breakdown structure, project management software, assetmanagement str • Creative strategies and design management • Business models in the entertainment industry, distribution and marketing of animation and game products, strategies for online distribution • Processes, roles and methods of producing, managing big teams <u>Sub-module Media Informatics/Technology</u> • Game testing • Game usability • Advanced game programming • Advanced AI for animation and game (p.ex. pathfinding, collision detection, matrix structures, crowd simulation, non-player behaviour) • Motion capturing, motion tracking and 3-D scanning • Advanced scripting for 3-D Animation, Rigging Concepts • Advanced Strategies and Programming for technical Artists and technical Direction • Advanced Postproduction for Animation • Software engineering • Networks and databases • Gesture recognition, Audio and video based input

	• Writing clear, efficient and highly performing code
4	**Teaching Methods** PBL
	Prerequisite Subjects Successful completion of all modules of semester 1-3, except two elective modules
5	**Assessment Methods** Examination Prerequisite: project work (0%) **Media Design**: homework, written or oral exam (25% **Media Informatics/Technology**: written or oral exam (25%) **Media Management**: written or oral exam (25%) Examination: **Project**: Final Presentation and documentation (25%)
6	**Prerequisites for CP** -
7	**Used in Other Courses** -
8	**Significance of Mark for Final Mark** According to CP: 7,27%
9	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Tilmann Kohlhaase (Animation & Game) Teaching Professors: All professors of Animation & Game
10	**Other Information**

MP6 – Advanced Media Projects

ID	Workload	Credits	Semester	Frequency of Module	Duration
MP 6	375	15	6th Semester	Winter Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Problem based learning/workshops/seminars/ Lectures	9 SWS/145 h	230 h	10

2 Learning Outcomes / Competencies

The aim of the Project is to develop, produce and implement a fully functional product from brief through presentation, iteration/testing to final production. Students are encouraged to explore the potential of cross-format, cross-platform concepts. A particularly strong focus will be on detailed preproduction according to leading industry standards. The study and critical reflection of advanced subjects in media design and media technology will enable them to transcend common aesthetic standards and established models of user/audience participation.

The project work will integrate advanced project management aspects which enable students to develop scenarios for emerging or future technological environments and market conditions where their project might be used or applied successfully. They will be asked to self-reflect their conceptual work at all stages and to evaluate decisions made in the conceptual process in order optimize the results.

In order to allow students to treat more complex topics with strong innovative elements or experimental/artistic character the advanced media project may be carried out over two semesters (see MP5).

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

- manage a self-initiated project from brief through preproduction, iteration/testing to production and presentation
- demonstrate creativity, independence and inventiveness in the approach and methods used to develop and implement a project
- demonstrate a broadened understanding of linear and non linear design structures and strategies
- demonstrate confident use of production tools and design strategies in conceptual and technical development of media productions

	• extend and transgress standard concepts of storytelling and gameplay • develop and produce a complex and innovative animation or game product • identify and develop innovative concepts for user centered design • apply industrial standard animation and game technologies and technological procedures • demonstrate a self-reflective and self-critique in creation of a highly immersive game or animation
3	**Indicative Content:** <u>Sub-Module Media Management</u> • Company Forms • Business Plan • Start-Up Management • Networking & Acquisition • Negotiation Strategies • Leadership Styles / Artitic Leadership • Keeping a vision through the development and realisation of a project • Motivation Techniques • Multi Platform Strategies (360) <u>Sub-Module Media Design</u> • Learning from the avantgarde: current design topics in animation and game • Creativity and experiment: examples from art, design and cinematography • Advanced design theory and design research • Design and the human factor: design ethics and identity design in the entertainment industries • Cross-media/cross-format: design of mixed realities and immersive environments <u>Sub-Module Media Informatics/Technology</u> • Advanced programming for games (C++, C#, Python) • AI for animation and games • Advanced scripting • Advanced technical direction • Advanced previsualisation, prototyping and testing

	• Advanced network programming for multiplayer games • Creating advanced software tools for 3-D animation (MEL, Python) • Concepts and programming for Augmented and Virtual Reality applications •
4	**Teaching Methods** Project work, seminar, lecture
5	**Prerequisite Subjects** Successful completion of all modules of semester 1-3, except two elective modules
6	**Assessment Methods** Examination Prerequisite: project work (0%) **Media Management**: written or oral exam (25%) **Media Design**: homework, written or oral exam (25% **Media Informatics/Technology**: written or oral exam (25%) Examination: **Project**: Final Presentation and documentation (25%)
7	**Prerequisites for CP** -
8	**Used in Other Courses** -
9	**Significance of Mark for Final Mark** According to CP: 7,27%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Tilmann Kohlhaase (Animation & Game) Teaching Professors: All professors of Animation & Game N.N.
11	**Other Information** -

MP7R – Research-Project Animation & Game

ID	Workload	Credits	Semester	Frequency of Module	Duration
MP7R	370 h	15	7th Semester	Every Term	10 weeks

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar Tutorials, group discussions and peer reviews	3 SWS/30 h	340 h	30

2 Learning Outcomes / Competencies

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

- use appropriate methodologies to explore the topic for an animation or game related product; and/or
- carry out extensive and detailed user/audience research for a product; and/or
- use appropriate methodologies with regard to research for technology or 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 Indicative Module Contents

The student(s) submits a briefing document for an animation or game related product 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 rough 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) • Final Presentation (assessment)
4	**Teaching Methods** • Coaching • Tutorials, group discussions and peer reviews • Presentation and demonstration
5	**Prerequisite Subjects** Successful completion of all modules of semester 1-3, 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	**Significance of Mark for Final Mark** According to CP: 7,27%
10	**Name of Module-responsible and Teaching Professors** All professors of Animation & Game
11	**Other Information** -

MP7B – Bachelor Module incl. Colloquium

ID	Workload	Credits	Semester	Frequency of Module	Duration
MP7B	390 h	15	7th Semester	Every Term	12 weeks

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar Tutorials, group discussions and peer reviews	4SWS / 60 h	330 h	20

2 Learning Outcomes / Competencies

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

- 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 Indicative Module Contents

Students may develop and realise a complete media system or media product, such as an animation, a game, a media installation or application. The work should demonstrate an understanding of how to apply a range of methods and tools in arriving at a professional solution.

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 technological basis as well as a clear focus with regard to the needs of a target group. 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.
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. Project Schedule: • 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** • 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	**Significance of Mark for Final Mark** 20%
10	**Name of Module-responsible and Teaching Professors** All professors of Animation and Game
11	**Other Information** -

4. Modulbeschreibungen der Electives ME1 im 1. Semester

<table>
<tr><th colspan="6">ME1-D – Media Design Elective Semester 1</th></tr>
<tr><td>ID</td><td>Workload</td><td>Credits</td><td>Semester</td><td>Frequency of Module</td><td>Duration</td></tr>
<tr><td>ME1-D</td><td>125 h</td><td>5</td><td>1st Semester</td><td>Winter Term</td><td>1 Semester</td></tr>
<tr><td>1</td><td colspan="2">Type of Course
Practical</td><td>Contact Hours
3 SWS/48 h</td><td>Self-Study
77 h</td><td>Size of Groups
20</td></tr>
<tr><td>2</td><td colspan="5">Learning Outcomes / Competencies
This elective module complements the foundations in design for animations and games students acquire though the Media Design 1 module. This allows students to broaden their practical and methodical skills by choosing an elective from another specialization.

On successful completion of this module the student shall be able to:
• recognize and describe basic methodologies, genres and design issues related to the field of animation and game
• identify and apply fundamental principles of animation/game design
• resolve design challenges through the considered application of appropriate practical, technical and creative competencies and skills
• present design concepts, process and outcome in a clear and coherent manner
• Translate analogue and traditional design concepts into a digital production environment</td></tr>
<tr><td>3</td><td colspan="5">Indicative Module Contents
Students can choose from the following specialized electives:
• Media Design for „Animation and Game“
• Media Design for „Interactive Media Design“
• Media Design for „Sound and Music Production“
• Media Design for „Motion Pictures“</td></tr>
<tr><td>4</td><td colspan="5">Teaching Methods
Impulse lectures, seminar, practical</td></tr>
</table>

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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-Responsible and Teaching Professors** Module-responsible: Prof. Katharina Kafka (Animation&Game) Teaching Professors: Prof. Katharina Kafka Prof. Tilmann Kohlhaase Prof. Will Weber N.N.
11	**Other Information** -

ME1-I/T – Media Informatics/Technology Elective Semester 1					
ID	Workload	Credits	Semester	Frequency of Module	Duration
ME1 -I/T	125 h	5	1st Semester	Winter Term	1 Semester
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Practical		3 SWS/48 h	77 h	20
2	Learning Outcomes / Competencies				
	This elective module complements the foundations in media informatics/technology students acquire though the Media I/T 1 module. It offers selected I/T topics related to animation and game production in form of themed electives. This allows students to broaden their practical and methodical skills by choosing an elective from another specialization. On successful completion of this module the student shall be able to: • explain the role of informatics/technology in different areas of animation and game production • recognize and describe basic methodologies, genres and I/T issues in the relevant field of specialization • explain media related (studio-) hardware and it's basics underlying technology • resolve informatics and technology challenges through the considered application of appropriate theoretical and practical competencies and skills • demonstrate a basic understanding for technologies in digital image processing • identify different approaches to solve production issues in middleware applications				
3	Indicative Module Contents				
	According to their study programme, students can choose from the following specialized electives: • Media I/T for „Animation and Game“ • Media I/T for „Interactive Media Design“ • Media I/T for „Sound and Music Productions“ • Media I/T for „Motion Pictures“				
4	Teaching Methods				
	Impulse lectures, seminar, practical				

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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Tilmann Kohlhaase (Animation&Game) Teaching Professors: Prof. Tilmann Kohlhaase N.N.
11	**Other Information** -

5. Rahmenmodulbeschreibungen der Electives ME2 im 2. bis 6. Semester

<table>
<tr><th colspan="6">ME2 – Media Electives</th></tr>
<tr><td>ID</td><td>Workload</td><td>Credits</td><td>Semester</td><td>Frequency of Module</td><td>Duration</td></tr>
<tr><td>ME2</td><td>125 h</td><td>5</td><td>2, 3, 5, 6</td><td>Each semester</td><td>1 Semester</td></tr>
<tr><td>1</td><td colspan="2">Type of Course
Seminar/workshop/lectures/ project</td><td>Contact Hours
3 SWS / 50 h</td><td>Self-Study
75 h</td><td>Size of Groups
20 Design
20 IT
20 Philosophy</td></tr>
<tr><td>2</td><td colspan="5">Learning Outcomes / Competencies
Media Electives shall enable the student to:
• Deepen his or her knowledge in specialised media fields or advanced topics and/or
• Work in genre-spanning teams and contexts and/or
• Gain and deepen knowledge from other media foci

On successful completion of these modules the student shall be able to:
• 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.</td></tr>
</table>

3	**Indicative Module Contents** The modules are clustered here in the following fields: • Media Informatics & Technology • Media Design • Media Management • Media Philosophy
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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-Responsible and Teaching Professors** Media Informatics/Technology: Prof. Moritz Bergfeld Prof. Tilmann Kohlhaase Prof. Dr. Christoph Busch Prof. Dr. Torsten Fröhlich Prof. Dr. Frank Gabler Prof. Dr. Kyrill Fischer Prof. Dr. Arnd Steinmetz N.N. Media Design: Prof. Moritz Bergfeld. Prof. Thomas Burnhauser, Prof. Thomas Carlé,

	Prof. Katharina Kafka, Prof. Tilmann Kohlhaase, Prof. Andrea Krajewski, Prof. Claudia Söller-Eckert, Prof. Tsune Tanaka, Prof. Wilhelm Weber, N.N. Media Management: Prof. Andrea Krajewski, Prof. Thomas Burnhauser, N.N . Media Philosophy: Prof. Sabine Breitsameter, Prof. Katarina Kafka, Prof. Tilmann Kohlhaase, Prof. Claudia Söller-Eckert, N.N.
11	**Other Information** * The catalogue offers two modules from the socio-scientific programme of the University of Applied Sciences Darmstadt: a) Media and Entertainment Law, b) a free of choice-course from the respective catalogue.

5.1	**ME2_01 bis ME2_09 – Electives Media Design**
	The main indicative topics are: • Advanced Animation • Advanced Game Design • Advanced Video Production • Advanced Post Production • Interaction & Interface Design • Media Installation • Dramaturgy and Storytelling for Linear and Interactive Media • Media Experiments • E-Learning Basic indicative elements are: • character development, inner and outer conflict, characterisation, archetypes • storytelling and dramaturgy for animations and games taking into consideration of the history of drama, literature and motion pictures • pace, rhythm and timing as part of directing, photographing and editing animations and designing games • sound design and dialogues for animation and games • perceptive, analytical and conceptual skills in animation cinematography, visual language, montage, "mise en scene", genre and historical/artistic background • perceptive, analytical and conceptual skills with regard to fundamental concepts of game theory and game design • Development and evaluation of game mechanics • Visual development for animation and games • Creating IP for cross-platfom, cross-media, serial or spin-off applications in the entertainment industries

5.2	**ME2_10 bis ME2_15 – Electives Media Informatics & Technology**
	The main indicative topics are: • Advanced Media Systems • Advanced System Technology • Interface Technology • Mobile/Web Technology • 3D Interactive Environments • Music & Technology Basic indicative elements are: • Software development environments • Software engineering and programming concepts • Object-oriented and event-based programming • Scripting for 3-d animation • Networks, databases and communication technologies • Game user interface mechanics, methods and elements • Blue/green screen technology • Physics and artificial Intelligence • Simulation and rendering • Game engines • Mobile gaming • Browser games • Virtual and augmented reality technology • 3D motion capturing, 3D scanning technology • 3D modelling, rigging, animation • digital visual effects • postproduction technologies and pipelines in animation and game production • technical direction • Emerging technologies, current trends in technologies

5.3	**ME2_16 bis ME2_18 – Electives Media Management**
	The main indicative topics are: • Media Events and Marketing • Media Producing for animation and games • Media and Entertainment Law (SuK-Module) Several versions of these Modules can be offered servicing different domains and foci. Basic indicative elements are: • History and contemporary practices of media business, financing, funding and budgeting as well as planning of resources. • Entrepreneurial approach towards media production • Knowledge and experience of markets, their elementary laws, distribution and refunding of media products • planning, scheduling, financing and funding complex media products • Copyright, media and entertainment law as basis for entrepreneurial decision making

5.4	**ME2_19 bis ME2_24 – Electives Media Philosophy**
	The main indicative topics are: • Media Art History • Cultures and Creative Practices in Digital Media • Media Environments and Spaces • Media Ethics and Philosophy • Media and Communication Theories • Play, Game, Act, Use: Concepts, History and Practices • Choice from SuK-Catalogue Several versions of these Modules can be offered servicing different domains and foci. Basic elements are: • History and contemporary practices of image, sound, music and other semiotic systems • History and contemporary practices of philosophy and ethical values • History and contemporary practices of performative, process oriented and interactive arts, designs and cultural techniques • History of media and media technology, its use and its audience • Media and communication theories • Media, perception and technology related philosophies and ethics • Individual and social psychology of media use and impact • Concepts, degrees and types of the audience's/the user's involvement and participation • Notions and concepts of space, environment and architecture in media • Contemporary practices and historical roots of exhibitions, installations, virtual spaces, games • Structure and pre-requisites of creative and innovative aesthetic and social processes • Aesthetic and ethical interpretation of historical or contemporary art, design and media productions • Individuality, character, gender and identity in the digital age's virtual and networked world • Methodologies of cultural analysis, self-reflection, observation and field research

	• Communication in the age of globalisation and diversity, and its impact on values, behaviours and aesthetics • The relation between technology and innovation • Success and failure of art-, design-works and media productions • Terminologies of digital art and design related to aesthetics and communication • Strategies of empowerment in order to participate in on-going theoretical/cultural/conceptual discourses

6. Modulbeschreibungen der Electives ME2 im 2. bis 6. Semester

6. 1 Modulbeschreibungen der Design Electives

ME2_01 – Advanced Animation					
ID	Workload	Credits	Semester	Frequency of	Duration
ME2_01	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical		3 SWS/50 h	75 h	20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: • Create a storyboard and task listing for an animation • Outline a range of core of editing and production tools for tools for both 2D & 3D animation • Design a short 2D animation using a range of techniques • Design a short 3D animation using a range of techniques relating to modelling, lighting, cameras, materials, textures, animation and rendering • Outline the process of integrating animation in a broad range of delivery environments to include the web, a video editing/compositing environment such as Final Cut Pro or After Effects, an on-line authoring environment such as Director or authorware				
3	Indicative Module Contents This module is designed to build on the students existing knowledge of animation initiated in first year (MD1, MD2). The subject aims to provide the student, specifically interested in the audio-visual aspects of multimedia design and production, with a higher advanced level of knowledge with regard to processes and techniques relating to 2D/3D animation. Contents of this module may contain but are not limited to the following aspects: Advanced Animation Overview: Analysing a range of animation types with specific consideration given to the context and function of the animation within the overall design of a given product. Analysis includes online and offline products or services. Differences and similarities between traditional and contemporary digital methods of producing animation. Overview of 2D/3D animation concepts relating to analogue and digital animation. Examine in detail established practices, styles, narratives and elements of visual language employed in animation for multimedia.				

	Animation Methods 1: A range of methods applicable to the production of short 2D web-based or feature-length animation such as Storyboarding techniques, key framing, tweening, onion skinning, timing and frame rates. Animation Methods 2: A range of methods applicable to the production of short 2D web-based or feature length animation such as modelling techniques, texture mapping and materials, lighting and cameras, animation techniques. Rendering and Output Animation: Setting up a scene or project for rendering in production and draft production modes, rendering previews, post-production effects, output sizes and aspect ratios, output file types for single and multiple frames, output file types for a range of viewer/user environments. Concept and Realization of Animation: Students are required to produce short animations using 2D and 3D techniques. The animations should demonstrate evidence of the student's ability to conceptualise and develop an idea for animation using appropriate tools. The animations should be of a suitable quality and complexity such that the student can complete the work within the time allowed for the subject. The student is required to output each animation in an appropriate way for it to be incorporated within another authoring, production or delivery environment. Examples of the type of assignment could be: a short animation to be employed as a title sequence to an interactive CD/DVD-ROM based product, a short animation to be included as part of a video sequence composite with captured video/film footage or an interactive animation to be included as part of a web page or introduction to a web site.
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	**Significance of Mark for Final Mark** According to CP: 2,42%

10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Tilmann Kohlhaase Teaching Professors: Prof. Katharina Kafka Prof. Tilmann Kohlhaase Prof. Claudia Söller-Eckert Prof. Wilhelm Weber
11	**Other Information**

ME2_02 – Advanced Game Design

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_02	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	**Type of Course** Seminar/Workshop/Practical		**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:

- Extend the ability to work with game- and rule-engines
- Get a broad knowledge and usage of advanced expert systems, artificial intelligence, agent technology
- Gain in-depth knowledge of existing and planned input/output devices relevant for game
- Develop a game idea, a game story, game rules
- Develop, design and implement characters and environments, game interfaces, sound

3 Indicative Module Contents

In this module students get to know conceptual aspects, design aspects and technological aspects and principles of games. With this experience the students develop and realise a game completely with interface, characters, environments and with all system components.

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

The students develop and realise a game completely with interface, characters, environments and with all system components:

- Research and analysis of games
- Game concepts, game ideas
- Characters, dialogue, 3D-modelling, setup
- Environments
- Sound concept and production
- Rendering, implementation, usability
- Documentation

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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Wil Weber Teaching Professors: all animation, design and media technology teachers
11	**Other Information**

ME2_03 – Advanced Video Production					
ID	Workload	Credits	Semester	Frequency of	Duration
ME2_03	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical		3 SWS/50 h	75 h	20
2	Learning Outcomes / Competencies On successful completion of this module the student shall be able to: • Create a detailed storyboard and task listing for the production of a video 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 Day time, night time, studio based recording • Design and integrate a range of visual media in a video editing environment using advanced compositing and post production techniques • Output a video composition to a range of delivery environments such as web (low and broadband), CD/DVD, film and TV				
3	Indicative Module Contents This module is designed to build on the students existing knowledge in video production and post- production initiated in first year. The subject aims to provide the student, specifically interested in the audio visual aspects of multimedia design and production, with a higher advanced level of knowledge 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: Visual Research: Examination of established practices, styles, narratives and elements of visual language employed in film, TV, and multimedia. Storyboard and Planning: Detailed storyboarding of a video composition illustrating the narrative aspects of the composition; planning for the capture and production of video and 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 lifecycle of the assignment. Recording and Capturing: Camera and shooting techniques applicable to a variety of situations to include day and				

	night time recording, the use of lens filters for creating atmosphere or correcting unbalanced natural or available light; techniques for minimising audio interference in an outdoor or live situation; advanced studio-based lighting techniques; advanced studio-based 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 CD/DVD-ROM, interactive 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 lecturer or present a proposal for an independent idea to be passed by the lecturer. The assignment should incorporate title and credits sequences.
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	**Significance of Mark for Final Mark** According to CP: 2,42%

10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Thomas Carlé Teaching Professors: all professors of Digital Media
11	**Other Information**

ME2_04 – Advanced Post Production

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_04	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 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 production of a video, employing advanced compositing and editing
- Design and integrate a range of visual media in a 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), CD/DVD, film and TV
- Produce a finished piece of video work individually or as part of a team

3 Indicative Module Contents

This module is designed to build on the students' existing knowledge of video production and post- production, initiated in first year. The subject aims to provide the student specifically interested in Postproduction techniques to extend and develop existing knowledge and craft skills to a higher level. This is 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: Examine in detail-established practices, styles, narratives and elements of visual language employed in film, TV, and multimedia. Assemble editing, Jump cut, Match cut, subliminal cut, cross cut, montage sequence.

Concept Development and Planning:
Creating a detailed storyboard of a video composition illustrating the narrative aspects of the composition; and 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 effects within a postproduction 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; 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 CD/DVD-ROM, interactive 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 audiovisual 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.
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	**Significance of Mark for Final Mark** According to CP: 2,42%

10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Tilmann Kohlhaase Teaching Professors: all animation, video, sound and design teachers
11	**Other Information**

ME2_05 – Interaction & Interface Design

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_05	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical		3 SWS/50 h	75 h	20

2 Learning Outcomes / Competencies

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.

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

- 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 Indicative Module Contents

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

- 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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Andrea Krajewski Teaching Professors: Prof. Andrea Krajewski Prof. Claudia Söller-Eckert Prof. Tsune Tanaka Prof. Wil Weber Prof. Katharina Kafka Prof. Arnd Steinmetz Prof. Kyrill Fischer Prof. Sabine Breitsameter
11	**Other Information**

ME2_06 – Media Installation

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_06	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 Learning Outcomes / Competencies

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

- Understand and discuss the historical prerequisites, transdisciplinary aspects and design principles of media installations and environmental media approaches
- Reflect and apply perceptual, cultural, technological, participatory/interactive and societal aspects and models of installations
- Conceptualize, design and implement media installations and environments considering and merging transdisciplinary criteria and components
- Develop and apply appropriate dramaturgies and presentational strategies of environmental media concepts for artistic as well as for applied fields

3 Indicative Module Contents

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

Students analyse and explore milestones of installations in media art (preferably, but not only, by excursions to media festivals or media art museums). They analyze the installations' different spatial/environmental, aesthetic and participatory/interactive experiences, and by which dramaturgical, technological and creative means they have been generated.

The students will develop installations, environments, situative and spatial simulations. Their design, production and implementation will be based on prototypical media elements and system components. The productions' final presentation follows environmental experience's necessities and state-of-the-art display of professional exhibitions.

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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Teaching Professors: all professors of Digital Media
11	**Other Information**

ME2_07 – Dramaturgy and Storytelling for Linear and Interactive Media

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_07	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 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/realize linear and nonlinear stories
- Discuss and integrate interaction in linear media or narration in interactive media

3 Indicative Module Contents

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

- 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	**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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Claudia Söller-Eckert Teaching Professors: Prof. Thomas Burnhauser Prof. Thomas Carlé Prof. Tilmann Kohlhaase Prof. Katharina Kafka Prof. Claudia Söller-Eckert
11	**Other Information**

ME2_08 – Media Experiments

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_08	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 Learning Outcomes / Competencies

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

- 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:

- 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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Teaching Professors: All professors of Digital Media
11	**Other Information**

ME2_09 – E-Learning

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_09	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 Learning Outcomes / Competencies

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

- Critically describe the evolution of E-Learning in terms of antecedent educational/technological traditions and to also critically evaluate its likely characteristics and form for the future
- Explain what pedagogy is and the need for a pedagogy of E-Learning; to explain the major pedagogical schools and their implications for effective E-Learning design, development and delivery
- Critically describe and make use of the principl features of the main E-Learning platforms, in particular Learning Management Systems and Virtual Classroom systems
- Identifythemaintypesofe-learningstandardsandarticulatetheirpurpose
- Describe and apply a framework for selecting and using a range of different e-learning technologies and content development tools
- Evaluate, select and use of arrange of content development tools to create pedagogically effective E-Learning content

3 Indicative Module Contents

This module is designed to provide students, within the overall context of the Bachelor Arts in Multimedia degree, with a broad understanding of the field of e-learning, taken here to refer to learning facilitated specifically via the web, in terms of: its history, its vocabulary, its current form, and some of the main underlying pedagogical issues and a range of specific technologies upon which it is based. E-learning as a field will be linked throughout with other themes and learning of the Multimedia degree course and students will be encouraged to integrate their multimedia competences with the assessment demands of the module. Students will also be encouraged to apply theoretical concepts to make real-world design, development and delivery decisions.

	Contents of this module may contain but are not limited to the following aspects: History of E-Learning: Distance education, computer-aided learning, the emergence and ongoing development of internet and web technologies and their affordances for learning; Pedagogy of E-Learning: The major pedagogical schools in particular behaviourism, cognitivism, constructivism and their implications for effective e-learning design, development and delivery; also some discussion of instructional design techniques; E-Learning-Platforms: Learning Management systems (e.g. Web CT and Moodle), Virtual Classroom systems (e.g. Centra and Horizon Wimba) and some other standalone collaboration tools (e.g. discussion for instant messaging, P2P sharing etc); E-Learning Standards: To include coverage of various packaging standards, communications standards and metadata standards; Technology Evaluation: To include a look at criteria such as effectiveness/ usability, reliability, interactivity, scalability, robustness, novelty etc.; Content Development: Course authoring, testing and assessment, web design, media editors, content converter tools and criteria for their use and selection.
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	**Significance of Mark for Final Mark** According to CP: 2,42%

10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Dr. Arnd Steinmetz Teaching Professors: All professors of Digital Media
11	**Other Information**

6. 2 Modulbeschreibungen der Informatis/Technology Electives

<table>
<tr><th colspan="6">ME2_10 – Advanced Media Systems</th></tr>
<tr><td>ID</td><td>Workload</td><td>Credits</td><td>Semester</td><td>Frequency of</td><td>Duration</td></tr>
<tr><td>ME2
_10</td><td>125 h</td><td>5</td><td>2-6</td><td>Winter Term
Summer Term</td><td>1 Semester</td></tr>
<tr><td>1</td><td colspan="2">Type of Course
Seminar/Workshop/Practical</td><td>Contact Hours
3 SWS/50 h</td><td>Self-Study
75 h</td><td>Size of Groups
20</td></tr>
<tr><td>2</td><td colspan="5">Learning Outcomes / Competencies
On successful completion of this module the student shall be able to:
• Apply scientific methods in analysing media, user needs, socio-cultural contexts an media markets
• Criticallyexamineinnovativeformsofinformationtechnologyintheirsocial-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)</td></tr>
<tr><td>3</td><td colspan="5">Indicative Module Contents
Contents of this module may contain but are not limited to the following aspects:
The students develop a reasonable ubiquitous 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 education systems, products for the elderly, wearable media, smart objects, tangible media. 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.</td></tr>
<tr><td>4</td><td colspan="5">Teaching Methods
Lecture, seminar, practical and presentation</td></tr>
</table>

5	**Prerequisite Subjects** -
6	**Assessment Methods** Final presentation and documentation
7	**Prerequisites for CP** -
8	**Used in Other Courses** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Dr. Arnd Steinmetz Teaching Professors: All professors of Digital Media
11	**Other Information**

ME2_11 – Advanced System Technology

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_11	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 Learning Outcomes / Competencies

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

- 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:

- 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	**Used in Other Courses** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Dr. Arnd Steinmetz Teaching Professors: All interactive design, informatics and media technology teachers
11	**Other Information**

ME2_12 – Interface Technology

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_12	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 Learning Outcomes / Competencies

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

- In depth understand common user interface mechanics, methods and elements
- Understand advanced 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:

- 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 (pen, tangibles, A/V), gesture recognition, audio based input, video based input, haptic UI / force feedback
- 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** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Dr. Arnd Steinmetz Teaching Professors: Prof. Dr. Christoph Busch Prof. Dr. Torsten Fröhlich Prof. Dr. Arnd Steinmetz Prof. Dr. Kyrill Fischer Prof. Dr. Frank Gabler All informatics and media technology teachers
11	**Other Information**

ME2_13 – Mobile/Web Application

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_13	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 Learning Outcomes / Competencies

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

- 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
- Produce 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:

- 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: HTML 5/CSS 3, X3D;
- Client-side scripting and Server-side scripting, client-server environments
- XML, parsing, events, DOM
- Databases/remote storage
- Tables, SQL queries, database design, incorporating search results into interactive content;
- Local storage, cookies, AJAX, HTTP
- Time-based and interactive multimedia documents: Smile, Flash, 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** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Dr. Arnd Steinmetz Teaching Professors: All professors of Digital Media
11	**Other Information**

ME2_14 – 3D Interactive Environment

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_14	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 Learning Outcomes / Competencies

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

- 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

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:

- 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** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Dr. Torsten Fröhlich Teaching Professors: All animation, interactive design, informatics and media technology teachers
11	**Other Information**

ME2_15 – Music & Technology

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_15	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 Learning Outcomes / Competencies

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

- Conceive and realize an individual audio project using the computer as principal tool
- Conceive and realize audio projects in the studio and associated audio processing facilities
- Use a professional project management from brief and concept through to implementation and presentation
- Describe and use analogue and digital recording techniques (CDR, DAT, ADAT, Minidisk and tape formats)
- Master and present a high-quality, marketable recording product

3 Indicative Module Contents

Students present a major and a minor portfolio in Computer-based Music Applications AND Practical Recording & Studio Technology. If the major portfolio is chosen from one section the minor portfolio MUST be chosen from the other section.

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

Major Portfolio:
Prepare a CD of not less than 30 minutes duration that represents their ability to compile, process, edit and master digital audio material to a high standard using a computer, and presenting it with a concise marketing strategy proposal. Or: Prepare a CD of not less than 30 minutes duration that represents their ability to perform, record, master and produce to a high standard. Whilst the portfolio will incorporate various facets of the recording process it will also exhibit the individual creative and artistic abilities of the student and may incorporate other aspects of multimedia, e.g. video or animation.

Minor Portfolio:
Prepare a CD on not less than 10 minutes duration that represents their ability to compile, process, edit and master digital audio material to a high standard using a computer, and present it as a model commercial product. Or: Prepare a CD of not less than 10 minutes duration that represents their ability to perform, record, master and

	produce to a high standard. Whilst the portfolio will incorporate various facets of the recording process it will also exhibit the individual creative and artistic abilities of the student and may incorporate other aspects of multimedia, e.g. video or animation.
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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Moritz Bergfeld Teaching Professors: Prof. Moritz Bergfeld Prof. Dr. Kyrill Fischer Prof. Wil Welber Prof. Tsune Tanaka
11	**Other Information**

6. 3 Modulbeschreibungen der Media Management Electives

<table>
<tr><th colspan="6">ME2_16 – Media Events & Marketing</th></tr>
<tr><td>ID</td><td>Workload</td><td>Credits</td><td>Semester</td><td>Frequency of</td><td>Duration</td></tr>
<tr><td>ME2
_16</td><td>125 h</td><td>5</td><td>2-6</td><td>Winter Term
Summer Term</td><td>1 Semester</td></tr>
<tr><td>1</td><td colspan="2">Type of Course
Seminar/Workshop/Practical</td><td>Contact Hours
3 SWS/50 h</td><td>Self-Study
75 h</td><td>Size of Groups
20</td></tr>
<tr><td>2</td><td colspan="5">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</td></tr>
<tr><td>3</td><td colspan="5">Indicative Module Contents
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</td></tr>
</table>

	• 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
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	**Significance of Mark for Final Mark** According to CP: 2,42%

10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Andrea Krajewski Teaching Professors: Prof. Thomas Burnhauser Prof. Dr. Torsten Fröhlich Prof. Wil Weber Associate lecturers
11	**Other Information**

ME2_17 – Media Producing in Different Fields of Media

ID	Workload	Credits	Semester	Frequency of	Duration
ME2_17	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Seminar/Workshop/Practical	3 SWS/50 h	75 h	20

2 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 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 Indicative Module Contents

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 organizing teams within media production
- Finance management within media production
- Fund raising and media promotion

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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Thomas Carlé Teaching Professors: all professors of Digital Media with producing expertise
11	**Other Information**

SuK_18 – Media and Entertainment Law *					
ID	Workload	Credits	Semester	Frequency of Module	Duration
SuK_18	125 h	5	2-6	Winter Term Summer Term	1 Semester
1	Type of Course		Contact Hours	Self-Study	Size of Groups
	Lecture/Seminar		3 SWS/48 h	77 h	20
2	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					
3	Indicative Module Contents 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....)
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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Prof. Katharina Kafka Teaching Professors: Professors of GS
11	**Other Information** * This module is offered in the framework of the socio-scientific programme of the University of Applied Sciences Darmstadt

6. 4 Modulbeschreibungen der Media Philosophy Electives

<table>
<tr><th colspan="6">ME2_19 – Media Art History</th></tr>
<tr><td>ID</td><td>Workload</td><td>Credits</td><td>Semester</td><td>Module Frequency</td><td>Duration</td></tr>
<tr><td>ME2_19</td><td>125 h</td><td>5</td><td>2-6</td><td>Winter Term
Summer Term</td><td>1 Semester</td></tr>
<tr><td>1</td><td colspan="2">Type of Course
Lecture/Seminar/ Workshop/Practical</td><td>Contact Hours
3 SWS/48 h</td><td>Self-Study
77 h</td><td>Size of Groups
20</td></tr>
<tr><td>2</td><td colspan="5">Learning Outcomes / Competencies
On successful completion of this module the student shall be able to:
• 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.</td></tr>
<tr><td>3</td><td colspan="5">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.</td></tr>
<tr><td>4</td><td colspan="5">Teaching Methods
Lecture, seminar, presentations</td></tr>
<tr><td>5</td><td colspan="5">Prerequisite Subjects
-</td></tr>
</table>

6	**Assessment Methods** Presentation of homework
7	**Prerequisites for CP** -
8	**Used in Other Courses** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter All media design teachers
11	**Other Information** -

ME2_20 – Cultures and Creative Practices in Digital Media

ID	Workload	Credits	Semester	Module Frequency	Duration
ME2_20	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Lecture/Seminar/ Workshop/Practical	3 SWS/48 h	77 h	20

2 Learning Outcomes / Competencies

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

- 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 specifity 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 specifities 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:

- 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 incurrence 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 communical 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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter All media design teachers
11	**Other Information** -

ME2_21 – Media Environments and Spaces

ID	Workload	Credits	Semester	Module Frequency	Duration
ME2_21	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Lecture/Seminar/ Workshop/Practical	3 SWS/48 h	77 h	20

2 Learning Outcomes / Competencies

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

- Relate media to the diverse concepts of space and environment
- Demonstrate and apply knowledge of non-linear media key concepts, their interdependence with the history of society and technological developments.
- Demonstrate and apply a knowledge of the distinctive and conceptual properties of space and environment in the „real" world as well as in different media, understand concept and implications of „virtual space" and link them to the diverse options of action and use within the respective settings.
- Demonstrate and apply knowledge of groundbreaking productions, their specific conceptual and technological characteristics, their utilitarian and/or aesthetic values and their way of addressing/involving the recipient/user.
- Discuss and analyze critically current and own media productions within the described field and foster the ability for experimenting and innovating.

3 Indicative Module Contents

The elective aims at the knowledge and understanding of environmental as well as of spatial aspects of media productions such as in installations.

Study of:

- Central aspects and milestones of spatial and environmental concepts within analogue and digital media productions and settings (e.g. in media architectural settings, installations, virtual spaces, games, exhibitions etc. etc.)
- Major works, settings and concepts within the field of practical utility as well artistic creation, identifying the crucial technological achievements of the respective productions
- Emphasizing the different concepts, degrees and types of the audience's/the user's involvement and participation, introducing and discussing critically related terms as e.g. „interactivity", „immersion", „virtual reality" etc.

	• 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 communical 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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter All media design teachers
11	**Other Information** -

ME2_22 – Media Ethics and Philosophy

ID	Workload	Credits	Semester	Module Frequency	Duration
ME2_22	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Lecture/Seminar/ Workshop/Practical	3 SWS/48 h	77 h	20

2 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.

3 Indicative Module Contents

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 communical 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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter All professors of Digital Media
11	**Other Information** -

ME2_23 – Media and Communication Theories

ID	Workload	Credits	Semester	Module Frequency	Duration
ME2_23	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Lecture/Seminar/ Workshop/Practical	3 SWS/48 h	77 h	20

2 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.

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** -
9	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter Associate lecturers
11	**Other Information** -

ME2_24 – Play, Game, Act, Use: Concepts, History and Practices

ID	Workload	Credits	Semester	Module Frequency	Duration
ME2_24	125 h	5	2-6	Winter Term Summer Term	1 Semester

1	Type of Course	Contact Hours	Self-Study	Size of Groups
	Lecture/Seminar/ Workshop/Practical	3 SWS/48 h	77 h	20

2 Learning Outcomes / Competencies

The elective introduces into the performative and process oriented aspects of media, from the creational as well as from the receptive point of view.

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

- Describe inherited and innovative performative cultural techniques and relate them to their application in analogue and digital media productions and their reception
- Apply appropriate analytical methods to explore the cultural techniques of performativity and process in specific ground breaking media productions and relate them to concepts of the human individual as well as of society, to concepts of psychological experience, consumptional needs and utility, as well as to existing or evolving structures of power relations
- Describe and exert methods and results of performative cultural techniques, and apply them appropriately in own media productions.

3 Indicative Module Contents

Study of:

- History and presence of cultural techniques of perception, awareness and action, especially within the fields of old and new media from ritual performing, theatre acting, different ways of „Spiel“ (game, match, play, gambling, dramaturgy), operational as well as passive perception, interaction and participation)
- The related motivations, affects, and anthropological dispositions (e.g. Aristotle, Lessing, Freud, Jung, Brecht, Searle, Virilio, Debord, Weibel)
- Key terms and concepts of the described field as e.g. „performative“, „generative“, „sublimation“, „immersion“, „flow“, „dionysical/apollonial“

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	**Significance of Mark for Final Mark** According to CP: 2,42%
10	**Name of Module-responsible and Teaching Professors** Module-responsible: Prof. Sabine Breitsameter Teaching Professors: Prof. Sabine Breitsameter All professors of Digital Media
11	**Other Information** -