

## COURSE PACKAGE

### COMMUNICATION DESIGN (Bachelor MultiMediaArt) SPRINGTERM

---

**Course Title:** Typography 2  
**Semester:** 4th Semester  
**ECTS / SWS:** 2 ECTS / 2 SWS  
**Course Type:** ILV

**Course Content:** Key aspects of typographic rules are taught through both analog and practical engagement. The relationship between non-digital tools and the resulting letterforms is explored as part of the visible form, along with its historical development. A comparison between paper and screen highlights the material and media-specific characteristics.

**Learning Outcomes:**

Students gain advanced knowledge of typography as a fundamental design element and expand their skills in typographic design.

---

**Course Title:** Human-Centered Design  
**Semester:** 4th Semester  
**ECTS / SWS:** 3 ECTS / 1.5 SWS  
**Course Type:** ILV

**Course Content:** Application of development phases related to user context, user requirements, design solutions, and their evaluation. Iterative progression through the phases until the development team ideally reaches a consensus on an optimal result. Collaboration between the MMA and MMT programs on the MMP3 project.

**Learning Outcomes:**

Students acquire fundamental competencies in human-centered design practices. They familiarize themselves with techniques to facilitate collaboration between the MMA and MMT programs, which supports joint MMP3 projects. In doing so, they gain valuable experience in addressing complex issues between visual communication techniques and technological implementations, while deepening their knowledge in the spirit of "creative confidence" when working within an interdisciplinary development team.

---

**Course Title:** English Study Group 2 – Communication Design  
**Semester:** 4th Semester  
**ECTS / SWS:** 1 ECTS / 1 SWS  
**Course Type:** ILV

**Course Content:** The focus of the English Study Group is on improving spoken English skills. Discussing and presenting content and personal projects from the chosen specialization enhances linguistic skills (e.g., phrasing, emphasis, presentation technique, presentation of MMP 2). Grammar and vocabulary are improved through targeted exercises and text analyses, and complex topics in the context of the specialization are discussed (content from respective subject areas, current affairs, active vocabulary expansion).

**Learning Outcomes:**

Students:

- Can discuss and argue theoretical and practical topics in English,
- Can adequately present content and personal projects in English,
- Possess descriptive vocabulary and academic terminology

---

**Course Title:** Campaign Design

**Semester:** 4th Semester

**ECTS / SWS:** 3,5 ECTS / 2,5

SWS

**Course Type:** ILV

**Course Content:** Analysis and discussion of persuasive narratives; advanced knowledge of techniques in visual rhetoric. Targeted use of figurative language to create moments of insight and identification. Conceptual development of cross-media campaigns through audience-specific distribution channels.

**Learning Outcomes:**

Graduates acquire advanced competencies in the conceptual and design-driven development of cross-media communication strategies. They develop visual literacy skills, enabling them to articulate and critically reflect on which aspects of their own design are responsible for the audience-specific communication of a message.