

## Communication Design (BA)<sup>1</sup> Faculty Art & Design

General Foundations  Studium Generale ****  General Design Foundations  Froundations  Studium Generale ****  General Design Foundations  Foundations  Froundations  Froundations  Froundations  Froundations  Foundation Project 1  Foundation Project 2  Froject 42*  Project 52*  BA Project  BA Project  BA Project  BA Thesis  BA Thesis  BA Thesis	1 <sup>st</sup> Semester	ECTS	HWS	2 <sup>nd</sup> Semester	ECTS HWS	3 <sup>rd</sup> Semester	ECTS HWS	4 <sup>th</sup> Semester	ECTS HWS	5 <sup>th</sup> Semester	ECTS HWS	6 <sup>th</sup> Semester	ECTS HWS
Studies 5 3 Media and Cultural Theory 5 3 and Ethics 5 3 BA Projocal 5 3  General Foundations  Studium Generale ****  General Design Foundations 1 Program Foundations 2 Design and Practice 10 6 Critical Design 10 6  Language & Typography 5 3 Interactions 5 3  Foundation Project 1 Foundation Project 2 Project 42*  Design Processes 10 6 Narrative Design 10 6 User Experience Design 10 6 Design und Innovation 10 6  BA Documentation / Presentation	Theory 1			Theory 2		Theory 3		Theory 4				Curatorial Practice	
General Design Foundations  Program Foundations 2  Design and Practice  Design Processes  10 6 Narrative Design  10 6 User Experience Design  10 6 Design und Innovation  10 6  Critical Design  10 6  Critical Design  10 6  Critical Design  10 6  Critical Design  10 6  BA Thesis  BA Thesis  30 BA Visualization  BA Documentation / Presentation		5	3				5 3	BA Proposal	5 3			Presentation Methods	5 3
Program Foundations 1 Program Foundations 2 Design and Practice 10 6 Critical Design 10 6  Language & Typography 5 3 Interactions 5 3  Foundation Project 1 Foundation Project 2 Project 42* Project 62*  Design Processes 10 6 Narrative Design 10 6 User Experience Design 10 6 Design und Innovation 10 6  BA Documentation / Presentation	General Foundations			Studium Generale * <sup>aq</sup>		Project 3 <sup>2*</sup>		Project 5 <sup>2*</sup>				BA Project	
Language & Typography 5 3 Interactions 5 3  Foundation Project 1 Foundation Project 2 Project 42* Project 62*  Design Processes 10 6 Narrative Design 10 6 User Experience Design 10 6 Design und Innovation 10 6  BA Documentation / Presentation		5	3	Essentials	5 3								
Foundation Project 1 Foundation Project 2 Project 42* Project 62*  Design Processes 10 6 Narrative Design 10 6 User Experience Design 10 6 Design und Innovation 10 6  BA Documentation / Presentation	Program Foundations 1			Program Foundations 2	?	Design and Practice	10 6	Critical Design	10 6			BA Thesis	
Design Processes 10 6 Narrative Design 10 6 User Experience Design 10 6 Design und Innovation 10 6  BA Documentation / Presentation	Language & Typography	5	3	Interactions	5 3								
Design Processes 10 6 Narrative Design 10 6 User Experience Design 10 6 Design und Innovation 10 6  BA Documentation / Presentation	Foundation Project 1			Foundation Project 2		Project 4 <sup>2*</sup>		Project 6 <sup>2*</sup>			30	BA Visualization	
Tools & Technologies 1 Tools & Technologies 2 Tools & Technologies 3 Professional Practice	Design Processes	10	6	Narrative Design	10 6	User Experience Design	10 6	Design und Innovation	10 6				25
	Tools & Technologies 1		Tools & Technologies 2		Tools & Technologies 3		Professional Practice						
Technological Design Methodologies  5 3 Digital and Analogue Workflow  5 3 Digital and Analogue Techniques  5 3 Start-up  5 3		5	3		5 3		5 3	Start-up	5 3				
30 30 30 30		30			30		30		30		30		30

## 1 Subject to change.

2 At least 2 of Projects 3 to 6 must be selected from this study programme.

AQ Additional qualifications to your own study programme is possible through the following combination: Studium Generale a secondary study programme +2 selections from Projects 3 to 6 from the same secondary study programme.



Theory and Fundamentals / Mandatory courses

Projects, Tools and Technologies / Compulsory electives

List of abbreviations

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System

 $<sup>^{\</sup>star}$  Selectable from all BA programmes from Art & Design.