

COURSE PACKAGE

FILM (Bachelor MultiMediaArt)

SPRINGTERM

Course Title: Digital Art Direction 2

Semester: 4th Semester

ECTS / SWS: 2 ECTS / 2 SWS

Course Type: ILV

Course Content: Advanced knowledge and skills in digital editing as a creative process, focusing on color correction, which can give each work a very individual touch. This course covers the transition from editing and its narrative possibilities to the color design of a digital film, utilizing modern post-production software like DaVinci to explore a broad artistic range. Programs such as After Effects are also integrated, allowing students to gain deep insights into artistic possibilities with modern post-production software and apply their art history knowledge.

Learning Outcomes:

Students:

- Can apply more complex editing techniques.
- Can perform color correction on a film and develop an artistic sense for using correction to create an individual touch for the artwork.
- Develop an understanding of the connections between art history and modern technology in the film industry.
- Can perform basic compositing using software like After Effects and DaVinci.

Course Title: Scriptwriting 2

Semester: 4th Semester

ECTS / SWS: 2 ECTS / 1 SWS

Course Type: ILV

Course Content: Advanced scriptwriting, building on Script Writing 1, with a focus on developing more complex stories with deeper characters and introducing approaches to dialogue writing.

Learning Outcomes:

Students:

- Can write a functional short film script.
- Can write “visually” as a basis for cinematographic implementation.
- Can develop and write dialogues.
- Understand the process of transferring written works to cinematic realization.
- Understand the relationship between what they write and the artists (e.g., actors, directors) who will adapt their work into film.

Examination Method and Character: Continuous assessment / 5-point grading scale.

Course Title: Mise en Scene

Semester: 4th Semester

ECTS / SWS: 2 ECTS / 2 SWS

Course Type: ILV

Course Content: Teaching complex knowledge of staging using various creative possibilities for directors and cinematographers to implement a (script) scene according to their vision. Deepening knowledge of individual factors of mise en scene, such as lighting design, set design, directing actors, costumes, makeup, as well as camera style and movement, image composition, and scene dynamics. Emphasis on creative and technical management in the professional AV production sector and staging. The course covers the fundamental principles of meticulous visual composition

based on dramaturgical criteria, with a focus on spatial staging, lighting, camera movement, scenery, and acting, akin to arranging a painting. Exercises introduce students to creating mise en scene and its components.

Learning Outcomes:

Students:

- Can lead a complete film crew on a medium-sized film set.
 - Understand the relationship between image composition, depth, lighting, acting, and the creative possibilities offered by the camera.
 - Can manage and direct the interaction between camera, acting, and scenery.
 - Can arrange and define all components of a mise en scene atmospherically and intensively in the space.
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Course Title: Advertising Film

Semester: 4th Semester

ECTS / SWS: 3 ECTS / 1.5 SWS

Course Type: ILV

Course Content: Gradual introduction to the realization of advertising films, with a focus on thinking in campaigns and integrated cross-media communication. The course also serves as a “laboratory” for new, innovative thinking. After covering basic knowledge of the advertising industry and its specifics, students are encouraged to rethink familiar formats, lengths, and perspectives in advertising film production, creating space for new and provocative staging and ideas. The multi-use of a film is increasingly important in times of tight budgets. Not only the 30-second TV version but also internet versions, trade show or promotional films, or even adaptations of individual ideas or the entire film to other media are gaining significance. The course ends with a personal advertising film project (often in collaboration with the private sector) that is submitted to international student advertising film festivals.

Learning Outcomes:

Students:

- Can create an advertising film concept.
 - Can create a cross-platform advertising concept.
 - Can write and present a director’s interpretation.
 - Understand the processes of advertising film production from idea creation to realization.
 - Can derive the digital workflow of a digital cinematographic production from the camera perspective.
 - Understand advertising terms such as DI, pre-production meeting, etc.
 - Can lead and conduct a complete pre-production meeting.
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Course Title: English Study Group 2 – Film

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.