



AKADEMIE MODE & DESIGN
Mode · Medien · Management · Design

 **HOCHSCHULE
FRESENIUS**
UNIVERSITY OF APPLIED SCIENCES

COURSE GUIDE



FOR INCOMING GUEST AND EXCHANGE STUDENTS

INTRODUCTION

Welcome to all guest and exchange students at AMD Akademie Mode & Design, Faculty of Design of Hochschule Fresenius – University of Applied Sciences! On the following pages you will find all information on AMD's course offer.

When designing your study plan, please consider the following aspects:

1. The main language of instruction at AMD is German. However, there are English modules in almost every study program and even programs taught entirely in English, so that you can also study with us without any proficiency in German. All modules in English available for guest and exchange students can be found in this guide.
If you do speak German and would like to join the courses conducted in German, you may refer to our [website](#) for information on the German programs.
2. Only entire modules, rather than single courses, can be picked.
3. Incoming guest and exchange students may sign up for up to **30 ECTS**.
4. Please make sure to **choose only courses from the semester during which you will be studying with us**.

General semester dates

Winter semester: September – February
Summer semester: March – August

5. AMD has 5+1 campuses all over Germany, therefore it is important to check at which location the module is offered and to **only choose courses on one campus**.

AMD campuses

Hamburg, Düsseldorf, Wiesbaden, Munich and Berlin

Campus of our partner ecosign/Academy for Sustainable Design

Cologne

English modules are currently available in Berlin and Hamburg.

6. AMD Akademie Mode & Design is divided into two schools:

Fashion School

- Fashion Design (B.A.)
- Fashion and Design Management (B.A.)
- Fashion Journalism and Communication (B.A.)

You can find the course program available in English [here](#).

Design School

- Interior Design (B.A.)
- Product Design (B.A.)
- Brand and Communication Design (B.A.)
- Sustainable Design (B.A.)

You can find the course program available in English **in this guide**.

Please choose modules relevant to your academic background and consult your home coordinator.

7. The **exact schedule of the courses will be announced shortly before the start of the semester**. Please allow some flexibility with your study plan in

case a module should happen to be in high demand or the schedules should conflict.

8. Once you have identified your preferred modules, please inform the International Office of your choices so that your individual timetable can be prepared.
9. Each semester, Hochschule Fresenius offers German language courses at different levels for all interested international students. Since these courses are held online, they can be joined by students from all locations. Please note that ECTS are not awarded for the language course.
How to sign up: Once enrolled at our university, you will receive a student e-mail account, which allows you to access our platform [StudyPLUS](#). Here you will find all extracurricular offers, including the German course.

CONTACT

If you have any questions, please do not hesitate to get in touch.

INTERNATIONAL OFFICE

international@amdnet.de

Version: September 2022

OVERVIEW

Please click on a module to jump to its details. To return to this overview, press ALT + left arrow key.

SHARED MODULES WITHIN THE DESIGN SCHOOL

PRODUCT DESIGN (B.A.)

Design in Context	10 ECTS	Summer	Düsseldorf/Hamburg/Munich
Theory of Design I	5 ECTS	Summer	Düsseldorf/Hamburg/Munich
Sustainability Lab I	8 ECTS	Summer	Düsseldorf/Hamburg/Munich
Basic Principles of Sustainability	1 ECTS	Summer	Düsseldorf/Hamburg/Munich
Motion Design Lab II	8 ECTS	Summer	Düsseldorf/Hamburg/Munich

INTERIOR DESIGN (B.A.)

Media & Spatial Design II	7 ECTS	Summer	Düsseldorf/Hamburg/Munich
Sustainability Lab I	8 ECTS	Summer	Düsseldorf/Hamburg/Munich
Basic Principles of Sustainability	1 ECTS	Summer	Düsseldorf/Hamburg/Munich
Motion Design Lab II	8 ECTS	Summer	Düsseldorf/Hamburg/Munich
Spatial Concept	9 ECTS	Summer	Düsseldorf/Hamburg/Munich

BRAND AND COMMUNICATION DESIGN (B.A.)

Spring// Fall Academy	1 ECTS	Summer	Düsseldorf/Munich
Motion Design Lab II	8 ECTS	Summer	Düsseldorf/Munich
Film Design & Producing	5 ECTS	Summer	Düsseldorf/Munich
Campaign II	8 ECTS	Summer	Düsseldorf/Munich
Branding II	8 ECTS	Summer	Düsseldorf/Munich

SUSTAINABLE DESIGN (B.A.)

Project D	8 ECTS	Winter and Summer	Cologne
Design Practice III C	5 ECTS	Winter and Summer	Cologne
Design and Cultural Studies B	3 ECTS	Winter and Summer	Cologne
Project E	8 ECTS	Winter and Summer	Cologne
Sustainability and Design IV	5 ECTS	Winter and Summer	Cologne

MODULE DESCRIPTIONS

SHARED MODULES WITHIN THE DESIGN SCHOOL

PRODUCT DESIGN (B.A.)

Design in Context		10 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	PRD/B/22			
Available from	Summer 2024			
Level	4th semester			
Lecture hours per weeks	9			
Courses	<ul style="list-style-type: none"> - Interdisciplinary Design Project 56 TU / 4 WSH - Prototyping Workshop 14 TU / 1 WSH - Sustainable Materials 28 TU / 2 WSH - Design Engineering 28 TU / 2 WSH [Workshop Time with Tutors 28 TU] 			
Learning Outcome	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Conduct design assignments through interdisciplinary cooperation • Transform draft-based, functional, material, ethical, or aesthetic questions and criteria (in the context of spatial and/or object-oriented assignments) into a creative and visionary idea, with additional attention paid to its realization • Analyze assigned contexts and turn them into transgressive and transformational design concepts, and demonstrate unusual and unfamiliar design in their realization • Develop systemic concepts for realization, utilization, and material management in the development of their designs, and expand upon them through exploration of service-based concepts (where necessary) • Delegate tasks in interdisciplinary cooperation and combine separate components into unified results • Work productively in a team and highlight their own individual strengths • Manage conflicts within a team and use them to generate constructive results in which their own individual ideas and interests are represented • Manage communication, coordination, and leadership in team contexts • Assess aspects of design law 			

	<ul style="list-style-type: none"> • Construct phase-relevant versions of proportional models, functional models, presentational models, and dimensionally accurate prototypes to accompany their projects • Use result-oriented methods to plan dimension, quality, and iterations of physical design work • Research and use sustainable materials • Evaluate a variety of materials – both common and novel – that exhibit recognized (or claimed) potential for sustainable use • Address the origin, use, disposal, and recycling of these materials in the context of their ecological, economic, and social consequences • Apply the fundamentals of engineering mechanics to technical problems, and critically evaluate their own developments in terms of technical feasibility • Participate in discourse with technically trained specialists in the context of an interdisciplinary development process, while generating appropriate solutions for technical challenges • Find progressive ways of dealing with errors and iteration processes
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Theory of Design I		5 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	PRD/B/23			
Available from	Summer 2024			
Level	4th semester			
Lecture hours per weeks	3			
Courses	- Theory of Design	28 TU / 2 WSH		
	- Reading Theory of Design	14 TU / 1 WSH		
Learning Outcome	After successfully completing this module, students will be able to: <ul style="list-style-type: none"> • Generate synergies between the development of theory and the progression of product and design history • Incorporate these synergies into their own process of design (including justification) • Use design theory as a basis for reflecting on their own creativity • Understand and reflect on the underlying aspects of design theory through selected texts • Use texts to assess the relevance of historical positions within contemporary discourse 			

Sustainability Lab I	8 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	PRD/B/25e		
Available from	Summer 2024		
Level	4th semester		
Lecture hours per weeks	4		
Courses	<ul style="list-style-type: none"> - Project or Company Partnership Project - Expert Discussion and Academy-wide Exchange 		
Learning Outcome	<p>Sustainability is a subject that transcends disciplines and has – for this reason – been discussed for generations. In a nutshell, it focuses on the limited availability of certain resources and corresponding methods for their responsible use. Recently, sustainability has gained new and far-reaching significance in social and political discourse, due to debates surrounding the topic of the Anthropocene and of the actions and goals of environmental movements. Current efforts towards so-called climate neutrality emphasize the relevance of expanding and implementing sustainable measures in everyday life. First and foremost, the sustainability debate focuses on reducing the consumption of resources – particularly non-renewable one. Furthermore, it deals with restricting the emissions of greenhouse gases. Whatever the specific goal, concrete areas of application – such as environmental standards and working conditions – are critically important in achieving sustainable practices. Influenced by both existing norms and public pressure, professionals in the fashion and design industries have been actively working for many years on establishing comprehensive measures to ensure supply chain responsibility. They have been developing environmentally aware and socially responsible ways of obtaining raw materials, while also exploring sustainable methods for processing and transporting them through the chain of production. Nevertheless, these measures of-ten fall short of their intended goals due to factors like globalization, as is the case with certification processes in production and trade. Public attention and perception are, however, forcing companies to explore new paths, leading to a sharp increase in interest regarding sustainability measures such as low and zero waste, recycling and up-cycling, and certification. However, this often come with a trade-off, as the industry has also experienced an increase in adverse practices such as green washing.</p> <p>Considering these factors, the objective of Sustainability Labs I and II is to engage students with these topics through concrete projects and the analysis of case studies. Sustainability should, at its core, be understood as a significant task in management. In the module Sustainability Lab I, students may choose to focus on one of the three following aspects of sustainability:</p> <p>Economic aspect: Ethics and sustainability</p> <ul style="list-style-type: none"> • Students will train their ability to reflect on fundamental ethical issues in the context of economics and business • They will also learn what sustainability, sustainable management, and social responsibility mean and will learn how to assess their implications in business • Students will learn how to develop strategies for credible corporate responsibility based on CSR, analyzing the effects these strategies would have on a business model of their own creation <p>Design aspect: Sustainable product development</p>		

	<ul style="list-style-type: none"> • Students will acquire the skills to develop and critically reflect on new approaches in product development and design-related services • They will learn to challenge unreflective conventions and propose sustainable solutions for issues in design • They will become capable of incorporating recyclability into the aesthetic value of products, in order to make them appealing to consumers due to their focus on sustainability <p>Social aspect: Social Design</p> <ul style="list-style-type: none"> • Students will learn to identify and analyze existing societal needs and develop products or services that can be used to meet or alleviate these needs in a way that is easy to implement • Students will learn to identify different types of users and stakeholders, and explore methods of participation • They can implement suitable communication for specific target groups and in suitable media formats or plan and realise suitable journalistic media formats.
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Basic Principles of Sustainability	1 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	PRD/A/8-0		
Available from	Summer 2024		
Level	2nd semester		
Lecture hours per weeks	1,7		
Courses	- Workshop (Choice between Various Topics)		
Learning Outcome	<p>Sustainability is a cross-sectional discipline that involves a diversity of ecological, economic, social, and ethical considerations (not to mention topics in politics and technology). At their core, sustainability and sustainable economic activity are all about resource economics. However, the question of which measures make sense in which contexts – and how they can lead to a truly sustainable use of resources – is as broad as it is complex. The diagnosis and handling of these critical issues require a multifaceted and transdisciplinary approach. Sustainable product policy in the fashion and design industries can only exist based on sustainable, circular value chain management, and requires precise industry-specific knowledge to assess corresponding possibilities for implementing sustainable materials, techniques, products, and services, while also considering the optimization of primary and secondary sustainable supply chains necessary for a circular economy.</p> <p>By completing this module, students will:</p>		

	<ul style="list-style-type: none"> • Acquire the knowledge, skills, and methods necessary for the assessment, development, and application of tools in resource economics • Become familiarized with global socio-ecological challenges and transdisciplinary methods for their analysis Learn about sustainability management and its areas of application, particularly in relation to sustainable products, while also taking technical, political, and market conditions into account • Learn how to evaluate sustainable product innovations based on their chances of success • Be able to present the essential characteristics/core points of a concept within teams and to third parties, to clarify their own point of view, to reflect other opinions and to conduct factual-argumentative discussions
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Motion Design Lab II		8 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	PRD/B/31a			
Available from	Summer 2024			
Level	6th semester			
Lecture hours per weeks	4			
Courses	<ul style="list-style-type: none"> - Project Motion Design - Project Motion Design (Online Session) [Workshop Time with Tutors 		42 TU / 3 WSH 14 TU / 1 WSH 28 TU]	
Learning Outcome	<p>In this second “Motion Design Lab” module, students will further develop their skills in interdisciplinary communication through work with audiovisual media.</p> <p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Design and build 3-dimensional spaces using computer programs • Through the animation of these spaces, identify various uses for computer animation and moving images in the context of trade fairs, festivals, concerts, TV broadcasting, and more • Design animated infographics and video-based spatial installations <p>Professional skills:</p> <ul style="list-style-type: none"> • Reproduce exemplary and historical works in motion design • Identify and analyze time-based design (film credits, music videos, commercials, etc.) and their various interactions • Reproduce elements and principles of motion design using image, sound, and time, and apply them in a variety of contexts <p>Design skills:</p> <ul style="list-style-type: none"> • Create and design advanced-level audiovisual works • Apply specialized animation techniques through use of 3D rendering software 			

	<p>Methodological skills:</p> <ul style="list-style-type: none"> • Acquire project-oriented knowledge and apply it in targeted contexts • Gain valuable insight through first-hand experience • Apply acquired skills and methodologies to students' own individual design projects • Present concepts they develop through highlighting their essential characteristics, while justifying their work through corresponding argumentation
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INTERIOR DESIGN (B.A.)

Media & Spatial Design II	7 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	IND/B/24		
Available from	Summer 2024		
Level	4th semester		
Lecture hours per weeks	5		
Courses	<ul style="list-style-type: none"> - Media & Spatial Design - Technical Realization - [Workshop Time with Tutor 	<ul style="list-style-type: none"> 42 TU / 3 WSH 28 TU / 2 WSH 28 TU] 	
Learning Outcome	<p>The courses in this module – “Media & Spatial Design” and “Technical Realization” – serve to expand upon Media & Spatial Design I by teaching students how to professionalize the design of objects and spaces through the use of various media. Through the in-depth analysis of analog and digital tools used in the process of design, students will develop an individual understanding of their relevance and utilization in the context of their work. This may involve applications such as use in spatial, media-based contexts that explore light, sound, and moving images as a means for narration and interaction. After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Understand medial-spatial design as the exploration of different types of media and their relationship with space • Develop spatial-oriented works and installations • Conceptually develop narrative content in spatial contexts, and translate it into a concrete spatial installation • Express themselves artistically and creatively through use of physical, real-world spatial situations, by use of interaction or narrative-based strategies, and through the integration of additional components in their work (e.g. light, sound, movement-based dramaturgy, image, text, and motion images) 		

	<ul style="list-style-type: none"> • Use technological tools to develop their work creatively and innovatively • Develop their own professional position regarding the creative use of analog and digital tools • Identify, observe, and reflect upon the possibilities and limitations present in the utilization of different media in spatial design (based on practical assignments) • Critically observe the development of their own designs in different media with regard to their unique characteristics • Explore idiosyncrasies in tool-based design on the basis of results • Connect image and spatial concepts thanks to experimental work with narrative and interactive installations
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Sustainability Lab I	8 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	IND/B/25e		
Available from	Summer 2024		
Level	4th semester		
Lecture hours per weeks	4		
Courses	<ul style="list-style-type: none"> - Project or Company Partnership Project - Expert Discussion and Academy-wide Exchange 		
Learning Outcome	<p>Sustainability is a subject that transcends disciplines and has – for this reason – been discussed for generations. In a nutshell, it focuses on the limited availability of certain resources and corresponding methods for their responsible use. Recently, sustainability has gained new and far-reaching significance in social and political discourse, due to debates surrounding the topic of the Anthropocene and of the actions and goals of environmental movements. Current efforts towards so-called climate neutrality emphasize the relevance of expanding and implementing sustainable measures in everyday life. First and foremost, the sustainability debate focuses on reducing the consumption of resources – particularly non-renewable one. Furthermore, it deals with restricting the emissions of greenhouse gases. Whatever the specific goal, concrete areas of application – such as environmental standards and working conditions – are critically important in achieving sustainable practices. Influenced by both existing norms and public pressure, professionals in the fashion and design industries have been actively working for many years on establishing comprehensive measures to ensure supply chain responsibility. They have been developing environmentally aware and socially responsible ways of obtaining raw materials, while also exploring sustainable methods for processing and transporting them through the chain of production. Nevertheless, these measures of-ten fall short of their intended goals due to factors like globalization, as is the case with certification processes in production and trade. Public attention and perception are, however, forcing companies to explore new paths, leading to a sharp increase in interest regarding sustainability measures such as low and zero waste, recycling and up-cycling, and certification. However, this often come with a trade-off, as the industry has also experienced an increase in adverse practices such as green washing.</p>		

	<p>Considering these factors, the objective of Sustainability Labs I and II is to engage students with these topics through concrete projects and the analysis of case studies. Sustainability should, at its core, be understood as a significant task in management. In the module Sustainability Lab I, students may choose to focus on one of the three following aspects of sustainability:</p> <p>Economic aspect: Ethics and sustainability</p> <ul style="list-style-type: none"> • Students will train their ability to reflect on fundamental ethical issues in the context of economics and business • They will also learn what sustainability, sustainable management, and social responsibility mean and will learn how to assess their implications in business • Students will learn how to develop strategies for credible corporate responsibility based on CSR, analyzing the effects these strategies would have on a business model of their own creation <p>Design aspect: Sustainable product development</p> <ul style="list-style-type: none"> • Students will acquire the skills to develop and critically reflect on new approaches in product development and design-related services • They will learn to challenge unreflective conventions and propose sustainable solutions for issues in design • They will become capable of incorporating recyclability into the aesthetic value of products, in order to make them appealing to consumers due to their focus on sustainability <p>Social aspect: Social Design</p> <ul style="list-style-type: none"> • Students will learn to identify and analyze existing societal needs and develop products or services that can be used to meet or alleviate these needs in a way that is easy to implement • Students will learn to identify different types of users and stakeholders, and explore methods of participation • They can implement suitable communication for specific target groups and in suitable media formats or plan and realise suitable journalistic media formats.
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Basic Principles of Sustainability		1 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	IND/A/8-0			
Available from	Summer 2023			
Level	2nd semester			
Lecture hours per weeks	1,7			
Courses	- Workshop (Choice between Various Topics)			

Learning Outcome	<p>Sustainability is a cross-sectional discipline that involves a diversity of ecological, economic, social, and ethical considerations (not to mention topics in politics and technology). At their core, sustainability and sustainable economic activity are all about resource economics. However, the question of which measures make sense in which contexts – and how they can lead to a truly sustainable use of resources – is as broad as it is complex. The diagnosis and handling of these critical issues require a multifaceted and transdisciplinary approach. Sustainable product policy in the fashion and design industries can only exist based on sustainable, circular value chain management, and requires precise industry-specific knowledge to assess corresponding possibilities for implementing sustainable materials, techniques, products, and services, while also considering the optimization of primary and secondary sustainable supply chains necessary for a circular economy.</p> <p>By completing this module, students will:</p> <ul style="list-style-type: none"> • Acquire the knowledge, skills, and methods necessary for the assessment, development, and application of tools in resource economics • Become familiarized with global socio-ecological challenges and transdisciplinary methods for their analysis Learn about sustainability management and its areas of application, particularly in relation to sustainable products, while also taking technical, political, and market conditions into account • Learn how to evaluate sustainable product innovations based on their chances of success • Be able to present the essential characteristics/core points of a concept within teams and to third parties, to clarify their own point of view, to reflect other opinions and to conduct factual-argumentative discussions
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Motion Design Lab II		8 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	IND/B/30a			
Available from	Summer 2024			
Level	6th semester			
Lecture hours per weeks	4			
Courses	<ul style="list-style-type: none"> - Project Motion Design - Project Motion Design (Online Session) [Workshop Time with Tutors 		42 TU / 3 WSH 14 TU / 1 WSH 28 TU]	
Learning Outcome	<p>In this second “Motion Design Lab” module, students will further develop their skills in interdisciplinary communication through work with audiovisual media.</p> <p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Design and build 3-dimensional spaces using computer programs • Through the animation of these spaces, identify various uses for computer animation and moving images in the context of trade fairs, festivals, concerts, TV broadcasting, and more 			

	<ul style="list-style-type: none"> • Design animated infographics and video-based spatial installations <p>Professional skills:</p> <ul style="list-style-type: none"> • Reproduce exemplary and historical works in motion design • Identify and analyze time-based design (film credits, music videos, commercials, etc.) and their various interactions • Reproduce elements and principles of motion design using image, sound, and time, and apply them in a variety of contexts <p>Design skills:</p> <ul style="list-style-type: none"> • Create and design advanced-level audiovisual works • Apply specialized animation techniques through use of 3D rendering software <p>Methodological skills:</p> <ul style="list-style-type: none"> • Acquire project-oriented knowledge and apply it in targeted contexts • Gain valuable insight through first-hand experience • Apply acquired skills and methodologies to students' own individual design projects • Present concepts they develop through highlighting their essential characteristics, while justifying their work through corresponding argumentation
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Spatial Concept	9 ECTS	Summer	Düsseldorf/Hamburg/Munich
Code	IND/B/29		
Available from	Summer 2024		
Level	6th semester		
Lecture hours per weeks	7		
Courses	<ul style="list-style-type: none"> - Spatial Design - Planning Contents - Model Construction [Workshop Time with Tutors 	<ul style="list-style-type: none"> 56 TU / 4 WSH 14 TU / 1 WSH 28 TU / 2 WSH 28 TU] 	
Learning Outcome	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Develop their own design concept or a spatial design via problem analysis, learning how to utilize contexts for the creation of an initial idea and the corresponding development and transformation of its concrete realization, demonstrating an understanding of structural and material detailing 		

	<ul style="list-style-type: none"> • Design interiors and/or small-scale architecture • Utilize structural standards (function, material, construction, dimensioning) in an adequate manner • Master different spatial functions and complex spatial sequences (including their interrelationships) through their own comprehensive design work, using a conceptual basis and corresponding argumentation for their justification • Discuss spatial design in a flexible manner and promote, deepen, and specialize this knowledge through multi-sided consideration of questions in design, functional sequences, construction, material, and detailing • Transfer their concepts and the results of planning content into sketches, functional diagrams, and technical drawings • Examine form qualities • Explore which qualities can be vividly reproduced, their corresponding methods, and how a design can best be represented
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BRAND AND COMMUNICATION DESIGN (B.A.)

Spring// Fall Academy	1 ECTS	Summer	Düsseldorf/Munich
Code	MKD/B/27-0		
Available from	Summer 2025		
Level	6th semester		
Lecture hours per weeks	1,7		
Courses	- Workshop (Choice between Various Topics)		
Learning Outcome	<p>Through implementing methods in self-organized learning, students will learn about the importance of group dynamics as an essential element of social competence in professional environments, while also examining their effects on creative and academic work. Students will train their abilities in self-reflection by analysing their own individual skillset and recognizing how to successfully use their strengths in group contexts by tackling subjects shared by various professional environments. By working on exercises in heterogeneous groups, they will learn how to address issues in a quick, efficient, and context-appropriate manner.</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Work under time constraints in a self-organized manner • Design, plan, and complete a project as a team 		

	<ul style="list-style-type: none"> • Review their own knowledge and skills (and those of others), and use this awareness to help complete a project in a target-oriented manner • To present the essential characteristics/core points of a concept within teams and to third parties, to clarify their own point of view, to reflect other opinions and to conduct factual-argumentative discussions
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Motion Design Lab II	8 ECTS	Summer	Düsseldorf/Munich
Code	MKD/B/31a		
Available from	Summer 2025		
Level	6th semester		
Lecture hours per weeks	4		
Courses	<ul style="list-style-type: none"> - Project Motion Design - Project Motion Design (Online Session) [Workshop Time with Tutors 	<ul style="list-style-type: none"> 42 TU / 3 WSH 14 TU / 1 WSH 28 TU] 	
Learning Outcome	<p>In this second “Motion Design Lab” module, students will further develop their skills in interdisciplinary communication through work with audiovisual media.</p> <p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Design and build 3-dimensional spaces using computer programs • Through the animation of these spaces, identify various uses for computer animation and moving images in the context of trade fairs, festivals, concerts, TV broadcasting, and more • Design animated infographics and video-based spatial installations <p>Professional skills:</p> <ul style="list-style-type: none"> • Reproduce exemplary and historical works in motion design 		

	<ul style="list-style-type: none"> • Identify and analyze time-based design (film credits, music videos, commercials, etc.) and their various interactions • Reproduce elements and principles of motion design using image, sound, and time, and apply them in a variety of contexts <p>Design skills:</p> <ul style="list-style-type: none"> • Create and design advanced-level audiovisual works • Apply specialized animation techniques through use of 3D rendering software <p>Methodological skills:</p> <ul style="list-style-type: none"> • Acquire project-oriented knowledge and apply it in targeted contexts • Gain valuable insight through first-hand experience • Apply acquired skills and methodologies to students' own individual design projects • Present concepts they develop through highlighting their essential characteristics, while justifying their work through corresponding argumentation
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Film Design & Producing	5 ECTS	Summer	Düsseldorf/Munich
Code	MKD/B/30		
Available from	Summer 2025		
Level	6th semester		
Lecture hours per weeks	6		
Courses	- Film Design & Producing - Audiovisual Production	56 TU / 4 WSH 28 TU / 2 WSH	
Learning Outcome	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Recognize the creative styles of influential film directors based on select excerpts from their work • Identify different narrative techniques present in film design, and assess how they may be perceived in media • Develop visual narratives with corresponding dramaturgy through work on an individual project • Create a conceptual basis through which they will learn how to apply rhetorical and narrative potential on a variety of audiovisual levels • Utilize off-screen speakers (voice over) as a narrative cinematic strategy or dialogue-based structure/score 		

Campaign II		8 ECTS	Summer	Düsseldorf/Munich
Code	MKD/B/29			
Available from	Summer 2025			
Level	6th semester			
Lecture hours per weeks	4			
Courses	<ul style="list-style-type: none"> - Marketing Strategy - Project Campaign 		14 TU / 1 WSH	42 TU / 3 WSH
Learning Outcome	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Use acquired skills and knowledge to develop a creative marketing strategy for companies or institutions, which will serve as a basis for creating a marketing campaign • Understand the various parameters and components present in a promising marketing strategy, and build an emotional connection with consumers • Develop a clear position, analyze and evaluate the competition, identify target groups by means of descriptive personas, and interpret consumer insights by highlighting consumer benefits • Use acquired skills and knowledge to develop creative communication-based solutions for problems experienced by companies or institutions • Understand the theoretical framework for developing an (advertising) campaign and its corresponding mode of action, formulate a message relevant to a target group, and create and implement their own individual ideas through use of formal language, visual language, typography, and design techniques, including verbal communication • Identify the appropriate channels and media for self-developed campaigns intended for target groups, including social media, influencer marketing, and classic media such as print or out-of-home • Weigh different media options and use them effectively with the help of an initial media concept • Describe the primary characteristics of their own individual concepts and support them through corresponding argumentation 			

Branding II		8 ECTS	Summer	Düsseldorf/Munich
Code	MKD/B/28			
Available from	Summer 2025			
Level	6th semester			
Lecture hours per weeks	4			
Courses	- Project Cross-media Brand Design		56 TU / 4 WSH	

Learning Outcome	<p>Building on the fourth semester module “Branding I”, this module serves to deepen students’ understand of the goals and creative instruments relevant to brand communication as it relates to companies, organizations, and other institutional groups.</p> <p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Apply their own knowledge of the goals of communication, methods of communication, and the media presences of different brands through various communication channels • Develop their own independent concepts for communication and design as they relate to different communication situations • Apply knowledge gained in previous semesters regarding branding, brand and marketing planning, and corporate design in a cohesive manner, and present and justify this knowledge in the context of an advanced design project • Describe the essential characteristics/core points of a concept for a team or for third parties, clarifying their own point of view while also reflecting on differing opinions and conducting factual discussions • Present and advocate for the identifying factors of concepts developed throughout the course of this module
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SUSTAINABLE DESIGN (B.A.)

Project D	8 ECTS	Winter and Summer	Cologne
Code	ND-BA-M005		
Available from	Winter 2022/23		
Level	5th semester		
Lecture hours per weeks	4		
Courses	- Semester Project of your choice (4WSH each)		
Learning Outcome	<ul style="list-style-type: none"> • Students are able to analyze and reflect on the concrete task set in the respective course description in an in-depth (B), and comprehensive (C) manner, depending on the competence level of the study sections B-C, and translate it into an individual project idea which is relevant for one or more aspects of sustainability (ecology, economy, society, culture). • They are able to develop an innovative and original design concept for their project idea with a deeper understanding of design (B+C). • They learn iterative and agile design processes as well as methods of idea generation and conception on a topic from the field of sustainability and apply them in-depth (B) and well-founded (C) to their own project. • The students will find a plausible, technically clean and sustainable media presentation or and sustainable media presentation and implementation for their project idea; the presentation and implementation correspond in the degree of penetration of the task to the level of competence of the Study sections B (advanced) and C (complex). 		

	<ul style="list-style-type: none"> • The students are able to present their design results adequately at a high level (B + C) and place them in complex contexts (C); students can present themselves professionally to possible cooperation partners. • Students can give constructive feedback and apply criticism to their own drafts constructively.
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Design Practice III C	5 ECTS	Winter and Summer	Cologne
Code	ND-BA-M016-20		
Available from	Winter 2022/23		
Level	5th semester		
Lecture hours per weeks	4		
Courses	- V016 - V020 Seminar III of your choice (4 WSH)		
Learning Outcome	<ul style="list-style-type: none"> • The students deepen and specialize their methodological, design and implementation skills in a design focus of their choice. • Students learn about specialization options in design areas of their choice. • They will deepen and specialize their knowledge of iterative and agile design processes as well as methods of idea generation and more complex conceptualization in the respective design area and apply them to their own designs. • Students will be able to analyze and reflect on the concrete challenging tasks set in the respective course description and transfer them into an individual, stringent and professional design concept. • The students specialize their individual design style according to their chosen design focus. • They are able to develop an innovative and original design concept of higher complexity based on the concrete task. • The students will find plausible, design-technically adequate implementations for their conceptual ideas. • Students will be able to present their design results adequately and professionally. • Students will be able to give constructive feedback and apply criticism to their own drafts constructively. 		

Design and Cultural Studies B		3 ECTS	Winter and Summer	Cologne
Code	ND-BA-M023			
Available from	Winter 2022/23			
Level	5th semester			
Lecture hours per weeks	6			
Courses	- V023.1 Design theory / Cultural studies / Philosophy according to choice (3 WSH)			
Learning Outcome	<ul style="list-style-type: none"> • Students will be able to analyze complex design-theoretical, cultural-scientific or philosophical questions and apply them to their own academic, especially design-related question and current sustainable issues. • They have a differentiated critical power of judgment in the context of design-theoretical, philosophical or cultural-scientific phenomena and can recognize and analyze transdisciplinary and transcultural contexts. • Students will be able to routinely apply their scholarly textual competence and to understand and analyze complex theoretical texts and apply them to questions of their own design and sustainable development. • They are able to express their point of view and conclusions in writing and orally in a professional manner according to scientific practice. 			

Project E		8 ECTS	Winter and Summer	Cologne
Code	ND-BA-M006			
Available from	Winter 2022/23			
Level	6th semester			
Lecture hours per weeks	4			
Courses	- Semester Project of your choice (4WSH each)			
Learning Outcome	<ul style="list-style-type: none"> • Students are able to analyze and reflect on the concrete task set in the respective course description in an in-depth (B), and comprehensive (C) manner, depending on the competence level of the study sections B-C, and translate it into an individual project idea which is relevant for one or more aspects of sustainability (ecology, economy, society, culture). • They are able to develop an innovative and original design concept for their project idea with a deeper understanding of design (B+C). • They learn iterative and agile design processes as well as methods of idea generation and conception on a topic from the field of sustainability and apply them in-depth (B) and well-founded (C) to their own project. • The students will find a plausible, technically clean and sustainable media presentation or and sustainable media presentation and implementation for their project idea; the presentation and implementation correspond in the degree of penetration of the task to the level of competence of the Study sections B (advanced) and C (complex). • The students are able to present their design results adequately at a high level (B + C) and place them in complex contexts (C); students can present themselves professionally to possible cooperation partners. • Students can give constructive feedback and apply criticism to their own drafts constructively. 			

Sustainability and Design VI**5 ECTS****Winter and Summer****Cologne**

Code	ND-BA-M013
Available from	Winter 2022/23
Level	7th semester
Lecture hours per weeks	3
Courses	- Sustainable Design in the Context of Business and Entrepreneurship
Learning Outcome	<ul style="list-style-type: none">• The students have developed an understanding of the multiple interdependencies of economy and sustainability and can name and analyze the essential discourses on the topic.• Students will be able to situate the design and its role in these discourses.• Students understand principles of corporate social responsibility and their relevance for companies.• Students can justify sustainable investments for SMEs argumentatively and mathematically.

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