



Hochschule für Angewandte Wissenschaften Hamburg  
Hamburg University of Applied Sciences



# Design

## HAMBURG UNIVERSITY OF APPLIED SCIENCES – DEPARTMENT OF DESIGN

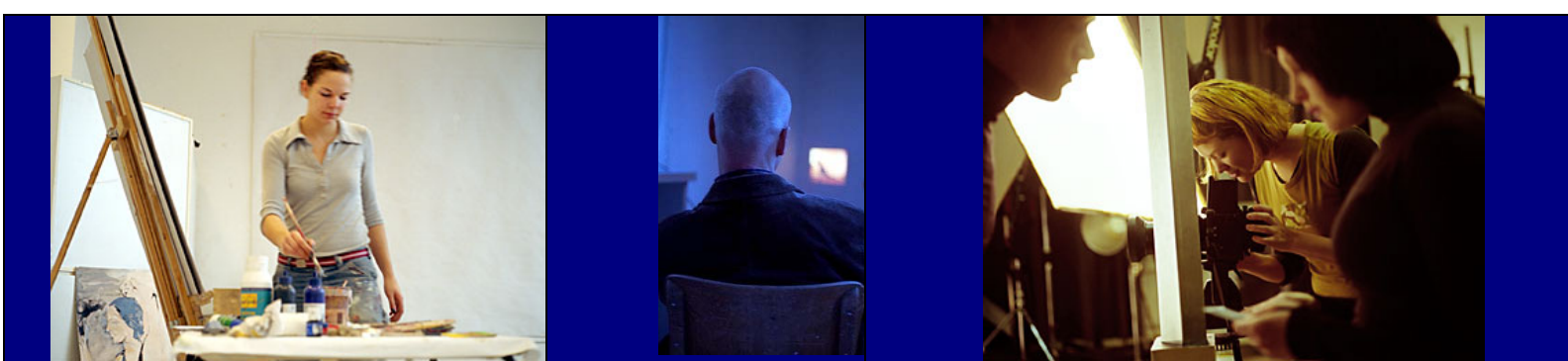
Over 1,300 students study at the Department of Design at Hamburg University of Applied Sciences. The department offers the undergraduate Bachelor degree programmes: »**Illustration**«, »**Communication Design**«, »**Fashion, Costume and Textile Product Design**« as well as »**Clothing Technology and Management**«. Postgraduate programmes leading to a Master's qualification will be introduced in the coming two years.

### Bachelor programmes

The Bachelor programmes are seven semesters in length and divided into three parts:

- semesters 1-3 are the foundation course
- semesters 4-6 are the main studies
- semester 7 is the elective semester with Bachelor thesis

The foundation studies are characterised by an intensive groundwork in artistic and design techniques, in which creativity and innovation have a solid framework and are at the same time opened up to experiment. In the main studies design concepts are developed and realised in a wide spectrum of applications in all media from book, web design to a fashion collection.



### ILLUSTRATION / COMMUNICATION DESIGN (Bachelor)

#### ILLUSTRATION

The main work area of an Illustrator is characterised by drawings and illustrations for scientific publications and literature. In the Illustration programme the student will acquire illustration skills from general drawing to drawing expression, illustration methods as well as drawing for caricatures for i.e. the advertising industry, and narrative drawing skills for i.e. children's books. In addition, students can take courses in writing lyrics/copy text for the video, television and music industry. The students also have the opportunity to choose courses in Audiovision/Video and Photography Design.

#### Illustration has the study majors:

- book illustration
- media illustration
- informative illustration

#### COMMUNICATION DESIGN

A Communication Designer visualises ideas and layouts for the design industry using different design tools. In the Communication Design programme the student will focus on design, design communication and solutions which will be supported by a strong and unmistakable conception. The student will learn how to design corporate identities, brochures, advertisements, mailings, design for exhibitions and fairs and for other different media like television, video, audiovision or the internet. Additionally, the students will have the opportunity to choose courses in Book Design or to participate in marketing courses.

#### Communication Design has the study majors:

- Graphic Design
- Advertising Design
- Photography
- Typography
- Type Design
- Interactive Media
- Time-based media

## FASHION, COSTUME and TEXTILE PRODUCT DESIGN (Bachelor)

### FASHION DESIGN

Fashion designers design and develop fashion collections. They develop samples, choose fabrics and colours. They design products for all areas of clothing, as individual designs or as a collection. Graduates work in the ateliers of textile companies, fashion designers or as consultants in a styling office, in film, theatre or television.

### COSTUME DESIGN

Costume designers design and develop costumes and fittings for film, television, theatre, opera and ballet.

### TEXTILE PRODUCT DESIGN

Textile designers look at the design of products for architecture (home textiles) and fashion. They design and develop – often with computer-aided programmes – clothing, fabrics for furnishings, carpets, wallpapers and bed linen as well as products using printing techniques, knitting machines, weaving, etc. Graduates work for magazines as consultants, stylists, as art directors, product managers and freelance designers.



## CLOTHING TECHNOLOGY AND MANAGEMENT (Bachelor)

In the engineering programme, Clothing Technology and Management, students look at the production and marketing of fashion. It aims to enable students to analyse and develop products and production systems in the clothing industry, in compliance with environmental and social requirements. As the companies are generally very small to medium-sized companies, the programme does not focus on specific clothing items but aims instead to achieve a high level of flexibility in all the important areas of the clothing industry.

## Degree structure Illustration / Communication Design (Bachelor)

Area	Course	Total Credits	HpW Sem 1	HpW Sem 2	HpW Sem 3	HpW Sem 4	HpW Sem 5	HpW Sem 6	HpW Sem 7	
Artistic methods	Drawing Painting Computer-aided experimentation	12	5	5	5					
Artistic methods (compulsory electives)	Drawing Painting Computer-aided experimentation	20	5	5		4	4	4	4	
Lab work and workshops (compulsory)	Computer labs	4	5							
Lab work and workshops (compulsory electives)	Photo Lab Screen printing Gravure printing Letter press Time-based media	16	4		4		4		4	
Theory (compulsory electives)	Art & Design History Communication Theory Sociology Poetics/Rhetoric	28	3	3	3	3	3	3	3	
	<b>Illustration</b>	<b>Communication Design</b>								
Design / foundation studies	Typography	Typography	10		5					
	Illustration	Advertising Design Graphic Design Webdesign Time-based media Photography Illustration Typography Type design	30	5	5	5				
Design / study major (compulsory elective)	<b>Project A:</b> Informative Illustration Media Illustration Book Illustration	<b>Project A:</b> Advertising design Graphic design Web design Time-based media Photography Illustration Typography Type design	30				5	5	5	
	<b>Project B:</b> Informative Illustration Media Illustration Book Illustration	<b>Project B:</b> Advertising design Graphic design Web design Time-based media Photography Illustration Typography Type design	30				5	5	5	
Presentation			6							
Bachelor Thesis			20							
<b>Total credits</b>			<b>206</b>	<b>27</b>	<b>23</b>	<b>17</b>	<b>17</b>	<b>21</b>	<b>17</b>	<b>11</b>

HpW: hours per week  
Sem: semester

## Degree structure Fashion, Costume and Textile Product Design (Bachelor)

### Study major Fashion Design

Area	Course	Total Credits	HpW Sem 1	HpW Sem 2	HpW Sem 3	HpW Sem 4	HpW Sem 5	HpW Sem 6	HpW Sem 7
Artistic methods	Drawing	8	5	5					
Artistic methods	Painting Fashion drawing	12	5	5	4				
Artistic methods (compulsory electives)	Drawing Painting Computer-aided experimentation	8				4			4
Artistic methods	CAD Fashion presentation	4					2	2	
Lab work and workshops	Basic cut 1+2 (compulsory) Compulsory elective A: Basic cut 3 Production 3 Historical Cut 1	12	4	4	4				
	Production 1+2 (compulsory) Compulsory elective B: Knitting technology Costume technology Textile printing	12	4	4	4				
Lab work and workshops (compulsory electives)	Modelling 1+2 Historical cut 2+3 Men's fashion Production 4,5,6	12				4	4	4	
Theory (compulsory electives)	Compulsory elective A: Art & Costume History Communication Theory Sociology Poetics/Rhetoric	20	3	3			3	3	3
Theory (compulsory)	Textile technology 1 Textile technology 2	2 2			2	2			
Design / foundation studies	Fashion design	30	5	5	5				
Design / study major (compulsory elective)	<b>Project A:</b> Fashion Design	30				5	5	5	
	<b>Project B:</b> Fashion Design	30				5	5	5	
Presentation		6							
Presentation		2							
Bachelor Thesis		20							
<b>Total credits</b>		<b>210</b>	<b>26</b>	<b>26</b>	<b>19</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>7</b>

HpW: hours per week  
Sem: semester

## Study major Textile Product Design

Area	Course	Total Credits	HpW Sem 1	HpW Sem 2	HpW Sem 3	HpW Sem 4	HpW Sem 5	HpW Sem 6	HpW Sem 7
Artistic methods	Drawing Painting	8	5		5				
Artistic methods (compulsory electives)	Drawing Painting Computer-aided experimentation	24	5	5		4	4	4	4
Lab work and workshops	Textile structures / design 1,2,3, 4	16	4	4	4	4			
	Binding 1+2, Textile printing 1+2	8	2	2	4				
Lab work and workshops (compulsory electives)	CAD Basic cut 1 or 2 Production 2 or 3	8	4	4					
	Knitting Technology 1+2 Modelling Textile Printing 3	4						4	
Theory (compulsory electives)	Compulsory elective A: Art & Costume History Communication Theory Sociology Poetics/Rhetoric	24	3	3	3		3	3	3
	Compulsory elective B: Textile technology 1 or 2 Knitting technology	4			2		2		
Design / foundation studies	Textile surfaces	30	5	5	5				
Design / study major (compulsory elective)	<b>Project A:</b> Textile Product Design	30				5	5	5	
	<b>Project B:</b> Textile Product Design	30				5	5	5	
Presentation		2							
Presentation		2							
Bachelor Thesis		20							
<b>Total credits</b>		<b>210</b>	<b>28</b>	<b>23</b>	<b>23</b>	<b>18</b>	<b>19</b>	<b>21</b>	<b>7</b>

HpW: hours per week  
Sem: semester

## Study major Costume Design

Area	Course	Total Credits	HpW Sem 1	HpW Sem 2	HpW Sem 3	HpW Sem 4	HpW Sem 5	HpW Sem 6	HpW Sem 7
Artistic methods	Drawing	8	5	5					
	Painting Fashion drawing	8	5	5					
	Fashion drawing	4						4	
Artistic methods (compulsory electives)	Drawing Painting Computer-aided experimentation	8					4		4
Lab work and workshops	Basic cut 1+2 Historical cut	12	4	4	4				
	Production 1+2 Costume Technology 1	12	4	4	4				
	Historical cut 2+3	8				4	4		
	Costume Technology 2	4				2			
Theory (compulsory electives)	Compulsory elective A: Art & Costume History Communication Theory Sociology Poetics/Rhetoric Dramaturgy (compulsory semesters 1-3)	24	3	3	3		3	3	3
Theory (compulsory)	Textile technology 1,2	4			2	2			
Design / foundation studies	Costume design	30	5	5	5				
Design / study major (compulsory elective)	<b>Project A:</b> Costume Design	30					5	5	5
	<b>Project B:</b> Costume Design	30					5	5	5
Presentation		6							
Presentation		2							
Bachelor Thesis		20							
<b>Total credits</b>		<b>210</b>	<b>26</b>	<b>26</b>	<b>18</b>	<b>18</b>	<b>21</b>	<b>17</b>	<b>7</b>

HpW: hours per week  
Sem: semester

## Study Plan Clothing Technology and Production

Area of Study	Subject	Hours per week	ECTS* Credit points
<b>Semester 1</b>			
Natural Sciences	Mathematics	2	2
	Polymer Chemistry	2	2
Introduction to Engineering	Technical Drawing	2	3
	Machine Elements	2	3
Computer Science	Computer Science 1	3	3
Principles of patternmaking	Design 1	3	3
Intro. to Clothing Technology	Manufacturing Technology 1	4	4
	Forms of manufacturing 1	2	2
Intro. to Work Science	Work Sciences 1	2	2
Business	Introduction to Business	2	2
<b>Semester 2</b>			
Natural Sciences	Physics	2	2
	Statistics	2	2
Introduction to Engineering	Electrical Engineering	2	2
Computer Science	Computer Science 2	3	4
Introduction to Textile Science	Textile Chemistry 1	2	2
Principles of patternmaking	Design 2	3	4
Introduction to CAD	CAD – Gradation	3	4
Clothing Technology Advanced	Manufacturing Technology 2	3	4
	Forms of manufacturing 2	2	2
Intro. to Work Science	Work Sciences 2	2	2
Business	Bookkeeping	2	2
<b>Semester 3</b>			
Introduction to Textile Science	Textile Chemistry 2	2	3
Textile Finishing	Textile Finishing 1	2	2
Introduction to CAD	CAD – Design 1	4	5
Clothing Technology Major	Manufacturing Technology 3	3	4
	Forms of manufacturing 3	2	2
Industrial PPS	Process Management	2	3
	Product Data Management 1	2	3
Work Science Advanced	Work Sciences 3	3	3
Business	Structure Organisation	2	3
	Cost Accounting 1	2	2
Management	Technical English	2	3
	Business Behaviour	2	3
<b>Semester 4</b>			
Textile Sciences Advanced	Textile Technology 1	2	2
	Textile Technology 2	2	2
Textile Finishing	Textile Finishing 2	3	4
Production Development	CAD Design 2	3	4
	Technical Product realisation	3	4
	Clothing Physiology	2	3
Industrial PPS	Production Technology / Logistics	2	2
Work Science Advanced	Work Sciences 4	2	3
Business Advanced	Cost Accounting 2	2	3
Business Advanced	Marketing 1	2	3
<b>Semester 5</b>			
Industrial Placement			30
<b>Semester 6</b>			
Quality Management	Textile Inspections 1	4	5
	Textile Inspections 2	2	2
Innovative Clothing Concepts (compulsory electives)	CAD Design 3	(3)	(5)
	Technical Product Realisation 2	(3)	(5)
Product Data Management (compulsory electives)	Product Data Management 2	2	3
	Database Systems	2	4
	Project Management	2	3
Textile Sciences Major (compulsory electives)	Textile Technology 3 (Weaving)	2	4
	Textile Technology 4 (Knitting)	2	4
	Textile Physics	2	2
Business (Compulsory electives)	Marketing 2	2	4
	Industrial Business	2	3
	Balances/Financing	2	3
<b>Semester 7</b>			
Quality Management	Quality Management	2	3
Social Sciences (electives)	Sociology	2	2
	Art and Costume History	2	2
	Communication Theory	(2)	(2)
<b>Bachelor Thesis</b>	<b>Bachelor Thesis</b>		<b>20</b>

\*ECTS: European Credit Point System

## Examples of courses

### Artistic Methods

#### Drawing

##### 023 Drawing (4 ECTS)

Content will be made known at the beginning of the semester

##### 024 Experimental study of nature (4 ECTS)

##### 025 Nature study (4 ECTS)

Students increase their knowledge of anatomy, perspective, composition and various drawing and presentation techniques and learn how to keep a sketch book.

##### 028 Freehand fashion graphics (4 ECTS)

Developing a figure out of the experimentation with various stilistical possibilities for a figure series in fashion.

##### 031 Head/Body/Limbs (4 ECTS)

Using the human body, students practise developing their own ideas in pictures, installations or objects. Emphasis is placed on the precision of expression, feeling and knowledge, true and false, and the question "How do you present something?" Open and private tutorials. Advanced students only

##### 032 Head/Body/Limbs (4 ECTS)

The human body (my own, an alien?) is in the room – as a subject or as an apparition. This presence determines the way

you look at your own world and the world in general and how you use different picture languages to express this.

##### 034 Drawing and Music (4 ECTS)

Drawing interpretations are developed using different music styles and experiences. Emotions, intellect and taste are expressed in a sensual process. Students are encouraged to open themselves to their own and alien music.

##### 035 Strange heads (4 ECTS)

Original presentations of heads as a motif in applied and free drawing.

##### 036 io/I/ich/je (4 ECTS)

Pictures that tell a story, drawing series, dramaturgy, scenography, picture research. Students work with as part of the international workshop with an exhibition and publication in Hamburg, Brussels and Bologna.

##### 038 Drawing and narration (4 ECTS)

Faces, heads, postures, attributes, ambience using a model, nature, synthesising photos and using neorealism such as film stills.

#### Painting

##### 007 Using colour (4 ECTS)

Plane arrangement, methodical use of planes, room, shape, colour and structure qualities. Colour resonances under shape conditions, Contrasts and chromatology, evocative processes.

##### 008 The deletion of the theme (4ECTS)

Painting using models. A goal does not need to be reached. The visual reality is used as a starting point, deformed and disproportionated. The course concentrates on formal and painting problems.

##### 009 Figure and room (4 ECTS)

Painting using models. The figure is a painting experiment. The seductive nature of the unfinished, the spontaneous, the still-open. Unintended momentary pictorial ideas, immediacy as carrier for expression and message.

##### 013 How a picture happens (4 ECTS) – in English!

This course looks at the main elements of a picture. The right format, how much room does it need? The next step is making a frame. Various techniques and materials are used. The course will develop the awareness of the combination of concept and painting. A focus is the correct use of oils. Individual tutoring will help develop personal ways of working and forms of expression.

##### 014 Painting / Oils (4 ECTS)

Painting of figures using a model.

##### 016 Free topics (4 ECTS)

a) Developing themes in painting using sketch books, notes, articles in newspapers, b) free painting of themes from the courses in Illustration, Communication Design, Fashion Design.

##### 017 Painting (4 ECTS)

Painting studies focusing on light and shadow. With models.

##### 018 Painting research (4 ECTS)

Painting studies focusing on light and shadow. With models.

##### 020 Individual motifs (4 ECTS)

Painting using an individual motif. Spontaneous painting of current events

#### Fashion Drawing

##### 022 Presenting Fashion (4 ECTS)

Introduction to presenting fashion for women's, men's, children's fashion. Training in speed drawing, illustration techniques for the presentation of collections and fashion illustration.

#### Computer-aided experimentation

##### 001 Photoshop in Fashion (2 ECTS)

Introduction to Photoshop and the most important functions, using example tasks. Looking at the possibilities and limitations of pixel-oriented drawing. Developing mood boards, colour harmonies and trend collages. Retouching and alienating pictures

and photos. Beginner's course. Basic computer skills are required.

### 002 Technical Fashion Drawing (Computer) (2 ECTS)

Introduction to Freehand and the most important programme functions. Drawing simple clothing shapes. Working with shapes, colours and patterns. Basic functions and the possibilities of vector-based 2D depiction. In the first half of the semester the students learn the basics of the new software, in the second half they develop simple technical fashion drawings. Beginner's course. Basic computer skills are required.

### 003/ 004 Mixed-media-image (4 ECTS)

How can we design a "mixed-media-image", which transports the atmosphere of something solid? Possible results are an animation, film or a mixed-media installation. Students use digital and analogue instruments and materials. Prerequisite: Adobe Photoshop and Illustrator (optional: Adobe Flash or Adobe After Effects)

## Creative Writing

### 005 Gateways (4 ECTS)

This writing seminar looks at the correspondence of coincidence and ideas. How do perceptions become words and then stories? Prerequisites: Creative Writing Poetics/Rhetorics

### 006 Terminus Station (4 ECTS)

Stories of travels: documentary, sketches, fragments

## Design

### Introduction to Typography

#### 161 Introduction to Typography (10 ECTS)

Introduction to designing with letters. A playful look at letters leads to the first professional setting of type face. Theory and practice. Prerequisite: parallel participation in a QuarkXPress or InDesign course.

#### 162 Introduction to Typography (10 ECTS)

Introduction to typography. The meaning of typography in a visual environment. The typographic type repertoire. Basic principles of typography. Classification and form analyses of type face. Mixing fonts, contrast values. Criteria for legibility.

## Typography

### 158 Agency for Design (*Behörde für Design - BFD*) (10 ECTS)

This is a student group that is revolutionising the PR work of the Department of Design.

### 159 *Stilvorlagen* #3 (10 ECTS)

Six lectures on the topic of organising, communicating and documenting "Contemporary Graphic Design".

### 160 Communicating Design (10 ECTS)

The designer and society are often not aware of the interaction between design and societal factors. Multi-media project with students from the FH Dresden.

## Introduction to Illustration

### 125 Introduction to Illustration (10 ECTS)

Spontaneous illustrations to literary texts.

### 126 Illustration (10 ECTS)

Introduction to illustration with the focus on painting illustration.

### 127 Life rooms (10 ECTS)

Bringing the drawing room, the painting room or the stage to life and finding suitable creatures to live there. Students learn to develop individual methods of finding pictures.

## Book Illustration

### 110 / 111 Picture concepts (10 ECTS)

Development of picture concepts based on own or alien texts. How does an interesting text-picture relationship develop? In the centre of the course is a joint project with the writing seminar of Prof. Hegewald.

### 112 Kindermann Project (10 ECTS)

Book illustration and book design. Competition for book illustration for the Berlin Kindermann publishing house with jury and prize-giving.

### 113 Finding topics and style (10 ECTS)

Advanced students preparing for their thesis. In the course text and picture concepts are analysed. The goal is to develop sustainable overall concepts as well as an idiosyncratic artistic position.

## Informative Illustration

### 128 Painted Documentation (10 ECTS)

Students practise how to paint in fast, concentrated, sketch-like manner. Practical work, mostly in medical area.

### 129 Looking at animals (10 ECTS)

The course offers an overview of the history of art of animal illustration and develops with this knowledge new forms of

expression and presentation. "We look at nature as an example and use the principle of the small mistakes, deviation and the new combination to set off a picture revolution."

### 130 Sustainable aesthetic communication (10 ECTS)

Coordination and organisation of the research focus and current projects. Cooperation with GEO in small teams.

## Media Illustration

### 139 io/i/ich/je (10 ECTS)

Pictures that tell a story and picture series, drawing series, dramaturgy, scenography, picture research, working together with the International Workshop.

### 140 Media Illustration (10 ECTS)

Illustrations in editorial form, law court drawings, illustrations for novels, caricatures, book illustrations, cartoons, title illustrations, comics, poster illustrations. All traditional techniques. Also included in the course are talks on setting up an atelier/business.

## Advertising Design

### 106 NADA I (10 ECTS)

Finding a product, product fixtures and advertising for a product or product series.

### 107 Advertising Basics (10 ECTS)

Strategic and design groundwork to develop an advertising campaign. Practical training on two fictional projects. Beginners only.

### 108 / 109 Advertising Design 2+3 (10 ECTS)

First half of the semester: Advertising 2: practical project of 8 weeks on the topic of service/public services/social projects with renowned Hamburg companies/associations/advertising agencies. Discussion of classical campaigns. Second half of the semester: Advertising 3: practical project of 8 weeks on the subject of consumer advertising with renowned Hamburg advertising agencies. Discussion of classical campaigns. Advance students only.

## Editorial Design

### 114 NADA 2 (10 ECTS)

Development, editorial concept and design of a magazine

## Editorial and Advertising Design

### 115 NADA (10 ECTS)

Introduction to communication design, looking at the relationships between concepts, picture and text.

## Photography

### 116 Introduction to photography (10 ECTS)

Introduction to studio photography, camera technology, flash lighting, theory and practice. Students are given projects in the different areas, which need to be solved within 14 days. Foundation studies only.

### 117 Photo/Own topics (10 ECTS)

Concept and realisation of an individually chosen topic. Approaching the content of the subject will be developed as a concept. Practical tasks show the technical possibilities. Previous knowledge is a prerequisite. Previous knowledge is required.

### 118 Project mentoring (10 ECTS)

Individual and group discussions to questions regarding final projects. Main studies only

### 119 Topic "Adoration" (10 ECTS)

Concept and realisation of the topic "Adoration". The approach to the topic is looked at and formulated as a concept.

### 120 / 121 Topic "Heroes" (10 ECTS)

The development of the concept of "heroes" and the realisation in a concrete photographic work. Previous knowledge is a prerequisite.

### 122/123 Portrait Photography (10 ECTS)

The various ways of taking a portrait are tested and discussed in 14-day tasks. The students look at the content and the technical variables. Staged and observed portraits, studio and social environment portraits are looked at and supplemented with important portrait photography in the history of photography. Previous knowledge is a prerequisite.

### 124 Project mentoring (10 ECTS)

Various forms of presentation for final projects are tested. Main studies only.

## Interactive Design

### 131 HTML/CSS/Flash (10 ECTS)

Advanced Webdesign: develop Homepages and multimedia application with (X)HTML, CSS and Flash.

### 132 Homepages with (X)HTML (10 ECTS)

Webdesign basics: Site Design and site development with (X)HTML and CSS.

### 134 Interactive Design Advanced (10 ECTS)

Part 1: Looking at the internet at a platform for communication, Web 2.0. Concepts, design and organisation of a community. Part 2: Together with an internet agency students develop an online campaign with a real customer briefing.

### 135 Interactive First Steps (10 ECTS)

Concept, design and organisation of the production of interactive systems. From your own idea to a web presence.

## Time-based Media

### 163 "The Meeting" (10 ECTS)

Under the topic "The Meeting" students will develop short trick films. The course focuses on exercises and experiments with movement, considering individual positions. Selected historical and current examples will be looked at and discussed under formal and content criteria. For students of the degree programme Illustration.

### 164 "Shortly" (10 ECTS)

This semester the course looks at video miniatures to advertise cultural events. The main goal is to present advertising messages

in a convincing way, considering experimental and dramaturgical methods.

**165 Title Design in Film (10 ECTS)** Using screenplays the goal of the course is to develop metaphors for the film content, and thus to develop ideas and designs for the trailer. Joint project with Hamburg Media School and/or film production company. Selected historical and current examples will be looked at and discussed under formal and content criteria.

## Type Design

### 155 My new font (10 ECTS)

Digital type design, development and digitalisation of a font. Design, realisation and presentation. Analysis of the character system of fonts.

### 156 From the line to the plane (10 ECTS)

Basic principles of our alphabet. Writing in typography. From the font to the type face. Letter – word – line. Font as a type face experiment.

## Costume Design

### 136 Everyday stories (10 ECTS)

Development of a costume concept of an editorial text from the daily newspaper using 2D design development (clothing, mask and wig) and room dimension.

### 137 / 138 Myths/Mascarade (10 ECTS)

Using film scenes / a scene from an opera, a costume will be designed and photographed using room dimension. Examples are "James Bond" / Tannhäuser.

## Fashion Design

### 142 Research project Inventing/Finding Fashion

Beginners. Looking at design tools to design a bicycle rainhood – naïve, country-style, militant, futuristic.

### 143 Research – Looking, finding, evaluating (10 ECTS)

Associative looking, using inspiration, development of ideas; with the help of a sketch book – colour cards, decoration, detail solutions, silhouettes, developing a model.

### 144 "My name is modesty 1" (10 ECTS)

Heroines of the future. Developing ideas to portrait a picture of woman and to turn it into clothing. Based on Peter O'Donnel's "Man's View" and Virginia Woolf "Women's View". (2 semesters)

### 145 "My name is modesty 2" (10 ECTS)

Development of a tailor-made method to design a model/series. (2 semesters)

### 146 Material-based Design (10 ECTS)

Working with different textiles and developing designs and clothing based on the specific texture/structure of the materials.

### 147 2D>3D>2D (10 ECTS)

Looking at and understanding clothing, documentation and explanation, considering and developing, drawing and presenting. Presentation and design methods, mainly as drawings, 2D. Technical design in connection with a 3D project.

### 148 under construction A (10 ECTS)

A-Design concept: Building site: piece of clothing – structure, construction, materials, inside, outside, development, planning, putting it together, décor. Using terms from architecture, the course looks at the architecture of clothing, the body of a jacket, the line of a dress, the static of a corset, the construction of trousers, shirts, etc. This course is made up of two parts (part A and part B). Both courses must be taken together.

### 149 under construction B (10 ECTS)

B-Design development: Building site: piece of clothing – structure, construction, materials, inside, outside, development, planning, putting it together, décor. Handicraft and design elements as inspiration for new views and applications, iconographic designs and classical forms as the starting point for individual designs.

### 150 "A small piece of happiness" (10 ECTS)

Designing a collection based on the term "happiness" (time, cycles, transience). Development of mood boards, colour and material cards. Drawing of technical and detail drawings, illustration of the models as well as the production of own models from the collection, considering "How do I structure my work, in order to fit into the given timeframe?"

## Textile Product Design

### 151 / 154 "Material and Play" (10 ECTS)

"Take materials, add play". Development and design of new toys/games with unusual materials as part of the research project "Inventing/finding Fashion".

### 153 Stripes and checks (10 ECTS)

Training to help discover different motifs and colour worlds, in particular with regard to the manufacturing processes of textile printing, weaving and knitting.

## Labs and Workshops

### Computer Labs

#### 041 / 042 Introduction to InDesign/Photoshop (4 ECTS)

Introduction to MacOS X, InDesignCS2, using exercises. Comparison: QuarkXPress – InDesign (2<sup>nd</sup> part of the semester). Introduction to Photoshop CS2 using exercises (2<sup>nd</sup> part of the semester). Creative task at the end of the semester.

#### 043 / 044 Introduction to QuarkXPress/Photoshop (4 ECTS)

QuarkXPress Passport 6.5 (Layout), Photoshop CS (Picture processing), developing own works.

**045 Virtual Evolution ( 4 ECTS)** Like a sculptor; from the front, the back, the side. Recognising proportions, abstracting and free association. Introduction to the 3D programme "Maya".

Focus of the course is the polygon modelling of organic shapes. Students understand and use the programme through own projects.

#### 046 / 047 Introduction to Freehand/Photoshop (4 ECTS)

Introduction to the graphics programme Freehand using exercises (2<sup>nd</sup> part of the semester). Introduction to Photoshop CS2 using exercises (2<sup>nd</sup> part of the semester). Introduction to Colour management.

### Manual printing technologies

#### 071 Colour printing/Lithography 1 (4 ECTS)

Experiments by drawing and printing from stone. Introduction to manual process. Release of creative drawing. Development of a

#### 072 Colour printing/Lithography 2 (4 ECTS)

Consolidation of lithographic experiences using advanced methods. Increased in depth approach to drawing. Development of a series of drawings on a chosen subject (10-15 motifs per student).. A group and individual portfolio will be designed and printed. For advanced students.

#### 073 From perception to picture/gravure printing (4 ECTS)

Introduction to the art of gravure pictures and its technology. Drawing excursions from "outside" to "inside" and from "inside" to "outside". Drawing against the forces of materials using dry point processing.

series of drawings on a chosen subject (10-15 motifs per student). For beginners and advanced students.

#### 074 Screen printing (4 ECTS)

It is about graphic art, not the reproduction of computer abstracts or the enlargement of postage stamps, i.e. with drawings, photographs, repros, etc., producing graphic art and using the many forms of colour and shape, in order to produce a good series. Block seminar.

#### 075 Acid free Gravure (4 ECTS)

Introduction to acid free gravure. Drawings, paintings and collages will be used. Experimental techniques, individual projects. Participants are chosen according to 5 b/w pieces of work.

### Hot type workshop

#### 040 Hot type workshop (4 ECTS)

Setting of hot type and printing (letterpress). Exercises: font choice – justified and left justification – working with wood and poster letters. Main work: a typographic project.

### Photography

#### 057 Analogue B/W Photography (4 ECTS)

Theoretical and practical introduction with lab practical work, equipment , technology, creative processes – from the exposure to the finished photograph.

### Time-based Media

#### 063 Video Technology 1 (4 ECTS)

Introduction to the digitalisation for picture, audio, video. Theoretical and practical methods analogue-to-digital signals, formats, compression and quality.

#### 064 Video Technology 2 (4 ECTS)

Introduction to the technology of exhibition and presentation – multi-sensory receptions as a creative process. Interaction of different media as a concert event.

#### 065 Trickfilm/Video 1 (4 ECTS)

Finding ideas, designing a screenplay, film analysis from a dramaturgical cinematographic viewpoint (genre, atmosphere, design). Project-based short film/Video, video clips, Trickfilm.

#### 066 Trickfilm/Video 2 (4 ECTS)

Theoretical and practical introduction to film, trickfilm and video technologies. Digital conversion. Recording, sound, computer-aided cut and postproduction. Testing of different animation techniques. Theme-oriented projects, considering dramaturgical and cinematographic requirements.

#### 067 Trickfilm/Video 3 (4 ECTS)

Theoretical and practical introduction to film, trickfilm and video technologies. Testing of different animation techniques, such as Stopptrick, Collage, 3D Trick (plasticine or puppets), animation and introduction to digital technology (computer and electronic media such as blue box).

**068 "The new noises" (4 ECTS)**

The emancipation of noise from the futuristic manifest of noise music (1908) to Sound Design of the present. Compact presentation of the development of electronic and concrete sound production in the 20. century. Relevance of Sound Design with regard to time-based media (film, video, etc.) and new perception strategies.

**069 Picture Design/optical resolution (4 ECTS)**

A good film requires knowledge, not only of the world it is portraying but also from the technologies, which can present the ideas. This seminar will systematically show how and under what conditions different forms of film voice have developed. Using a

wide variety of examples, solutions will be developed for specific problems, which occur when a story is told in a visual context.

**070 Digital Video processing (4 ECTS)**

In addition to the basics of digital video editing with Final Cut 5 (logging, digitalisation, basic cut, fine cut, use of effects, audio editing, titles design and video mastering) the seminar will teach the artistic aspects of assembly. Using selected examples methods of assembly and compositing are compared. The focus is on the development of techniques and effects used in music videos, advertising clips, documentaries and feature films. Foundation studies only

**Binding****039 Binding (2 ECTS)**

Theoretical production of single plane shaft cloth. Elementary binding and their derivation. Schematic presentation and development of cloth construction. This course works parallel with the course Cloth technology/design and is the prerequisite for Binding II.

**Production technologies****048/049 Production technology 3 – detailed solutions (4 ECTS)**

The seminar will enable the students to master the special production processes for frills, flounces, cord, facing, quilting, applications, incrustations, eyelet embroidery, hem-stitching seams and smocking, so they can use them when designing clothing and accessories.

**050 Production technology – corsage (4 ECTS)**

The course will enable the students to master the production process of corsages, so they can use them when designing clothing.

**051 Production technology (4 ECTS)**

The course helps develop the instrumental and methodical competences in the use of current clothing technologies. Students will acquire basic knowledge of industrial textile machinery and industrial textile production. Focus: skirts and trousers. Foundation studies only

**052 Production technology 3 (4 ECTS)**

The course looks at the production methods and processes in the production of adornments on fashion clothing, e.g. dress. The

goal is to reinterpret the presented processes and use them for fashionable designs. Foundation studies only

**053 Production technology – jersey (4 ECTS)**

The course presents the special use of jersey, knitted fabrics and elastic fabrics and practices using these materials. The production processes differ considerably from other production techniques used for woven textiles and must therefore be looked at individually. Students develop own designs. The topic: painted, printed, embroidered, 3D. Alternative: swimwear

**054/055 Production technology 1 (4 ECTS)**

The course develops instrumental and methodical competence in the use of current clothing technologies. Students acquire basic knowledge of industrial textile machinery and industrial textile production (focus: skirts and trousers). Foundation studies only

**056 Introduction to lab work**

Working independently in a studio. Working in the production studio is only permitted, once students have completed a personal introduction course.

**Material structures / design****058 Material structures 1 (4 ECTS)**

Introduction to shaft weaving. Looking at the interaction of weaving techniques, binding, material and colour. This course runs parallel to Binding 1 and is the prerequisite for the course material structures II. Advanced students look at the development of materials. Topic to be decided. Foundation studies only

**059 Double fabric (4 ECTS)**

Prototype development with "Textile Software". Prerequisite: introduction to pointcarré. Main studies only

**060 Pointcarré (4 ECTS)**

Working with the textile software "Pointcarré"

## Costume Design

### 061 Musical production "Mort" (4 ECTS)

Students will design costume according to the novel by T. Pratchett and the musical production of M. Weiher and S. Schindler. Performance will be in the Hamburg Markthalle. Main studies only

Inspired by the flora and fauna of the rainforest, students will develop wigs and masks, which will be presented together with the fashion design class. Prerequisite: completion of the course in the winter semester. Foundation studies only

### 062 Rainforest (4 ECTS)

## Pattern Design

### 076 Research project Inventing/finding fashion (4 ECTS)

Development of a custom-made method to design a model/series. The development of form will become an experience and finding process. The course is for two semesters. Main studies only.

### 078 Pattern design 2 (4 ECTS)

Introduction to modelling and draping technique. Shaping through three dimensional design of material.

### 077 Pattern design 1 (4 ECTS)

Introduction to pattern design. Use of tables with design measures.

### 079 Pattern design 3 (4 ECTS)

Setting up an archive of basic patterns, model pattern developments of own designs

## Patternmaking

### 080 Patternmaking (4 ECTS)

Students will learn to understand tables with pattern measurements and correct fit classes and use them in basic patterns for skirts and upper body garments. The goal is to develop a method with which students can transfer their designs to pattern. Foundation studies only.

combination of experimental, creative, technically oriented work and technical know-how. Foundation studies only.

### 081 Patternmaking 3 (4 ECTS)

The course focuses on the development of pattern models for jackets. Students will produce their own jacket, showing a

### 082 Patternmaking Men's Fashion (4 ECTS)

Men's fashion is the second most important area of the fashion industry and must therefore be looked at in detail. The course looks at the different measurement and design systems; a collection of basic cuts, which allows the students to design and produce his/her own pattern and product. This course is offered in the summer semester; in the winter semester the course Patternmaking CAD is offered. Main studies only.

## Textile printing

### 083 Textile printing 1 (4 ECTS)

Introduction to screen printing and to dying.

### 084 Textile printing 2 (4 ECTS)

Looking at special screen printing processes. Main studies only

## Theory

## Communication Theory / Culture philosophy

### 085 Reading Foucault (4 ECTS)

Michel Foucault is one of the most important critical culture philosophers of the 20<sup>th</sup> century. His book "Surveilling and punishing" belongs to the books of modern power theory and describes the start, development and structure of the disciplinary society. How are people conditioned through school, prison, psychiatry to become disciplined people?

### 087 The presence of the myth (4 ECTS)

In culture philosophy Ernst Cassirer sees the myth rehabilitated as a world-enclosing symbolic form. What is the symbol of mythological thinking and how does it appear under the sign of the modern? Under the theme of the documenta 12 "Is the modern our ancient world?" the course will look at the cultural crisis and the catastrophes of the 20<sup>th</sup> century. Block seminar

### 086 Integral City Culture (4 ECTS)

Lecture/seminar. The course looks at the problems of contemporary city culture. In the centre is the theory of integral city culture. This synthesises the three discourses focussing on the reality of the city: the discourse on contemporary town planning, on city sociology and the cultural academic discourse of the city in the mirror of art, literature and photography. There is a specific focus on Hamburg, e.g. Harbour city.

### 088 Is writing disappearing? (4 ECTS)

The media philosopher, Vilém Flusser, observed in the 80's the increasing power of pictures. Will people write in the future? What is writing? A transportation medium for information or an antiquated gesture? Starting with Flusser's text about writing, the course takes a critical look at interactive media. Block seminar.

## Art and Design History

### 089 Art-Design-Media (4 ECTS)

Art, design and media permanently change the world. Practice-oriented exercises in the history of art and culture in the 20<sup>th</sup> century. The course includes field trips behind the scenes of modern art establishments such as museums, NDR television studios, advertising agencies and publishing houses.

### 090 Context course (4 ECTS)

Theoretical texts and practical examples for the conception of context-relevant art (with field trips and workshop discussions in cooperation with the project "Art in City Nord")

### 091 History of Photography (4 ECTS)

The seminar is an introduction to the history of photography, since the beginning. Starting with the technology of the early days the course will present individual styles (art photography around 1900, new objectivity (*Neue Sachlichkeit*), surrealism, development of abstract tendencies, etc.). This will be the basis for the second part of the course, which looks at examples of individual positions of contemporary international photography. The seminar is supplemented with a field trip to the photography collection of the Hamburg Museum of Art and Craft as well as the studio of a Hamburg art photographer team.

### 092 Art and Design History (4 ECTS)

Information to follow

## Art and Costume History

### 093 Art and Fashion in the 19<sup>th</sup> century (4 ECTS)

Painters who designed fashion, poets who wrote about fashion, fashion designers who declared clothing to be pieces of art.: in the 19<sup>th</sup> century new points of reference between art and fashion developed. The course looks at and analyses pictures, texts and creations from this time, which highlight the cultural/idea historical background. Herein lies the relationship between fashion/design/art, which plays an important role in the design process to this day. The course is a two-part course; the second part looks at the 20<sup>th</sup> century (in winter semester 07/08).

### 094 History of Lingerie (4 ECTS)

The course looks at the development of lingerie from ancient times to the present day. It also considers the changing role and position of women. The students gain a comprehensive insight into the customs and conventions of lingerie and can use this knowledge as a basis for developing their own lingerie.

### 095 The Fifties (4 ECTS)

The course looks in detail at the Fifties – "design, fashion, protest fashion, film, advertising and painting in the Fabulous Fifties".

Considering society, economics, aspects of philosophy and with reference to the body, mentality and behaviour, the course offers a comprehensive picture of the art, fashion and design history of the Fifties.

### 096 Introduction to academic work (4 ECTS) / 099 Museums (4 ECTS)

The course looks at originals of paintings, art and fashion in Hamburg's museums, collections and studios, looking at the distinctive characteristics of individual epochs as well as the current art, fashion and design scene. Based on paintings, illustrations, photographs and clothing the students will develop a store of ideas for their own design work.

### 097/098 History of Fashion (4 ECTS)

The course (part 1) offers an overview of the development of fashion and the picture of women from the ancient world to the period of enlightenment, using major works of European art history and against the background of socio-political changes. A store of pictures will be developed, which can be used for own design work.

## Poetics/Rhetoric

### 100 Close, yet alien ("*Nahe Fremde*") (4 ECTS)

The course looks at articles, travel reports and parables of travelling from the Polish writer Ryszard Kapuscinski, who has travelled for decades through different regions of the world, putting his nomadic lifestyle into words (see also writing workshop "Terminus station").

### 101 From reality ("*Vom Wirklichen*") (4 ECTS)

The course offers an introduction to the philosophy of constructivism. Here the worlds of language philosophy, perception theory and conscience research meet. How does a world develop in my head and what are the consequences out of these specific relationships?

## Sociology

### 102 Sociological Theories (4 ECTS)

The course enables students to use empirical research data as well as typologies and target group studies, social processes of change, social problems and socio-relevant developments in media as a central reference point for the creative process.

## Textile Technology

### **103 Product development 2 [4a] (2 ECTS)**

Practical exercises in flat knitting machines, work and sampling techniques, basic binding, utility evaluation. Prerequisite: Textile technology 2

### **104 Product development 2 [4b] (2 ECTS)**

Advanced sampling and effects, finding and realising ideas, interaction mechanisms between fibre raw material/thread

strength/division. Individual projects. Prerequisite: Textile Technology 4a

### **105 Textile technology B [4 ECTS]**

World fibre production and introduction to materials structure. Foundation studies only.