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	10 CP
Basics	
Fundamental design techniques	

102	10 CP
Context	
Perception and differentiation	

103	10 CP
Process	
Design process and methods	

Atelier →

104	5 CP
Drawing and Color	
Artistic practice	

105	5 CP
Constructive Drawing	
2D Analog/Digital	

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	5 CP
Methods + Process	
Methodical development processes for interactive systems	

212	5 CP
Form + Interaction	
Concept and design of user interfaces	

213	5 CP
Algorithms + Data	
Design with data and algorithms plus coding	

214	5 CP
Systems + Context	
Analysis and context visualization	

Communication →

221	5 CP
Type + Expression	
Design of type and with type	

222	5 CP
Image + Impact	
Picture production and reception	

223	5 CP
Format + Narration	
Forms of publication	

224	5 CP
Identity + Audience	
Communication systems	

Product →

231	5 CP
Object + Intention	
Introduction to product design	

232	5 CP
Idea + Plan	
Introduction to the design process	

233	5 CP
Image + Body	
Fundamentals of form and design	

234	5 CP
Synthesis + Product	
Fundamentals of material and production	

5 LNW
TOTAL: 25 CP

3 Theory I

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

301	5 CP
Design Theory and Design Research I	

302	5 CP
History of Design and Culture I	

303	5 CP
Design Management and Media Law I	

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	5 CP
Interface Workshops	
Prototyping and evaluation of interactive systems	

402	5 CP
Video Workshops	
Audio, Video, Animation, Motiongraphics, Visual Effects, XR	

403	5 CP
Photography Workshops	
B&W Laboratory, studio, fine art print, repro studio	

404	5 CP
Print Workshops	
Screen printing, risography, letterpress, relief printing, experimental printing	

405	5 CP
Bookbinding Workshop	
Classic bookbinding techniques, paper studies	

406	5 CP
Prepress Workshops	
Digital prepress, data preparation for production	

407	5 CP
3D Manufacturing	
Development, application and practice (Tex-Lab, material library)	

408	5 CP
3D Digital Model Making	
Computer-assisted modeling, design and manufacturing	

409	5 CP
3D Analog Model Making	
Sculptural design, wood, metal, finish (modeling and model making workshops)	

410	5 CP
IT Workshop – Software and Hardware	
Computer software and hardware	

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	3 CP
Onboarding + Project Weeks	

502	2 CP
Project Weeks	

503	5 CP
Project	

504	5 CP
Tutoring	

505	5 CP
Extension of Skills	

XY	5–10 CP
Flex – Free Elective	
FLEX 01–13, courses from other departments or universities	

4 LNW
TOTAL: 15 CP

6 Reflection

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

601	5 CP
Reflection	
Context and Reflection	

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

Design as →
(Approaches)

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

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

801 5 CP **Design Theory and Design Research II**	802 5 CP **History of Design and Culture II**	803 5 CP **Design Management and Media Law II**	804 5 CP **Design Theory – Advanced Studies**

3 LNW
TOTAL: 15 CP

9 Internship

A total of 1 module.
Not graded. Admission requirement: Module 601 (Reflection).

901   30 CP **Internship** Internship and report

1 LNW
TOTAL: 30 CP

10 Bachelor

Graded. Admission requirement: 210 ECTS.

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

TOTAL: 20 CP

TOTAL: 240 CP

Legend:
- Interface Design
- Communication Design
- Product Design
- Theory
- not graded (hatched)
- Bachelor's thesis

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