

BA Interface / Communication / Product Design

1 Design Fundamentals

A total of 4 modules – 3 elective modules from 101–103; double enrolment possible. One elective modules from 104–105.
→ **6 SWS, graded.**

Foundation Classes →	101 Basics Fundamental design techniques 10 CP	102 Context Perception and differentiation 10 CP	103 Process Design process and methods 10 CP
Atelier →	104 Drawing and Color Artistic practice 5 CP	105 Constructive Drawing 2D Analog/Digital 5 CP	

4 LNW
TOTAL: 35 CP

2 Design I

A total of 5 modules – minimum of 3 elective modules from your own degree program; double enrolment possible.
→ **4 SWS, graded.**

Interface →	211 Methods + Process Methodical development processes for interactive systems 5 CP	212 Form + Interaction Concept and design of user interfaces 5 CP	213 Algorithms + Data Design with data and algorithms plus coding 5 CP	214 Systems + Context Analysis and context visualization 5 CP
Communication →	221 Type + Expression Design of type and with type 5 CP	222 Image + Impact Picture production and reception 5 CP	223 Format + Narration Forms of publication 5 CP	224 Identity + Audience Communication systems 5 CP
Product →	231 Object + Intention Introduction to product design 5 CP	232 Idea + Plan Introduction to the design process 5 CP	233 Image + Body Fundamentals of form and design 5 CP	234 Synthesis + Product Fundamentals of material and production 5 CP

5 LNW
TOTAL: 25 CP

3 Theory I

2 modules in total; no double enrolment possible.
→ **4 SWS, graded.**

301 Design Theory and Design Research I 5 CP	302 History of Design and Culture I 5 CP	303 Design Management and Media Law I 5 CP
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2 LNW
TOTAL: 10 CP

4 Workshops

A total of 3 modules – double enrolment possible; does not apply to the same course offerings.
→ **4 SWS, not graded.**

401 Interface Workshops Prototyping and evaluation of interactive systems 5 CP	402 Video Workshops Audio, Video, Animation, Motion- graphics, Visual Effects, XR 5 CP	403 Photography Workshops B&W Laboratory, studio, fine art print, repro studio 5 CP	404 Print Workshops Screen printing, risography, letterpress, relief printing, experimental printing 5 CP
405 Bookbinding Workshop Classic bookbinding techniques, paper studies 5 CP	406 Prepress Workshops Digital prepress, data preparation for production 5 CP	407 3D Manufacturing Development, application and practice (Tex-Lab, material library) 5 CP	408 3D Digital Model Making Computer-assisted modeling, design and manufacturing 5 CP
409 3D Analog Model Making Sculptural design, wood, metal, finish (modeling and model making workshops) 5 CP	410 IT Workshop – Software and Hardware Computer software and hardware 5 CP		

3 LNW
TOTAL: 15 CP

5 Perspectives

Minimum 3 modules – 501+502 compulsory; additional elective modules totalling 10 ECTS; double enrolment 503 and 504 possible.
→ **2–4 SWS, not graded.**

501 Onboarding + Project Weeks 3 CP	502 Project Weeks 2 CP	503 Project 5 CP	504 Tutoring 5 CP
505 Extension of Skills 5 CP	XY Flex – Free Elective FLEX 01–13, courses from other depart- ments or universities 5–10 CP		

4 LNW
TOTAL: 15 CP

6 Reflection

Not graded. Admission requirement: at least 75 ECTS and no later than the fourth semester.

601 Reflection Context and Reflection 5 CP
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1 LNW
TOTAL: 5 CP

Interface Design

Communication Design

Product Design

Design Fundamentals / Theory / Reflection

not graded (hatched)

SPO = Study and Examination Regulations

SWS = Semester hours

BA Interface /Communication/ Product Design

7 Design II

A total of 7 modules – minimum of 4 elective modules from your own degree program; double enrolment possible.

→ **6 SWS, graded. Admission requirements: 25 ECTS from Design Fundamentals and 15 ECTS from Design I.**

Design as (Approaches)	Speculation Design visions and critical commentary	Design Research Research through design or interdisciplinary research for design	Artistic Practice Artistic and creative practice as a form of acquiring and sharing knowledge	Problem Solving Solving problems through method-based design
	711 Interface Design as Speculation 10 CP	712 Interface Design as Design Research 10 CP	713 Interface Design as Artistic Practice 10 CP	714 Interface Design as Problem Solving 10 CP
	721 Communication Design as Speculation 10 CP	722 Communication Design as Design Research 10 CP	723 Communication Design as Artistic Practice 10 CP	724 Communication Design as Problem Solving 10 CP
	731 Product Design as Speculation 10 CP	732 Product Design as Design Research 10 CP	733 Product Design as Artistic Practice 10 CP	734 Product Design as Problem Solving 10 CP

Design for
(Domains)

# Society + Public Sector	# Mobility + Urbanism	# Culture + Transformation
# Consumption + Production	# Research + Technology	# Economy + Retail

7 LNW
TOTAL: 70 CP

8 Theory II

A total of 3 modules – Module 804 only in combination with 801–803; double enrolment possible.

→ **4 SWS, graded. Admission requirement: 10 ECTS from Theory I.**

801 Design Theory and Design Research II 5 CP	802 History of Design and Culture II 5 CP	803 Design Management and Media Law II 5 CP	804 Design Theory – Advanced Studies 5 CP
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3 LNW
TOTAL: 15 CP

9 Internship

A total of 1 module.

Not graded. Admission requirement: Module 601 (Reflection).

901 Internship 30 CP Internship and report

1 LNW
TOTAL: 30 CP

10 Bachelor

Graded. Admission requirement: 210 ECTS.

1001 Bachelor's Thesis 12 CP Theory and practice	Portfolio 5 CP	Colloquium 3 CP Presentation and discussion
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TOTAL: 20 CP

TOTAL: 240 CP

Interface Design

Communication Design

Product Design

Theory

not graded (hatched)

Bachelor's thesis

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