BA Graphic Design & Visual Communication

BASIC STUDY PERIOD 1ST – 2ND SEMESTER

Modules	1st Semester	FOT	HPW	ECTS
01 Design Basics	Basic Design 1 GDB1011	S/P	4	5
	Introduction to Graphic Design 1 GDB1013	S/P	4	5
02 Visualisation 1	Introduction to Multimedia Design GDB1021	S/E	4	5
	Typography and Layout GDB1023	S/P	4	5
03 Theory 1	Development of Art and Design GDB1031	L/S	4	5
General Vocational Preparation (GVP)	(Choice of two courses)	S/E	4	2 x 2.5 UG
Overall			24	30

Modules	2nd Semester	FOT	HPW	ECTS
01 Design Basics	Basic Design 2 GDB1012	S/P	4	5
	Introduction to Graphic Design 2 GDB1014	S/P	4	5
02 Visualisation 1	Basics of Web Design GDB1022	S/P	4	4
	Word and Image GDB1024	S/P	4	4
03 Theory 1	Markets and Consumers GDB1032	S/P	4	5
	Study Presentation 1 GDB1034			2
04 Technology	Photography and Image Processing GDB1042	S/P	4	5
Overall			24	30

MAIN STUDY PERIOD 3RD – 6TH SEMESTER

Modules	3rd Semester	FOT	HPW	ECTS
05 Design Project Studies	Graphic Design Project 1 GDB2051	S/P	12	15
	Interaction and Interface Design GDB2053	S/P	4	5
06 Theory 2	Strategy Making GDB2061	S/P	4	5
07 Visualisation 2	Motion Graphics GDB2071	S/E /L	4	5
Overall			24	30

Modules	4th Semester	FOT	HPW	ECTS
05 Design Project Studies	Graphic Design Project 2 GDB2052	S/P	12	15
	Intercultural Design Studies GDB2054	S/P	4	5
06 Theory 2	Theory of Design GDB2062	S/P	4	5
08 Departmental Electives	(Choice of one course)	S/P	4	5 UG
Overall			24	30

Modules	5th Semester	FOT	HPW	ECTS
05 Design Project Studies	Interdisciplinary Project Studio GDB3051	S/P	8	10
06 Theory 2	Scientific Work GDB3061	S/P	2	3
	Study Presentation 2 GDB3063			2
Internship (GVP)	Internship GVP1011	I		15 UG
Overall			10	30

Modules	6th Semester	FOT	HPW	ECTS
08 Departmental Electives	(Choice of two courses)	S/P	8	10 UG
09 Non-Departmental Electives	(Choice of two courses)	S/P	8	10 UG
10 Bachelor Thesis	Bachelor Thesis GDB3102			10
Overall			8	30

Compulsory courses

Electives

FOT Form of teaching
HPW Hours per week
ECTS European Credit Transfer System

E Exercise
L Lecture
P Project
S Seminar
OS Online seminar
OL Online lecture
UG Ungraded
I Internship

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GENERAL VOCATIONAL PREPARATION

1st Semester	
General Vocational Preparation (GVP)	Presentation Skills GVP1001
	Self-Organization GVP1002
	Intercultural Communication GVP1003
	Social Practice GVP1004
	Concept & Business Plan GVP1005
	Professional Practice GVP1006
	Academic Writing 1 (English) GVP1007
	Academic Writing 2 (English) GVP1008
	German Language 1 GVP1009
	German Language 2 GVP1010

ELECTIVES

4th/6th Semester	
08 Departmental Electives	Consolidation Interaction Design GDB2082
	Consolidation Advertising Design GDB2084
	Data Visualisation GDB2086
	Print Technologies GDB2088

6th Semester	
09 Non-Departmental Electives	Patents, Rights and Contracts GDB3092
	Methods of Market Research for Designers GDB3094
	Visual Perception GDB3096
	Unfolding Berlin GDB3098

Compulsory courses

Electives

FOT Form of teaching
HPW Hours per week
ECTS European Credit Transfer System

E Exercise
L Lecture
P Project
S Seminar

OS Online seminar
OL Online lecture
UG Ungraded
I Internship