

| 1 st Semester | | | 2 nd Semester | | | 3 rd Semester | | | 4 th Semester | | | 5 th Semester | | | 6 th Semester | | |
|---|-----|---|--|-----|---|-------------------------------------|-----|---|------------------------------|-----|---|---|-----|--|------------------------------------|-----|---|
| ECTS | HWS | | ECTS | HWS | | ECTS | HWS | | ECTS | HWS | | ECTS | HWS | | ECTS | HWS | |
| Theory 1 | | | Theory 2 | | | Theory 3 | | | Theory 4 | | | Semester Abroad or Internship Semester | | | Curatorial Practice | | |
| Art, Design and Cultural Studies | 5 | 3 | Theories and Discourses in Media and Cultural Theory | 5 | 3 | Discourses of Aesthetics and Ethics | 5 | 3 | BA Proposal | 5 | 3 | | | | Prototyping & Presentation Methods | 5 | 3 |
| Foundations 1.1* | | | Foundations 2.1 | | | Project 3 | | | Project 5 | | | 30 | | | BA Project | | |
| Media Marketing | 5 | 3 | Publishing and Content Creation | 5 | 3 | Design Case 1 | 10 | 6 | Design Case 2 | 10 | 6 | | | | 25 | | |
| Foundations 1.2 | | | Foundations 2.2 | | | | | | | | | | | | | | |
| Design Thinking - Concepts, Scenarios, Strategies | 5 | 3 | Communication Strategies | 5 | 3 | | | | | | | | | | | | |
| Foundations 1.3* | | | Project 2 | | | Project 4 | | | Project 4 | | | | | | | | |
| Marketing, Sales, CRM | 5 | 3 | Visualisation Basics | 10 | 6 | Management Case 1 | 10 | 6 | Management Case 2 | 10 | 6 | | | | | | |
| Foundations 1.4* | | | | | | | | | | | | | | | | | |
| Management Basics | 5 | 3 | | | | | | | | | | | | | | | |
| 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 | | | | | | |
| 30 | | | 30 | | | 30 | | | 30 | | | 30 | | | | | |
| 180 ECTS | | | | | | | | | | | | | | | | | |

* Modules together with Business faculty.

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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