

## Design & Art

### Courses for exchange students

- Book Illustration\*
- Brand Design
- Design Theory & Philosophy
- Drawing\*
- Editorial Design\*
- Fashion Design\*
- Interaction Design\*
- Interactive Illustration & Games
- Painting\*
- Photography\*
- Textile Design
- Type Design

**NOTE:**

1. Classes with an \* are in German with individual English tuition.
2. "Design Theory & Philosophy" is taught in English
3. All other classes are taught as a mixture of English and German.

**Students are only allowed to take a maximum of 30 ECTS credits in one semester**

All classes are project-based and can be completed **without** knowledge of German.

Department of Design (October 2019)

Dear applicants,

Please note the following procedures and recommendations:

**Learning Agreement**

Students should accumulate up to 30 ECTS credits. Please choose seminars and courses from this module handbook. All courses and seminars have to be approved during the application period. We can only accept students with a completed learning agreement.

**Module handbook and final course list**

The module handbook is for orientation only. An updated course list including actual course themes, subjects and schedules will be provided to students upon arrival and during the introductory week.

**Required skill sets**

To participate in any of the design and art courses within our programme, your portfolio should demonstrate your skills within each design or art discipline you may choose (e.g. if you would like to take a course in photography, your portfolio should include photographs).

If you have questions regarding these points, please contact:  
Jenny Kahler at: [dmi-international@haw-hamburg.de](mailto:dmi-international@haw-hamburg.de)

<b>Course Name: Book Illustration</b>		
Degree programme: <b>Illustration</b> (Bachelor)	Responsible Lecturer: Prof. Bernd Mölck Tassel	
<b>Work load:</b> 450 hours	<b>Lecture hours per week:</b> 5	<b>ECTS Credits:</b> 15
<p><b>Course objectives:</b> The primary focus is on the illustration of children's books. Building on a theoretical examination of historical examples and current trends in book illustration, students are encouraged to take new approaches and develop innovative book concepts and their own artistic positions.</p>		
<p><b>Contents:</b> In this course we will try to find new aesthetic forms, cutting-edge illustrations and innovative book concepts for children</p>		
<p><b>About didactics and work load distribution:</b> To develop innovative book concepts; tasks will be given on a weekly basis and in parallel to the overall design development Class time: 108 hours; independent study: 342 hours</p>		
<p><b>Requirements for participation:</b> Please bring your portfolio</p>		<p><b>Course language:</b> German</p> <p>Individual feedback in English</p>
<p><b>Type of exam:</b> Final presentation and exhibition</p>		
<p><b>Requirements for credit point allocation:</b> Regular attendance and completion of project</p>		

<b>Course Name: Brand Design</b>		
Degree programme: <b>Communication Design</b> (Bachelor)	Responsible Lecturer: Prof. Sven Vogel	
<b>Work load:</b> 450 hours	<b>Lecture hours per week:</b> 6	<b>ECTS Credits:</b> 15
<p><b>Course objectives</b></p> <p>In Brand Design students learn to develop strategic design ideas that effectively and appropriately communicate the essence of an organisation, a service or a product. Projects range from the practical to the experimental and include various stages of research, concept development and design execution.</p>		
<p><b>Contents:</b></p> <p>Process-driven design development, regular presentations and group discussions</p>		
<p><b>About didactics and work load distribution:</b></p> <p>The course is held on a weekly basis. Project-based class, so knowledge of German is not required. Class time: 108 hours; independent study: 342 hours</p>		
<p><b>Requirements for participation:</b></p> <p>Enthusiasm, basic knowledge of design principles and a solid foundation in typography A portfolio presentation may be required at the beginning of the course</p>		<p><b>Course language:</b> English and German*  *project-based class</p>
<p><b>Type of exam:</b></p> <p>Presentation and Colloquium</p>		
<p><b>Requirements for credit point allocation:</b></p> <p>Regular attendance and completion of project</p>		

**Course Name: Design Theory**

Degree programme:  
**Communication Design / Illustration** (Bachelor)

Responsible Lecturer:  
Prof. Mirjam Schaub; Prof. Anke Haarmann (to be confirmed)

**Work load:** 150 hours

**Lecture hours per week:** 3 - 5

**ECTS Credits:** 5

**Course objectives:**

Design Theory and artistic research. This course can be taken in conjunction with a design course

**Contents:**

Each course subject will be provided in the introduction at the beginning of each semester

**About didactics and work load distribution:**

Weekly attendance advised

**Requirements for participation:**

Course application at the beginning of the semester

**Course language:**

English

**Type of exam:**

will be announced at day of introduction

**Requirements for credit point allocation:**

Regular attendance and completion of project

<b>Course Name: Drawing</b>		
Degree programme: <b>Communication Design / Illustration</b> (Bachelor)		Responsible Lecturer: Prof. Gesa Lange; Prof. Gabriele Basch; Prof. Ellen Sturm; Prof. Alexandra Kardinar
<b>Work load:</b> 150 hours	<b>Lecture hours per week:</b> 3 - 5	<b>ECTS Credits:</b> 5
<b>Course objectives:</b> Drawing is a direct, visual, artistic language and a fundamental element of design. Drawing is both an art in itself and a preparatory medium that can fuel all subsequent creative processes. At its heart is the creation of a new reality in two and three dimensions. Drawing materialises the direct connection between impressions and experiences.		
<b>Contents:</b> Each course subject will be provided in the introduction at the beginning of each semester		
<b>About didactics and work load distribution:</b> Weekly attendance advised		
<b>Requirements for participation:</b> Please bring your portfolio		<b>Course language:</b> German  Individual feedback in English
<b>Type of exam:</b> Final presentation and exhibition		
<b>Requirements for credit point allocation:</b> Regular attendance and completion of project		

**Course Name: Editorial Design**

Degree programme:  
**Communication Design** (Bachelor)

Responsible Lecturer: Prof. Stefan Stefanescu

**Work load:** 450 hours

**Lecture hours per week:** 6

**ECTS Credits:** 15

**Course objectives:**

Editorial design focuses on the design of publications such as magazines, newspapers and books and relevant online media. Students acquire expertise in the use of images and text – both conceptual and visual – to combine any content and format to produce striking, professional publications.

**Contents:**

Step by step concept and design development  
Regular presentations and group discussions, predominantly in German. Individual feedback in English possible

**About didactics and work load distribution:**

The course is held on a weekly basis  
Regular attendance and course preparation required  
Class time: 108 hours; independent study: 342 hours

**Requirements for participation:**

Solid foundation in typography and graphic design principles

**Course language:**

German

**Type of exam:**

Final presentation and Colloquium

Individual feedback  
in English

**Requirements for credit point allocation:**

Regular attendance and completion of project

**Course Name: Fashion Design**

Degree programme:  
**Fashion Design** (Bachelor)

Responsible Lecturer: Prof. Steffen Gerling

**Work load:** 150 hours

**Lecture hours per week:** 5

**ECTS Credits:** 5

**Course objectives:**

Students train and develop in medium advanced pattern- cutting skills, basic block for dresses and design related alterations.

**Contents:**

The course topic for the semester will be provided in the introduction at the beginning of each semester.

**About didactics and work load distribution:**

Weekly attendance advised

**Requirements for participation:**

Please bring your portfolio

**Course language:**

German and English

**Type of exam:**

Final presentation and exhibition

Individual feedback  
in English

**Requirements for credit point allocation:**

Regular attendance and completion of project



<b>Course Name: Interaction Design</b>		
Degree programme: <b>Communication Design</b> (Bachelor)		Responsible Lecturer: Prof. Peter Kabel
<b>Work load:</b> 450 hours	<b>Lecture hours per week:</b> 5	<b>ECTS Credits:</b> 15
<b>Course objectives:</b> Interaction designers design everything that users see, hear and feel when interacting with applications, devices and digital media. At the heart of an interaction designer's work are the functions, content and forms of websites, applications on mobile devices, and interactive installations and terminals.		
<b>Contents:</b> Concept and development of interactive communication design and apps, utilizing sensor data		
<b>About didactics and work load distribution:</b> The course is held on a weekly basis. Regular attendance and course preparation required. Course will be held in combination with the Media Technology programme Class time: 108 hours; independent study: 342 hours		
<b>Requirements for participation:</b> Enthusiasm and a basic understanding of Digital and the Internet of Things		<b>Course language:</b> German  Individual feedback in English
<b>Type of exam:</b> Final presentation and exhibition		
<b>Requirements for credit point allocation:</b> Regular attendance and completion of project		

<b>Course Name: Interactive Illustration &amp; Games</b>		
Degree programme: <b>Illustration</b> (Bachelor)	Responsible Lecturer: Prof. Mareike Ottrand	
<b>Work load:</b> 450 hours	<b>Lecture hours per week:</b> 5	<b>ECTS Credits:</b> 15
<p><b>Course objectives:</b> Free for interactive illustration and all game projects, both digital and analog. This course will welcome our international exchange students and will be held in English. The main focus is the visual development of the project, innovative game concepts and aesthetics.</p>		
<p><b>Contents:</b> The topic is freely selectable, as well as the technical environment.</p>		
<p><b>About didactics and work load distribution:</b> You could bring a project you already started with, work alone or in a team. There will be a game jam on a weekend. Dates to be advised!</p>		
<p><b>Requirements for participation:</b> Be aware that you might need to learn programming. You should bring some experience in interactive media and the digital illustration field. Class time: 108 hours; independent study: 342 hours</p>		<p><b>Course language:</b> English and German*  *project-based class</p>
<p><b>Type of exam:</b> Final presentation and exhibition</p>		
<p><b>Requirements for credit point allocation:</b> Regular attendance and completion of project</p>		

<b>Course Name: Painting</b>		
Degree programme: <b>Communication Design / Illustration</b> (Bachelor)		Responsible Lecturer: Prof. Henning Kles; Prof. Christian Hahn
<b>Work load:</b> 150 hours	<b>Lecture hours per week:</b> 3 - 5	<b>ECTS Credits:</b> 5
<b>Course objectives:</b> The painting courses teach a wide range of artistic methods and approaches. Students can build their creative skills from the classic, academic basics to free artistic exploration. The aim is for students to develop their own artistic perspective.		
<b>Contents:</b> Each course subject will be provided in the introduction at the beginning of each semester		
<b>About didactics and work load distribution:</b> Weekly attendance advised		
<b>Requirements for participation:</b> Please bring your portfolio		<b>Course language:</b> German  Individual feedback in English
<b>Type of exam:</b> Final presentation and exhibition		
<b>Requirements for credit point allocation:</b> Regular attendance and completion of project		

**Course Name: Photography**

Degree programme:  
**Communication Design** (Bachelor)

Responsible Lecturer:  
Prof. Vincent Kohlbecher; Prof. Linn Schröder;  
Dorothea Heinrich

**Work load:** 450 hours

**Lecture hours per week:** 5

**ECTS Credits:** 15

**Course objectives:**

Image editing and processing skills are essential for everyone working with pictures. Students who specialise in photography explore a wide range of fields and functions in documentary photography over the course of their degree. This broad basis enables them to find and develop their own focus and signature; their own photographic style.

**Contents:**

Briefs will be discussed at the beginning of each semester  
Regular presentations and group discussions, predominantly in German. Individual feedback in English possible

**About didactics and work load distribution:**

The course is held on a weekly basis  
Regular attendance and course preparation required  
Class time: 108 hours; independent study: 342 hours

**Requirements for participation:**

Basic knowledge and skills in image-making / photography

**Course language:**

German

**Type of exam:**

Final presentation

Individual feedback  
in English

**Requirements for credit point allocation:**

Regular attendance and completion of project

**Course Name: Textile Design**

Degree programme:  
**Fashion Design** (Bachelor)

Responsible Lecturer: Prof. Renata Brink

**Work load:** 450 hours

**Lecture hours per week:** 5

**ECTS Credits:** 15

**Course objectives:**

Textile-based design takes a critical approach to developing the structures and patterns of both classic and innovative textiles. Material, the central aspect of design, and products, interiors, objects and fabrics are developed and contextualised in speculative and practical models, both for specific applications and within a broader artistic context

**Contents:**

Each course subject will be provided in the introduction at the beginning of each semester

**About didactics and work load distribution:**

Weekly attendance advised

Class time: 108 hours; independent study: 342 hours

**Requirements for participation:**

Please bring your portfolio

**Course language:**

German and English\*

**Type of exam:**

Final presentation and exhibition

\*project-based class

**Requirements for credit point allocation:**

Regular attendance and completion of project

**Course Name: Type Design**

Degree programme:  
**Communication Design** (Bachelor)

Responsible Lecturer: Prof. Jovica Veljovic

**Work load:** 450 hours

**Lecture hours per week:** 5

**ECTS Credits:** 15

**Course objectives:**

The main elements of type design are the design, development and digitalisation of typefaces. Work is based in part on an analysis of text as a system of signs; of the proportions of letters, rhythm and readability. Writing and drawing are the basis for understanding the shapes of the letters; text and type are the building blocks of typography.

**Contents:**

Learning the basics to design and digitalize your own typeface  
Regular presentations and group discussions, predominantly in German. Individual feedback in English possible

**About didactics and work load distribution:**

The course is held on a weekly basis  
Regular attendance and course preparation required  
Class time: 108 hours; independent study: 342 hours

**Requirements for participation:**

Basic knowledge in typography

**Course language:**

English and German\*

**Type of exam:**

Final presentation

\*project-based class

**Requirements for credit point allocation:**

Regular attendance and completion of project