

PROJECT BASED COURSES 4 ECTS

BACHELOR and MASTER

Visual Activism - Create your own Movement using Graphic Design

4 ECTS

Course content:

This course will explore and apply the fundamental principles of graphic design to develop a general understanding of visual communication. We will look in depth at various aspects of design systems, poster layouts and image composition.

A central component of this course is project work, where you will have the opportunity to choose your own protest theme and create a graphic concept for it. Not only will you develop your creative graphic design skills, but you will also learn how to convey a clear and effective message through visual elements. This class is suitable for both beginners and advanced students.

Learning outcomes:

You will learn how to develop a design system from scratch using different creative techniques. Basic graphic design knowledge and current visual trends are transmitted.

Photography in Context

4 ECTS

Course content:

It is practically impossible to completely disregard the context in which a photograph was taken. The social environment, the photographer's background, technical limitations etc. add to a photograph's significance and shape the images that have become milestones in the history of photography. Take, for instance, Eadweard Muybridge's "Sallie Gardner at a Gallop", August Sander's "Pastry Chef", or Jeff Wall's "An Eviction," — each embodies distinct social dynamics and artistic styles. To overlook the context of these photographs is to miss out on comprehending their profound impact. In practice-oriented units we will approach the diverse aesthetic and technical possibilities of the photographic medium, explore stylistically influential eras in the history of photography and their main representatives to develop an individual visual language. With specific tasks and practical realisations we approach the different conditions of these genres, whereby meaningful image series are to be created, discussed and processed in the group.

Learning outcomes:

Ability to handle camera technology, knowledge of image effects and aesthetics, understanding of the history of photography and its contemporary context. Development of an individual artistic language and methodical localisation of this within the spectrum of the photographic medium.

Visual Communication & Project (taught at Campus Kuchl)

4 + 1 ECTS

Course content:

Sketching in various media. Visual communication in connection with an actual design process along a project topic in either Furniture or Industrial Design.

NOTE: Visual Communication and Visual Communication & Project are offered together and cannot be taken separately
Course Contents: Visual communication in connection with an actual design process along a project topic in either Furniture or Industrial Design.