

## 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 2018)

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)

**Course Name: Book Illustration**

Degree programme:  
**Illustration** (Bachelor)

Responsible Lecturer:  
Prof. Bernd Mölck Tassel

**Work load: 450h/s**

**Lecture hours per week: 5**

**ECTS Credits: 15**

**Course objectives**

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.

**Contents:**

In this course we will try to find new aesthetic forms, cutting-edge illustrations and innovative bookconcepts for children  
The specific subject for the semester will be announced during the first week of each semester

**About didactics and work load distribution:**

To develop innovative book concepts  
Tasks will be given on a weekly basis and in parallel to the overall design development

**Requirements for participation:**

If you wish to participate, please include Book Illustration in your Learning Agreement  
Your portfolio should demonstrate the relevant skill sets that are essential for this course

**Course language:**

German  
Individual feedback  
in English

**Type of exam:**

Final presentation and exhibition

**Requirements for credit point allocation:**

Regular attendance and completion of project

**Course Name: Brand Design**

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

Responsible Lecturer:  
Prof. Sven Vogel

**Work load: 450h/s**

**Lecture hours per week: 5**

**ECTS Credits: 15**

**Course objectives**

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.

**Contents:**

Process driven design development, regular presentations and group discussions

The specific subject for the semester will be announced during the first week of each semester

**About didactics and work load distribution:**

The course is held on a weekly basis

**Requirements for participation:**

- If you wish to participate, please include Brand Design in your Learning Agreement
- Your portfolio should demonstrate the relevant skill sets that are essential for this course

**Course language:**

English and German

**Type of exam:**

Presentation and Colloquium

**Requirements for credit point allocation:**

Regular attendance and completion of project

**Course Name: Design Theorie and Philosophy**

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

Responsible Lecturer:  
Prof. Dr. Alice Lagaay

**Work load: 100h/s**

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

**ECTS Credits: 5**

**Course objectives**

Design Theorie 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:**

If you wish to participate, please include Design Theory in your Learning Agreement

**Course language:**

German and English

**Type of exam:**

will be announced at day of introduction

**Requirements for credit point allocation:**

Regular attendance and completion of project

**Course Name: Drawing**

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

Responsible Lecturer:  
Prof. Gesa Lange  
Prof. Gabriele Basch  
Prof. Ellen Sturm  
Prof. Alexandra Kardinar

**Work load: 150h/s**

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

**ECTS Credits: 5**

**Course objectives**

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.

**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:**

If you wish to participate, please include Drawing in your Learning Agreement  
Your portfolio should demonstrate the relevant skill sets that are essential for this course

**Course language:**

German  
Individual feedback  
in English

**Type of exam:**

Final presentation and exhibition

**Requirements for credit point allocation:**

Regular attendance and completion of project

**Course Name: Editorial Design**

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

Responsible Lecturer:  
Prof. Stefan Stefanescu

**Work load: 300h/s**

**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

The specific subject for the semester will be announced during the first week of each semester

**About didactics and work load distribution:**

The course is held on a weekly basis  
Regular attendance and course preparation required

**Requirements for participation:**

- If you wish to participate, please include Editorial Design in your Learning Agreement
- Your portfolio should demonstrate the relevant skill sets that are essential for this course

**Course language:**

German  
Individual feedback  
in English

**Type of exam:**

Final presentation and Colloquium

**Requirements for credit point allocation:**

Regular attendance and completion of project

**Course Name: Fashion Design**

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

Responsible Lecturer:  
Prof. Kai Dönhöler

**Work load: 450h/s**

**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:**

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:**

If you wish to participate, please include Fashion Design in your Learning Agreement

Your portfolio should demonstrate the relevant skill sets that are essential for this course

**Course language:**

German and English  
Individual feedback  
in English

**Type of exam:**

Final presentation and exhibition

**Requirements for credit point allocation:**

Regular attendance and completion of project



## Course Name: Interaction Design

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

Responsible Lecturer:  
Prof. Peter Kabel

**Work load: 450h/s**

**Lecture hours per week: 5**

**ECTS Credits: 15**

### Course objectives

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.

### Contents:

Concept and development of interactive communication design and apps, utilizing sensor data

### About didactics and work load distribution:

- 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

### Requirements for participation:

- If you wish to participate, please include Interaction Design in your Learning Agreement
- Your portfolio should demonstrate the relevant skill sets that are essential for this course
- Enthusiasm and a basic understanding of Digital and the Internet of Things

### Course language:

German  
Individual feedback  
in English

### Type of exam:

Final presentation and exhibition

### Requirements for credit point allocation:

Regular attendance and completion of project

## Course Name: Interactive Illustrations and Games

Degree programme:  
Illustration (Bachelor)

Responsible Lecturer:  
Prof. Mareike Ottrand (away until January 2019)

Work load: 450h/s

Lecture hours per week: 5

ECTS Credits: 15

### Course objectives

Free for interactive illustration and all game projects, both digital and analog. This course will welcome our international exchange students and will be in hold english. The main focus is the visual development of the project, innovative game concepts and aesthetics.

### Contents:

The topic is freely selectable, as well as the technical environment.

### About didactics and work load distribution:

You could bring a project you already started with, work alone or in a team.  
There will be a game jam at 19th & 20th of march (sat + sun). Save the date!

### Requirements for participation:

If you wish to participate, please include Illustration and Games in your Learning Agreement  
Your portfolio should demonstrate the relevant skill sets that are essential for this course

Be aware that you might need to learn programming if needed. You should bring some experience in interactive media and the digital illustration field.

**Course language:**  
English and German

### Type of exam:

Final presentation and exhibition

### Requirements for credit point allocation:

Regular attendance and completion of project

**Course Name: Painting**

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

Responsible Lecturer:  
Prof. Henning Kles  
Prof. Christian Hahn

**Work load: 150h/s**

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

**ECTS Credits: 5**

**Course objectives**

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.

**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:**

If you wish to participate, please include Painting in your Learning Agreement  
Your portfolio should demonstrate the relevant skill sets that are essential for this course

**Course language:**

German  
Individual feedback  
in English

**Type of exam:**

Final presentation and exhibition

**Requirements for credit point allocation:**

Regular attendance and completion of project

**Course Name: Photography**

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

Responsible Lecturer:  
Prof. Vincent Kohlbecher  
Prof. Linn Schröder

**Work load: 450h/s**

**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:**

- Subjects 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

**Requirements for participation:**

- If you wish to participate, please include Photography in your Learning Agreement
- Your portfolio should demonstrate the relevant skill sets that are essential for this course

**Course language:**

German  
Individual feedback  
in English

**Type of exam:**

Final presentation

**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: 450h/s**

**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

**Requirements for participation:**

If you wish to participate, please include Textile Design in your Learning Agreement  
Your portfolio should demonstrate the relevant skill sets that are essential for this course

**Course language:**  
German and English

**Type of exam:**

Final presentation and exhibition

**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: 450h/s**

**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

**Requirements for participation:**

- If you wish to participate, please include Type Design in your Learning Agreement
- Your portfolio should demonstrate the relevant skill sets that are essential for this course

**Course language:**  
English and German

**Type of exam:**

Final presentation

**Requirements for credit point allocation:**

Regular attendance and completion of project