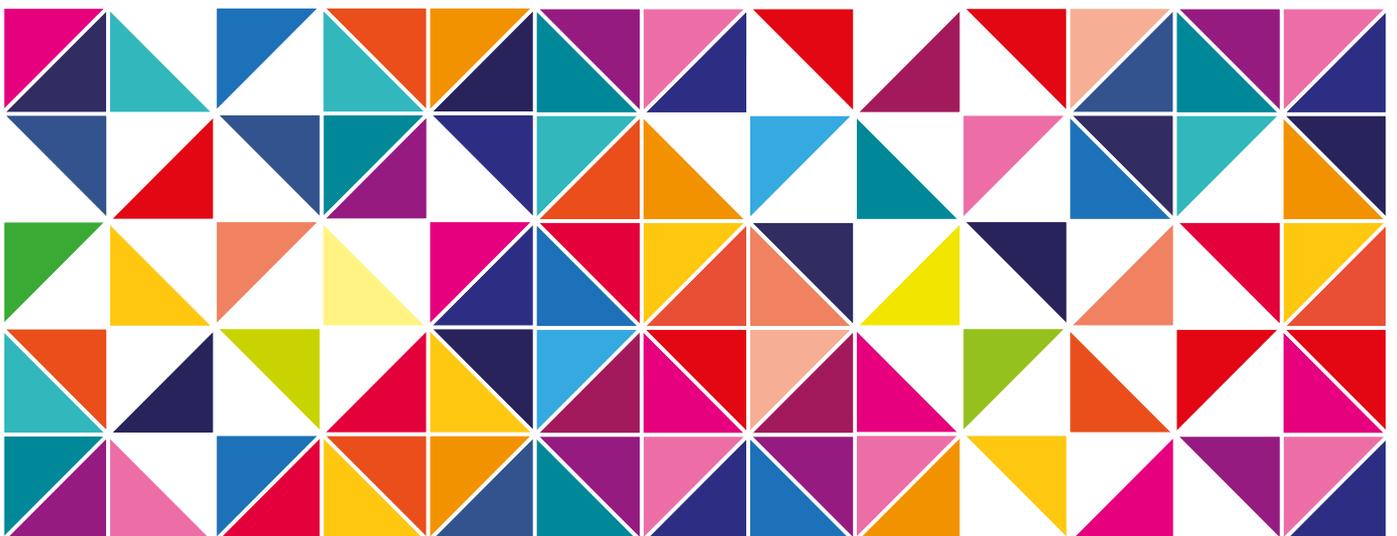


Universität der Künste Berlin

COURSE HANDBOOK

Visual Communication + Art and Media



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AIMS, OBJECTIVES AND STRUCTURE OF THE COURSES **S OF STUDY**

AIMS AND OBJECTIVES

The aim of the course is the development of your own position in art, design and media. The integrated project course and individual, experimental design are the cornerstones of the courses in architecture, design, **visual communication and art and media**.

Our graduates are qualified to work as professionals in the area of visual communication.

Students acquire specific skills in art, design and media and learn about the integral application of scientific methods and findings.

The course prepares you to

- continue your studies in the follow-on master's course "visual communication" or "art and media",
- commence your professional career,
- continue your studies in other master's or degree courses in design-related disciplines

STRUCTURE

The standard period of study is **eight semesters**. Your total input (attendance at university and self-study) is reflected in a system of credit points. The course has a total of **240 credit points** (ECTS) and an average of **30 credit points per semester**. One credit point comprises approx. 30 hour's work.

Credit points are allocated to each module and its individual teaching elements in accordance with the work involved.

The focal point of the course is project work in which you will learn to work holistically. This means that art, technology, the humanities, cultural and social studies and reflection on professional practice become integral elements of your design. The design process should be understood within the context of **art, design, media and society**.

An introduction to the principles of design takes place in the first two semesters. From the third semester, students choose a **specific design unit**. Students are recommended to change their core class once during the course. Studying a new design unit can also take place within a "free project" or in a different degree course.

Project work promotes conceptual working during the design process and experimental approaches are especially supported. The scientific principles of the individual disciplines relevant for art and design are taught throughout the whole of the degree course. From **page 10** onwards you can find an overview of the design units / core classes and their individual teaching elements. The extent of the work involved in the design units and elective subjects results from the module descriptions. The degree course is modular. Modules comprise teaching and learning units which consist of one or several teaching elements, their associated self-study and one or several examinations. Each module is concluded with an examination. Passing this examination serves as proof that the requirements of the module have been fulfilled.



**STUDY PROGRAMME:
VISUAL COMMUNICATION (VK)**

This degree course has been conceived as an interdisciplinary course. Equivalent teaching elements and projects from other degree courses are indicated in the module descriptions.

The Studium Generale / General Studies element „Diversity in Dialogue“ of the Berlin University of Arts has been integrated into the degree course in order to strengthen the holistic approach. The contents and qualification aims of the Studium Generale are described and summarized in a separate module.

The exchange includes one semester which is usually placed between the 3rd and the 7th semester.

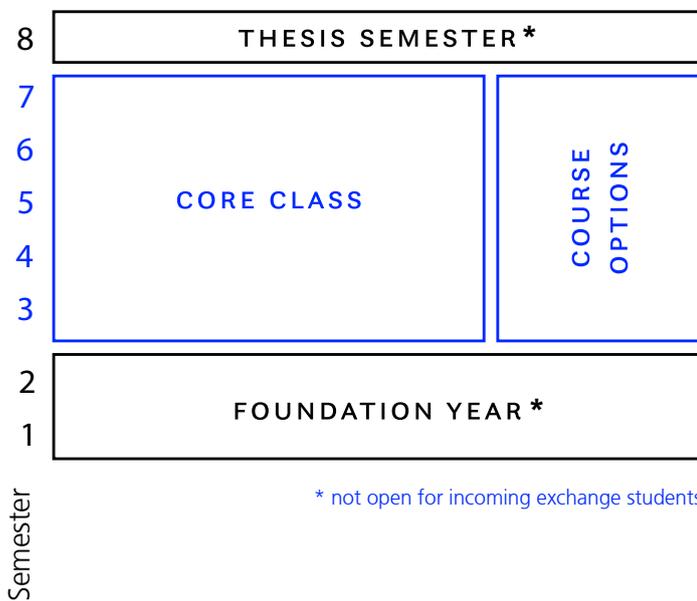
STUDY PROGRAMME: ART AND MEDIA (KUM)

This study programme is the only course at the UdK Berlin offering networked artistic teaching in the time-based media. Teachers of various subjects collaborate to offer this special study programme, the focus being on interplay between artistic experiment and technical media. By contrast to specialist subject courses, the basic character of the study programme Art and Media is interdisciplinary. The diversity offered is essential to the identity of the study programme.

Teaching takes place as project work in different core classes. Artistic training in these classes is characterized by an open atmosphere, and the aim is to encourage the development of new perspectives in regard to artistic authorship and practice.

After their graduation students may have access to a number of professional fields ranging from fine art to diverse media professions.

At least four semesters foundation course in a comparable field is required for admission to this programme.



CORE CLASSES
18 ECTS
12 HOURS / WEEK

**VISUAL COMMUNICATION
(VK)**

GRAPHIC DESIGN
ILLUSTRATION
VISUAL SYSTEMS
ADVERTISING
SPATIAL AND EXHIBITION DESIGN

**VISUAL COMMUNICATION /
ART AND MEDIA (VK & KUM)**

MOVING IMAGE
NEW MEDIA

ART AND MEDIA (KUM)

EXPERIMENTAL FILM AND
MEDIA ART
NARRATIVE FILM
GENERATIVE ART

On the website
www.vdl.udk-berlin.de
-> Fakultät Gestaltung
-> Visuelle Kommunikation
-> BAchelor
-> Entwurfsbereiche 1-7
(core classes) or
Wahlpflichtfächer
(course options)

COURSE OPTIONS
ELECTIVE + COMPULSORY COURSES
1-5 ECTS

Typography – Introduction / Advanced | 5 ECTS
Graphic Design/Communication Design. Typography and Image | 5 ECTS
Graphic Design/Communication Design. Texts/Contexts | 5 ECTS
Visual Editors | 5 ECTS
Principles of Exhibition Design | 5 ECTS
Basics of Moving Image Design | 5 ECTS
Camera, Light and Sound | 2 ECTS
Digital Film and Sound Montage | 2 ECTS
Selected Aspects of Film and Video Production | 2 ECTS
Design Techniques 2D | 5 ECTS
Conceptual Design of Spatial Structures | 2 ECTS
2D/3D Modelling | 2 ECTS
Introduction to Modelling | 2 ECTS
Drawing 1 / 2 | 5 ECTS
Reproduction Technology/Pre-Printing | 5 ECTS
Digital Pre-Printing | 5 ECTS
Manual Printing Techniques | 2 ECTS
Photography – Introduction / Advanced | 5 ECTS
Code Workshop | 2 ECTS
Hardware Workshop | 2 ECTS
Contextualising Digital Media Design | 2 ECTS
Understanding New Media/Introduction | 2 ECTS
Management and Marketing | 1 ECTS
Variable Complimentary Subjects | 1-5 ECTS
—
Studium Generale | 1-5 ECTS
German Language Classes | 2-4 ECTS

TEACHING



TEACHING

PROJECTS

The integrated project studies provide the framework for the study of design in the College of Architecture, Media and Design.

The projects are based on assignments which aim to develop independent approaches to issues in art and design. They integrate the arts, technology, the humanities, and cultural and social studies. Complex information, capabilities and skills are acquired – the ability to perform interdisciplinary work is strengthened.

SHORT DEADLINE DESIGN PROJECTS

Short deadline design projects promote the ability to perform specific assignments independently within a short time, i.e. the ability to develop, implement, describe and discuss approaches to design. The projects usually have to be completed within one to two weeks.

LECTURES

Lectures give an overview of the history, requirements and issues involved in the respective area of study. The lectures can also include approaches to research in the area covered, the description of critical approaches to methodology and the discussion of topical issues.

SEMINARS

Seminars provide an introduction to independent scientific and artistic work and a deeper insight into subject-related issues. Scientific and artistic topics and methods are investigated. The seminars also relate to the study projects which enables theoretical content to be included in the planning and implementation of designs.

EXERCISES

Exercises enable students to experiment independently with the topics and methods in their field of work. Exercises can be integrated into projects, i.e. they can be carried out within the framework of the project.

EXCURSIONS

Subject-related excursions complement the teaching input and provide a broader background to course-relevant themes.

CORE CLASS

The students gain aesthetic and functional expertise by carrying out specific design assignments. The projects are assigned to ten different design units. From the third semester, they choose one of the core class listed below. Full-time students are advised to change core class once during their degree course. The teaching mainly takes place during the project work on a one-to-one basis or in groups. Short deadline designs are integrated into the projects.

- Graphic design
- Illustration
- Visual Systems
- Advertising
- Spatial and Exhibition Design
- Moving Image
- New Media
- Experimental Film and Media Art
- Narrative Film
- Generative Art

CORE CLASS VK

GRAPHIC DESIGN

Prof. Fons Hickmann | Artistic Assistant Pascal Kress

Our project work in the specialised class falls under the heading of "Graphic Design with all Media", for we work across many disciplines and media. We playfully transcend the boundaries between applied and artistic works, as well between analogue and digital technologies. We address social questions and approach assignments and tasks experimentally. While we design, we question what is usually expected of graphic design. We inquire about history and conduct research in archives if we want to design something new. We use media in new ways and with new applications so that the result is something different from what we have already known: letters can turn into a video, a video into a book, a book into an installation, an installation into a poster. What is an image, a text, a code? Where do the boundaries run and how can we push them?

A comprehensive overview is available in the book »Morgen und davor – Hundert Arbeiten aus zehn Jahren Klasse Hickmann«.

klassehickmann.com

COMPULSORY COURSES

GRAPHIC DESIGN
TYPOGRAPHY



CORE CLASS VK

ILLUSTRATION

Prof. Henning Wagenbreth | Artistic Assistant Constanze Hein

The design unit “Illustration” enables students to recognize issues in the political, social, economic and cultural areas of society and to contribute to their solution by using means of visual communication. The design unit focusses on the design, interpretation and creation of pictorial and textual content and its synthesis. The students learn to conceive, design and realize illustration projects while engaging in interdisciplinary cooperation with other departments. The projects can be carried out using print, space and time based media. The students learn to analyse the meaning of images and how they change. They devise images for visual communication and develop and design text and image compositions. The students investigate new possibilities of visual rhetoric through the study of various depictive forms and techniques and through conceptual and experimental drawing. By studying various leading figures in the history of illustration and writing, they become qualified as illustrators to write functionally and confidently, to draw, to typeset and to design.

wagenbreth.de

COMPULSORY COURSES

ILLUSTRATION 1

ILLUSTRATION 2



CORE CLASS VK

VISUAL SYSTEMS

Prof. David Skopec | Artistic Assistant Bernd Greter

Orientation, identity, participation – these are the aspects upon which the program of the design unit Visual Systems is based. The design unit defines itself as a field of work involved in the areas of information design and corporate design. The focus is on the analysis of content and concepts with the aim of creating identity, enabling orientation and promoting participation in society through design. Project work is solution-oriented requiring a holistic understanding of extensive design processes.

The assignments involved in this design unit are diverse; for example Editorial Design, Visual Languages, Visualizations, Orientation Systems. Visual Systems are not fixed to a certain medium. Working approaches are methodical yet at the same time experimental.

udk.skopec.com

COMPULSORY COURSES

METHOD LABORATORY

VISUAL EDITORS

1

3

5

7

Graphic parameters repertoire

Size: A series of circles increasing in size from left to right.

Dimensions: 1D (horizontal line), 2D (cross), 3D (3D coordinate system).

Brightness: A gradient bar from white to black.

Saturation: A gradient bar from white to red.

Hue: A rainbow gradient bar.

Sides: A series of shapes with increasing sides: triangle, square, pentagon, hexagon, heptagon, octagon, nonagon, decagon.

Texture: A series of patterns: horizontal lines, vertical lines, grid, dots, cross-hatch, solid black, solid white, grid with dots, grid with lines.

Subject

Age: A series of circles increasing in size from left to right, representing age groups.

Gender: Two circles, one blue (male) and one red (female).

Origin: A series of circles in different colors representing different regions: ASIA, AFRICA, EUROPE, AMERICA, AUSTRALIA, OCEANIA.

Occupation: A series of circles in different colors representing different professions: SCIENTIST, ARTIST, TEACHER, LAWYER, ENGINEER, MUSICIAN, JOURNALIST, DESIGNER, ARCHITECT, POLITICIAN.

Users: A grid of 12 circular icons, each containing a different combination of colors and shapes, representing various user profiles.

5-Bahnlinie S4 1 Berlin
Montag, 16. November, 14:03
Personen-Analyse
Interaktion

Freier Platz
 Beobachter
 Fahrgast
 verbale Interaktion

CORE CLASS VK

ADVERTISING

Prof. Uwe Vock | Artistic Assistant Gosia Warrink

In this design unit we will investigate the most important skills and expertise for design in the area of tension between the client and designer in business and advertising. This includes the

- analysis of case studies from this area from an aesthetic perspective
- critical examination of assignments from various perspectives (relevance, efficiency, opportunities and risks)
- recognition of communicative, economic and sociopolitical parameters for this design process
- analysis and adjustment of the design process to target groups, media requirements, brands and company-relevant factors
- the use of design as a factor for success in business applications

These factors involve gaining knowledge of project development and project management both individually and in a team. The designer will be made aware of the most important areas and requirements of business advertising communication through a combination of design exercises, projects and lectures (creativity and creative techniques, thinking and learning, design and design theory).

klassewerbung.de

COMPULSORY COURSES

MARKETING



CORE CLASS VK

SPATIAL DESIGN AND EXHIBITION DESIGN

Prof. Gabi Schillig | Artistic Assistant Ruven Wiegert

In the Class for Spatial and Exhibition Design, experimental artistic methodologies in the design of spaces of communication are developed and explored in various scales and contexts. Spatial structures are thus understood in their multidimensionality and materiality as specific systems of spatial communication. Experimental analog and digital design methods and the ensuing conceptual design of dialogical spaces, as well as the design and realisation of relational structures, imaginative spatial constructions, physical objects and communication apparatus, furniture objects, spatial installations, transmedia environments, situations and exhibitions all merge into one another. Through experimental and applied projects students explore how new human - space relationships can be reinterpreted in the age of advancing digitization in order to develop future hybrid forms of spatial communication. The result is a variety of multidimensionally extended perspectives on forms of spatial communication that enable an expansion of the sensory dimension of experience.

spacesofcommunication.de

imaginaryspaces.de

COMPULSORY COURSES

DESIGN TECHNIQUES 2D

CONCEPTUAL DESIGN OF SPATIAL STRUCTURES

2D/3D MODELLING

INTRODUCTION TO MODELLING



CORE CLASS VK & KUM

NEW MEDIA

Prof. Joachim Sauter | Artistic Assistant Luis Zanotello

The New Media Class focusses on projects in which students work on a given topic from the area design with new media. While working alone or in small groups, the students are expected to demonstrate a high degree of independence in carrying out the projects as well as advanced communication and debating skills when discussing their projects during the initial planning process. The topics available for selection reflect new developments in the field and range from a technical orientation to the consideration of societal aspects. Students are expected to work independently to develop, and implement in prototype form, results which apply technology innovatively, question issues in society or try to find new insights and ways of thinking. The students learn the principles of conceptual thinking, how to develop projects, and the design of prototypes for understanding and communication during intensive discussions in seminars. A maximum of 15 participants can enrol in the in the New Media Class. Students learn the related technical principles in the accompanying courses Code Workshop and Hardware Workshop.

digital.udk-berlin.de

COMPULSORY COURSES

CODE WORKSHOP

HARDWARE WORKSHOP



CORE CLASS VK (BA) & KUM

MOVING IMAGE

Prof. Anna Anders | Artistic Assistant Alexander Peterhaensel

The aim of this class is the intense exploration of the design foundations of the moving image and to extend students' knowledge through practical work with video. Experimental, documentary, essayistic and narrative formats, using real images or generated elements will be produced for different themes, occasions and platforms, often in cooperation with other disciplines.

Analysing the works of other directors and artists and becoming familiar with the history of film and media art is intended to train students' perception and judgement and enable them to put their own work into context.

Special requirements for participation: basic knowledge and practical experience with video or film production, e.g. having successfully completed related courses.

udk-bewegbild.de

COMPULSORY COURSES

BASICS OF MOVING IMAGE DESIGN
CAMERA, LIGHT AND SOUND DIGITAL FILM
AND SOUND MONTAGE SPECIAL ASPECTS
OF FILM AND VIDEO PRODUCTION



CORE CLASS KUM

EXPERIMENTAL FILM AND MEDIA ART

Prof. Nina Fischer | Artistic Assistant Lilli Kuschel

The class Experimental Film and Media Art focusses on the interface between fine art, filmmaking and media art. Students develop their own individual projects, with an experimental approach to time based media. Established tendencies in that field catalyse new art projects which can prove themselves in the contemporary state of topics and in relation to current philosophy. Strikingly interesting should be the connection between visual arts and film, alongside all the disciplines like installation, intervention, performance, audio/visual experiments etc. The resulting works refrain from a classification and provoke a recontextualisation of diverse formats and genres.

Special requirements for participation: advanced knowledge and practical experience with video or film production.

[experimenteller-film-medienkunst](#)

COMPULSORY COURSES

> FREE TO CHOSE OF THE COURSE OPTION LIST ACCORDING TO OFFER



PRESENTATION BY LUCAS MAIA, PHOTO: NINA FISCHER



CORE CLASS KUM

NARRATIVE FILM

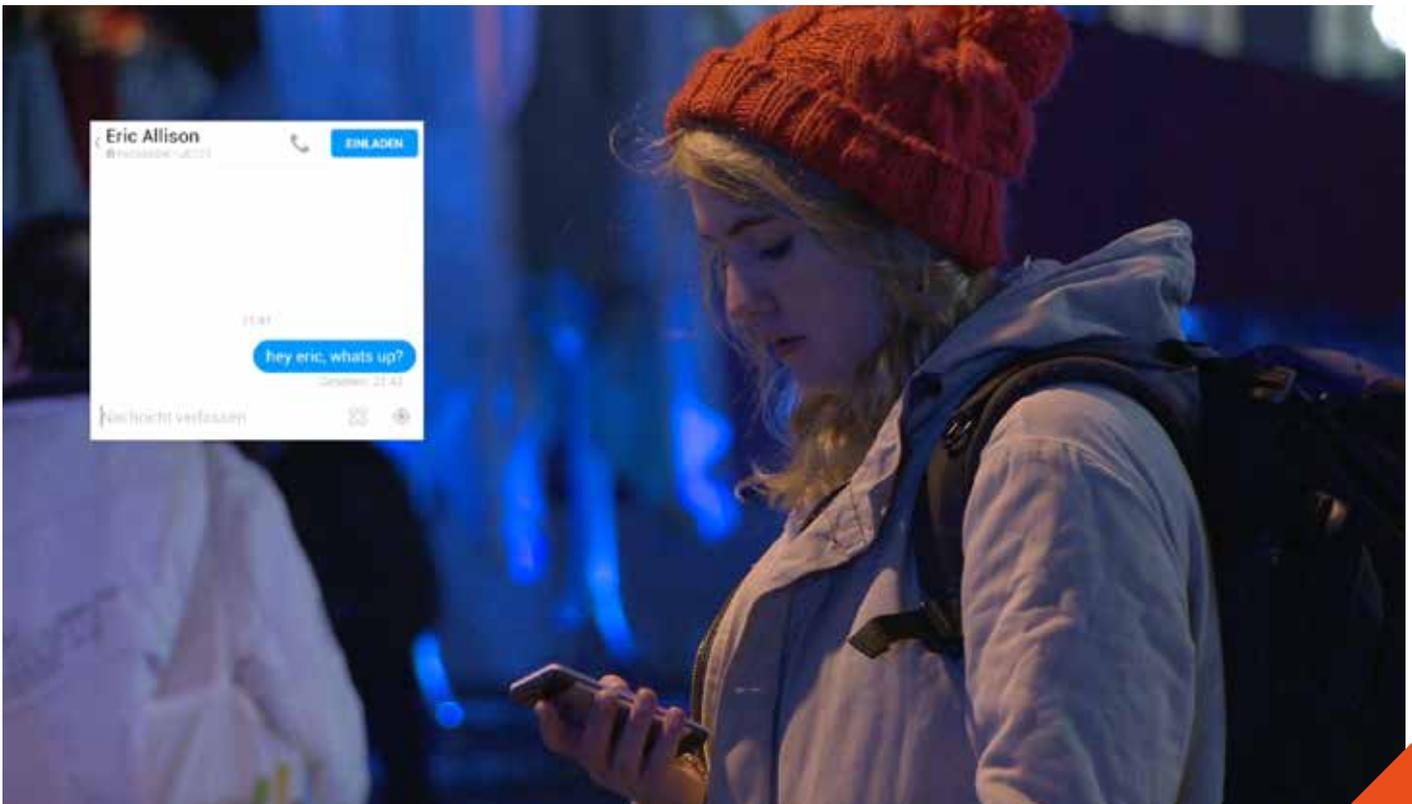
Prof. Thomas Arslan | Artistic Assistant Juliane Großheim

This artistic project class includes the research on narrative structures, their possibilities and limits in visual media. The students are encouraged to emerge with individual artistic works. These can take on several formats like feature film, documentation, essay-formats, video, installation and digital-interaction based media. Discussions take place in the plenum. Individual consultation is also available during all phases of a project: draft, exposé, screenplay, postproduction, rough and final cut. Special requirements for participation: advanced knowledge and practical experience with video or film production.

narrativerfilm.de

COMPULSORY COURSES

> FREE TO CHOSE OF THE COURSE OPTION LIST ACCORDING TO OFFER



CORE CLASS KUM

GENERATIVE ART

Prof. Dr. Alberto de Campo | Artistic Assistant Hannes Hoelzl

The class deals with possibilities to use programming, generative strategies and interaction in multiple artistic contexts. An emphasis is put on real-time systems incorporating complex time structures, sound and music.

In the plenum, ideas and ongoing projects of the students are discussed and set in front of a background of related works from different fields.

On a one-to-one basis conceptualisation, realisation and formulation of projects, installations and instruments are developed and tested.

Special requirements for participation: advanced knowledge and practical experience with video or film production.

[generative-kunst](#)

COMPULSORY COURSES

> FREE TO CHOSE OF THE COURSE OPTION LIST ACCORDING TO OFFER



COURSE OPTIONS

The students acquire the practical and theoretical knowledge, expertise and skills necessary for design. The assignment of the module elements to the core class is described in the overview of the study plan.

The general requirements for the award of ECTS are regular attendance and successful completion of all assignments or presentations.



TYPOGRAPHY – AN INTRODUCTION

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER SEMESTER

The students receive an overview of the history of writing and typography and learn to recognize the relationship between typographical elements such as letters, lines, columns, and print space, and their aesthetic and functional dimensions as the basis of typographical design. Looking critically at typography results in the recognition of classical typographical rules and their contemporary interpretation. The aim is to work confidently with typographical elements and the acquisition of the typographical skills necessary for the design of print products.

TYPOGRAPHY – ADVANCED

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR | DURATION: 4 SEMESTER HOURS PER WEEK | START: SUMMER SEMESTER

The knowledge gained in the introductory course will be applied in practical design tasks. This will lead to an understanding of the relationship between content and the possibilities of typographical expression. The ability to evaluate design will be trained and individual design skills will be promoted. The aim is the conscious application of typographic methods and typographic design which is suitable for the media in question. The students learn to deal with text and images and the relationship between content and expression, form and meaning.

GRAPHIC DESIGN/COMMUNICATION DESIGN TYPOGRAPHY AND IMAGE

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

This additional seminar provides the students with further knowledge in the areas typography, image and graphic design. Skills in design, typography and design technology will be extended through projects and exercises.

GRAPHIC DESIGN/COMMUNICATION DESIGN TEXTS/CONTEXTS

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

Through exercises and projects, this additional seminar investigates working with theory and access to media practices and contexts from an artistic/design perspective.

VISUAL EDITORS

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR, EXERCISES | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

One of the main tasks of information design is the processing of complex issues in order to make them accessible. As “Visual Editors” students in this seminar develop a complex project and reflect on their approaches to visualization from conceptual context, design and technical aspects. This leads to the acquisition of methodological competence and extends students’ knowledge of design in theory and in practice.

PRINCIPLES OF EXHIBITION DESIGN

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR, EXERCISES | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

Theoretical and practical principles of museography and exhibition design. Design using graphic, spatial and media resources and methods as a basis for transmedia design projects. The aesthetic principles of spatial design processes are revealed by examining parameters such as dimension, colour, form, material and light. An understanding emerges of space-related design as rhetoric involving vision and objects.



CODING WORKSHOP

ECTS: 2 (60 STUDY HOURS) | FORM OF INSTRUCTION: EXERCISES (IN ENGLISH) | EXTENT: 2 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

Hands on course for understanding and using programming tools and languages. The students participating in this course can expect to acquire an understanding of how to design with code. At the end they will be able to carry out computational design projects.

HARDWARE WORKSHOP

ECTS: 2 (60 STUDY HOURS) | FORM OF INSTRUCTION: EXERCISES (IN ENGLISH) | EXTENT: 2 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

Hands on course for using higher level electronics prototyping tools, complementing the subject of the New Media Studio Class. The students participating in this course can expect an understanding of electronics prototyping and modular design as well as being able to create functional prototypes within the theme of the semester's studio class.

CONTEXTUALISING DIGITAL MEDIA DESIGN

ECTS: 2 (60 STUDY HOURS) | FORM OF INSTRUCTION: EXERCISES (IN ENGLISH) | EXTENT: 2 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

The course involves the positioning of digital media design within the context of computer science, HCI and perceptual psychology etc., developing a wide-angle view on how to frame one's work for academic publication, learning about user-studies and usability experiments from the field of HCI and integrating psychological principles into the core of one's designs. The themes covered each semester reflect the main focus of the Digital Media Studio Class.



UNDERSTANDING NEW MEDIA – AN INTRODUCTION

ECTS: 1 (30 STUDY HOURS) | FORM OF INSTRUCTION: BRIEF PROJECT | EXTENT: 1 SEMESTER HOUR PER WEEK | START: WINTER SEMESTER

Students of the subject "Understanding New Media" will learn the principles and skills involved in design with new media. This provides them with the basis for practical and scientific work in this area. Students become familiar with the terminology and elements of the digital medium through short deadline projects. They will be introduced to the processes of design using digital media and develop their own creative and design methods. This module element gives students an insight into design with new media and allows them to take part in current discourse concerning new trends and developments. Students acquire an understanding of the technology in the accompanying modules "Code Workshop" and "Hardware Workshop".



VARIOUS ADDITIONAL SUBJECTS

ECTS: 1-4 (30-120 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR/COURSE/EXERCISES/ WORKSHOP/ SERIES OF LECTURES/BRIEF PROJECT | EXTENT: 1-4 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

The aim is for the students to find out about further areas of art and design, society, science and technology and approaches to research. The form of instruction and its duration result from the respective requirements and assignments. The topics and content vary and are formulated by the professors in the relevant design unit as required. The module element is offered for relatively uncomplicated assignments on a project basis or is supervised.



BASICS OF MOVING IMAGE DESIGN

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR, EXERCISES | EXTENT: 4 SEMESTER HOURS PER WEEK | START: SUMMER SEMESTER

Students are introduced to the design principles of moving images. They apply these in their own practical work with video and gain an insight into the broad field of time-based media. Short experimental, documentary, essayistic and/or narrative formats with real and/or animated elements will be created. The technical principles involved will be taught in the accompanying courses “ to Camera, Light and Sound” and “Digital Film and Sound Montage” .

CAMERA, LIGHT AND SOUND

ECTS: 2 (150 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES | EXTENT: 4 SEMESTER HOURS PER WEEK | START: SUMMER SEMESTER

Students learn how to work with video cameras, microphones and spotlights and about the possibilities for their practical use and potential in design.

DIGITAL FILM AND SOUND MONTAGE

ECTS: 2 (60 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES | EXTENT: 2 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

Students learn about the technology of digital film and sound montage and its design possibilities.

SELECTED AREAS OF FILM AND VIDEO PRODUCTION

ECTS: 2 (60 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES | EXTENT: 2 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

Students are introduced to the technical and design possibilities of selected areas of film and video production and gain experience of these through their own practical exercises (e.g. hand-held camera and steadycam, sound recording, greenbox studio, lighting, animation, motion graphics, 360° video, VR and AR technologies, post-production processes etc.).

DEPICTION TECHNIQUES 2D

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR, EXERCISES | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

This module element provides an introduction to the principles of technical drawing and spatial portrayal within the field of exhibition design. We will examine 2D depiction techniques of 3D objects (floor plans, cross sections, perspectives, isometrics, dimensioning etc.).

CONCEPTUAL DESIGN OF SPATIAL STRUCTURES

ECTS: 2 (60 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR, EXERCISES | EXTENT: 2 SEMESTER WEEKS | START: WINTER/SUMMER SEMESTER

Individual form-defining design strategies will be developed within the seminar in order to generate innovative spatial concepts. We will focus on the materiality of spatial models, their geometry and systematic development during the design process leading to the discovery and use of innovative spatial structures. Physical and digital models should portray organizational spatial systems which have been developed by thinking diagrammatically and, therefore, are capable of consolidating processed data and tactical information.



DEPICTION TECHNIQUES IN 3D SPACE – 2D/3D MODELLING

ECTS: 2 (60 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR, EXERCISES, COURSE | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

This module element provides an introduction to the principles of the computer aided design of spatial objects within the field of exhibition design. Following this introduction to 2D/3D modelling software, we will digitally design and visualize spatial relationships on the basis of concrete tasks. We will focus on digital design processes for the development of spatial structures.

INTRODUCTION TO MODELLING

ECTS: 2 (60 STUDY HOURS) | FORM OF INSTRUCTION: SEMINAR, EXERCISES | EXTENT: 2 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

Instruction in working techniques for the construction of small-scale models and an introduction into the necessary materials.

DRAWING 1 – FOUNDATION COURSE – ANALYTICAL DRAWING

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES, INDIVIDUAL INSTRUCTION | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

The analysis of spatial situations and an insight into the principles of the portrayal and construction of objects and figures in space, study of nature, conversion of three-dimensional objects into two dimensions, analysis of proportions, construction of perspective, understanding of rhythm and contrast as the basis of design.

DRAWING 2 – ADVANCED COURSE – EXPERIMENTAL DRAWING

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES, INDIVIDUAL INSTRUCTION | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

Extension and experimental application of the knowledge gained in Drawing 1, drawing from imagination and invention, breaking with the continuum of time and space, conversion of complex time/space situations into two dimensions, research into drawing as visual imagery, principles of colour.

REPRODUCTION TECHNOLOGY/PRE-PRINTING

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

An overview of the processes from design to print or from a draft to a file – an understanding of reproduction processes. Students learn to prepare visual communication products for industrial reprographic techniques and for analogue and digital printing processes. They internalize these production processes so that they can apply them in creative design.

DIGITAL PRE-PRINTING

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/SUMMER SEMESTER

Knowledge of digital colour reproduction necessary for the daily work of a designer, such as image input, image processing, preparing documents for pre-printing, colour management.



MANUAL PRINTING TECHNIQUES

ECTS: 2 (60 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES | EXTENT: 2 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

Students learn about the manual, gravure, flat, letterpress and screen printing techniques, study their technical characteristics, and implement them appropriately in accordance with their special features.

PHOTOGRAPHY – AN INTRODUCTION

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

Students experience photography as a medium of depiction, recognition and communication. The course examines the principles of digital and analogue photography in theory and practice. We focus on: fundamental issues of perception, the possibilities of photographic depiction, light and visual formulations, an introduction to photographic genres, aesthetics and the possibilities for photography to make an impact dependent on the context of reception. We take a short look at the history and theory of photography, the technical basis of photography, light and light shapers, "light converters" (digital/ analogue), photographic systems (camera, lens) and dark room (digital/analogue).

Aims:

1. Students gain the confidence to develop and extend their individual potential to formulate through the knowledge and experience of photographic practice in order to gain freedom of expression for experimental and applied work.
2. The development and support of individual critical faculties concerning one's own work and the work of others in various media contexts.
3. The skills gained should enable students to work in a broad spectrum of fields during their studies and after graduation.

PHOTOGRAPHY – ADVANCED

ECTS: 5 (150 STUDY HOURS) | FORM OF INSTRUCTION: COURSE, EXERCISES | EXTENT: 4 SEMESTER HOURS PER WEEK | START: WINTER/ SUMMER SEMESTER

This module element builds on the principles of photography. The course examines: the possibilities of photographic depiction, light and visual formulation, experimentation with photographic genres, aesthetic possibilities and the possibilities for photography to make an impact dependent on the context of reception, theory of photography, the technical basis of photography, light and light shapers, "light converters" (digital/analogue), photographic systems (camera/lens), dark room (digital/analogue).

Aims:

1. Students gain the confidence to develop and extend their individual potential to formulate through the knowledge and experience of photographic practice in order to gain freedom of expression for experimental and applied work.
2. The development and support of individual critical faculties concerning one's own work and the work of others in various media contexts.
3. The skills gained should enable students to work in a broad spectrum of fields during their studies and after graduation.



STUDIUM GENERALE / GENERAL STUDIES

OFFICE STUDIUM GENERALE

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Tel.: (030) 3185 2878

Contact persons:
Flóra Tálasi & Katrin Wendel
studium-generale@udk-berlin.de

udk-berlin.de/studium-generale

mondays 1-3 pm, tuesdays to
thursdays 11 am - 1pm
and by appointment

The Studium Generale provides orientation in cultural science. In a cultural studies context, the Studium Generale enables participation in sociocultural discourse at a meta level and interaction in "culture as a whole way of life" (Reynold Williams). Cultural science theories and methods are investigated in such a way that they promote their application in artistic practice.

The Studium Generale provides interdisciplinary and artistic orientation: through interdisciplinary artistic practice and theory, students find out about specific ways of thinking and acting in other areas of art both theoretically and practically as a basis for artistic cooperation. Collective artistic processes, the courage to work experimentally and the practice-related interpretation of these experiences are at the centre of the development of skills. Interdisciplinary project work is (also) practiced as directed identity work which enables students to learn to position themselves consciously in the diversified world of the arts.

The Studium Generale provides intercultural orientation. Students with only a basic knowledge of German will be encouraged through intercultural mentoring to integrate themselves in the university linguistically, socially and institutionally, effectively, and from the beginning of their studies. This optional intercultural mentoring is offered with the aim of facilitating a dialogue between students who are not native German speakers and their German counterparts led by student mentors. Mutual exploration of, and reflection on, culturally diverse Berlin leads to increased intercultural competence. The work that foreign students undertake in intercultural mentoring is recognized as work in cultural studies within the framework of the Studium Generale.

Depending on the extent and type of instruction, between 1-5 ECTS can be acquired.



GERMAN LANGUAGE CLASSES

CLASSROOM

Einsteinufer 43, Raum 531
10587 Berlin

Contact

international@udk-berlin.de

mondays + tuesdays
from 5 pm – 7.30 pm

The German course at the UdK is aimed at beginners. No grades or language certificates are awarded. Depending on the length of the course, 2-4 ECTS can be acquired.



HOW AN EXCHANGE SEMESTER CAN BE STRUCTURED



AN EXAMPLE OF THE STRUCTURE OF STUDIES IN AN EXCHANGE SEMESTER

CORE CLASS: 18 ECTS

COURSE OPTIONS:

AVAILABLE ELECTIVE + COMPULSORY COURSES (TOTAL: 12 ECTS)

GERMAN LANGUAGE CLASS (2-4 ECTS)

EXAMPLE *

1 NEW MEDIA	18 ECTS Core Class
2 Visual editors	5 ECTS Compulsory
3 Understanding new media	1 ECTS Compulsory
4 Programming course	2 ECTS Compulsory
5 Mechatronics workshop	2 ECTS Elective
6 German language class	2 ECTS Elective

Number of credit points:

30 ECTS

*ERAMUS students can use this exemplary structure to fillout their Learning Agreement

CORE CLASS
(18 CP)

COURSE OPTIONS
(TOTAL: 12 CP)

GERMAN CLASS

WORKSHOPS

All students can gain access to the workshops as soon as they complete the introduction with the corresponding shop technician or approach them with a specific request.



OBJECT- & MODEL MAKING

—
Under supervision or independently, materials such as paper and wood can be used to develop and construct a scale model, even of a chair.

MECHATRONICS

—
Under supervision or independently, materials ranging from acrylic to metal can be used to develop and construct.
The creation and programming of electronics is also supported.

SILKSCREEN

—
This fourth printing process is offered under supervision or independently. Anything is possible regarding the creation of the screens, lighting and printing.

PHOTOGRAPHY STUDIO

—
After an introduction, the studio equipment and rooms can be used for experimentation and to carry out projects.

A / V HIRE

—
Following an introduction students can borrow film, photography, lighting and sound equipment for their projects.

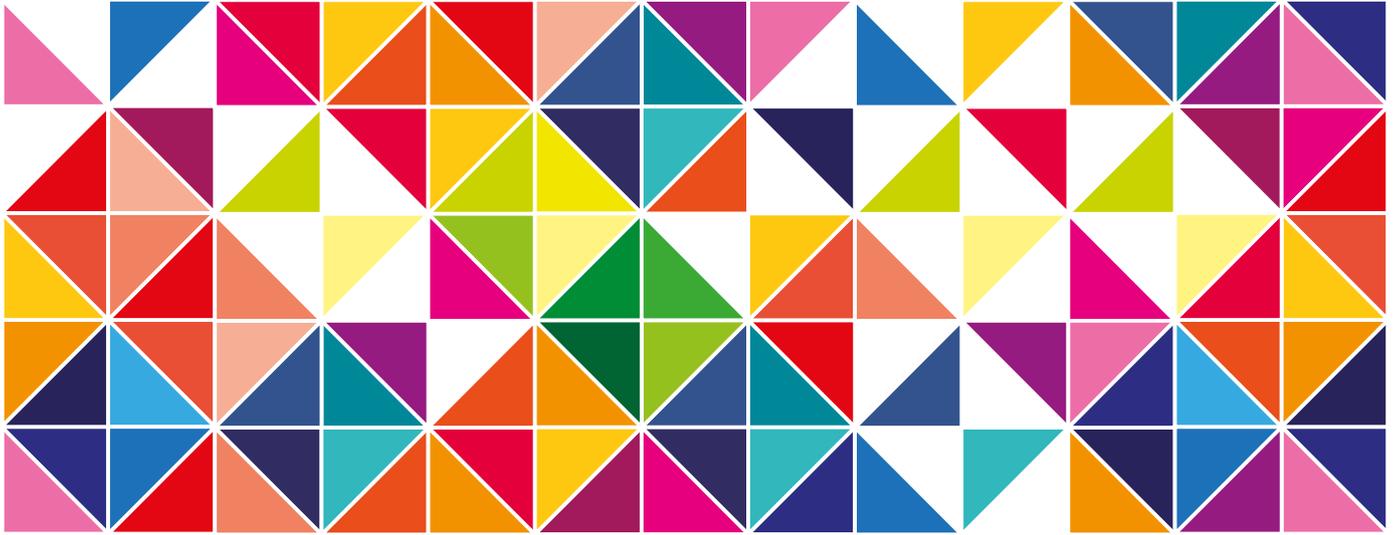
TYPOGRAPHY LAB

—
From the computer to the printing plate, the paper back in the computer and out again. We will examine in the laboratory how typography can be practiced using digital and analogue means.

DRAWING LAB

—
A place to draw from imagination and invention, intervene haptically and dissect drawing in a lab-like environment





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