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 **in this guide**.

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

   You can find the course program available in English **here**.

   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

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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 FASHION SCHOOL

Module	Level	ECTS	Semester	Campus
Onboarding in Fashion Studies	1st semester	2 ECTS	Winter	Berlin
Visual Communication I	1st semester	5 ECTS	Winter	Berlin
Basic Principles of Design in Fashion	1st semester	5 ECTS	Winter and Summer	Berlin, Hamburg
Cultural History of Design I	1st semester	5 ECTS	Winter	Berlin
Basic Principles of Sustainability	2nd semester	1 ECTS	Winter and Summer	Berlin, Hamburg
Visual Communication II	2nd semester	5 ECTS	Summer	Berlin
Materials Competence in Fashion I	2nd semester	5 ECTS	Summer	Berlin
Cultural History of Design II	2nd semester	5 ECTS	Summer	Berlin
Spring // Fall Academy	3rd – 6th semester	1 ECTS	Winter and Summer	Berlin
Digital Product Development	3rd semester	9 ECTS	Winter	Berlin
Materials Competence in Fashion II	3rd semester	5 ECTS	Winter	Berlin
Digital Product Development	3rd semester	9 ECTS	Winter	Berlin
Materials Competence in Fashion II	3rd semester	5 ECTS	Winter	Berlin
Virtual Lab I	5th semester	8 ECTS	Winter	Berlin
Sustainability Lab I	5th semester	8 ECTS	Winter and Summer	Berlin, Hamburg
Staging Lab I	5th semester	8 ECTS	Winter	Berlin
Brand Strategy Lab I	5th semester	8 ECTS	Winter	Berlin
Fashion Theory II	6th semester	5 ECTS	Summer	Berlin
Virtual Lab II	6th semester	8 ECTS	Summer	Berlin
Sustainability Lab II	6th semester	8 ECTS	Summer	Berlin
Staging Lab II	6th semester	8 ECTS	Summer	Berlin
Brand Strategy Lab II	6th semester	8 ECTS	Summer	Berlin

FASHION DESIGN (B.A.)

Module	Level	ECTS	Semester	Campus
Creative Construction Systems I	1st semester	5 ECTS	Winter	Berlin
Realization I	1st semester	5 ECTS	Winter	Berlin
Fashion Design I	1st semester	5 ECTS	Winter	Berlin
Creative Construction Systems II	2nd semester	5 ECTS	Summer	Berlin
Realization II	2nd semester	5 ECTS	Summer	Berlin
Fashion Design II	2nd semester	5 ECTS	Summer	Berlin
Technology and Realization I	3rd semester	5 ECTS	Winter	Berlin, Hamburg
Fashion Design III	3rd semester	5 ECTS	Winter	Berlin, Hamburg
Cultural History of Design III (Fashion Design)	3rd semester	5 ECTS	Winter	Berlin
Technology and Realization II	4th semester	5 ECTS	Summer	Berlin
Product Management	4th semester	5 ECTS	Summer	Berlin
Fashion Theory I	4th semester	5 ECTS	Summer	Berlin
Fashion Design IV	4th semester	6 ECTS	Summer	Berlin
Fashion Design V	6th semester	6 ECTS	Summer	Berlin
Start-up	6th semester	5 ECTS	Summer	Berlin
Materials Laboratory	6th semester	5 ECTS	Summer	Berlin
Academic Methodology	7th semester	7 ECTS	Winter	Berlin

FASHION & DESIGN MANAGEMENT (B.A.)

Module	Level	ECTS	Semester	Campus
Basic Principles of Business Administration	1st semester	5 ECTS	Winter	Berlin
Basic Principles of Management	1st semester	5 ECTS	Winter	Berlin
Marketing & Product Competence I	1st semester	5 ECTS	Winter	Berlin
Accounting	2nd semester	5 ECTS	Summer	Berlin
Statistical Methods	2nd semester	5 ECTS	Summer	Berlin
Marketing & Product Competence II	2nd semester	5 ECTS	Summer	Berlin
Innovation & Digital Transformation	3rd semester	5 ECTS	Winter and Summer	Berlin, Hamburg
Basic Principles of Finance Management	3rd semester	5 ECTS	Winter	Berlin
Cultural History of Design III (Fashion & Design Man.)	3rd semester	5 ECTS	Winter and Summer	Berlin, Hamburg

Digitalization & Society	5th semester	5 ECTS	Winter	Berlin
Fashion Manufacturing I	5th semester	5 ECTS	Winter and Summer	Berlin, Hamburg
Fashion Theory I	5th semester	5 ECTS	Winter	Berlin
Marketing in Global Markets	5th semester	6 ECTS	Winter	Berlin
Leadership	6th semester	5 ECTS	Winter and Summer	Berlin, Hamburg
Fashion Manufacturing II	6th semester	5 ECTS	Summer	Berlin
Business Models in the Fashion Industry	6th semester	6 ECTS	Summer	Berlin
Social Skills	7th semester	5 ECTS	Winter	Berlin
Academic Methodology	7th semester	7 ECTS	Winter	Berlin

FASHION JOURNALISM AND COMMUNICATION (B.A.)

Module	Level	ECTS	Semester	Campus
Fashion & Communication II	3rd semester	5 ECTS	Winter	Berlin, Hamburg
Editorial Design	3rd semester	5 ECTS	Winter	Berlin, Hamburg

MODULE DESCRIPTIONS

SHARED MODULES WITHIN THE FASHION SCHOOL

Onboarding in Fashion Studies | **1st semester** | **2 ECTS** | **Winter** | **Berlin**

Code	FDM/A/1-0; FD/A/1-0
Available from	Winter 2021/22
Lecture hours per weeks	1,5
Courses	- Introduction to Fashion Studies - Presentation Training & Media Competence
Learning Outcome	This module serves as a basic introduction to study programs at the Faculty of Design. In addition to providing students with general information regarding their chosen degree, it also explores basic concepts in academic work, presentation skills, and academic standards regarding media usage.

Visual Communication I | **1st semester** | **5 ECTS** | **Winter** | **Berlin**

Code	FDM/A/3-0; FD/A/3-0
Available from	Winter 2021/22
Lecture hours per weeks	1,5
Courses	- Basic Principles of Visual Design - Academy-wide Online Consultation
Learning Outcome	Competence in Perception: Students will acquire knowledge of color theory and the effects of color psychology as they relate to nature and culture. They will gain a better understanding of color perception and will learn to verbalize colors in a differentiated manner. Design Competence: Students will become acquainted with the basic possibilities of design. They will learn to develop color concepts both independently and in the context of pro-jects. Students will consciously explore the interplay of color and fonts in design. Students will acquire basic knowledge of layout and image processing programs. Methodological Competence and Personal Competence: Students will learn how to develop a formal analysis of color concepts in their relationship with fonts and images. Through the final presentation of their project, students will be able to present and argue for the main concepts they have developed.

Basic Principles of Design in Fashion | **1st semester** | **5 ECTS** | **Winter and Summer** | **Berlin, Hamburg**

Code	DM/A/6-X; FDM/A/6-X; MD/A/6-X; FD/A/6-X; FJC/A/6-X
Available from	Winter 2021/22
Lecture hours per weeks	3
Courses	- Basic Principles of the Collection Cycle

- Typology of Clothing
- Fashion Research

Learning Outcome

After successful completion of this module, students will have the ability to:

- Recognize different collection concepts and cycles
- Classify processes in the fashion and apparel industries
- Apply basic knowledge of design methodologies
- Develop and implement innovative ideas and processes
- Understand and actively utilize terminology in the fashion industry
- Recognize and interpret different market demands Creatively solve problems in collection creation
- Understand and implement a creative-analytical workflow in collection creation (as it relates to the fashion industry)
- Evaluate and illustrate fashion trends through research and analysis
- Utilize appropriate research sources and strategies in their corresponding field of application

Cultural History of Design I	**1st semester**	**5 ECTS**	**Winter**	**Berlin**

Code FDM/A/7-0X; FD/A/7-0X

Available from Winter 2021/22

Lecture hours per weeks 2

Courses

- Cultural History of Design
- Fashion & Culture

Learning Outcome

Lecture Cultural History of Design:

In this lecture, students delve into the cultural history of design. Each session will teach them methodological basics, as well as the ability to analyze, de-scribe, and contextualize select historical examples from architecture, product design, handcrafts, art, and image and media history in an academically valid manner.

Students

- Will gain a general understanding of topics related to the cultural history of design
- Will gain a detailed understanding of the ways in which historical issues provide significant inspiration for contemporary design disciplines
- Will explore different academic contexts and their individual methods for analysis and dis-course

Seminar Fashion & Culture:

Students will gain an appreciation for the basic psychological, religious, social, and historical dimensions in clothing and fashion. They will learn to recognize changes in silhouettes and study their cultural and historical classifications by retracing important milestones in the historical development of design through the end of the 19th century.

Students will be able to name major motifs in human apparel and will analyze the social significance of particular types of clothing in specific historical contexts. They will recognize that clothing and fashion are complex cultural phenomena that are determined by a variety of influential historical and regional factors, representing vital and significant parts of culture. In addition, students will identify connections

between developments in art, design, and clothing in different epochs. This historical knowledge will be utilized to reflect on the transfer of these developments into contemporary contexts in fashion. Students will master the basics of academic work and writing and will develop insight into subject-related methods.

Basic Principles of Sustainability	**2nd semester**	**1 ECTS**	**Winter and Summer**	**Berlin, Hamburg**

Code	DM/A/8-0; FDM/A/8-0; MD/A/8-0; FD/A/8-0; FJC/A/8-0
Available from	Summer 2022
Lecture hours per weeks	2
Courses	- Workshop (Choice between Various Topics)
Learning Outcome	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. By completing this module, students will: - 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

Visual Communication II	**2nd semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FDM/A/10-0; FD/A/10-0
Available from	Summer 2022
Lecture hours per weeks	4
Courses	- Basic Principles of Visual Design - Academy-wide Online Consultation
Learning Outcome	Growth in Knowledge - Skills in analyzing and describing graphic-typographic design

- Knowledge of the elements and principles of design

Design Competencies

- Conceptually, independently designed and developed project
- Basic knowledge of layout, page design, and typography
- Integration of illustrations and photography into layouts Confident recognition of fonts, with regard to appropriate selection for design
- Advanced skills in the use of layout programs
- Application-related summary of acquired practical and theoretical skills, and their relation to professional qualifications
- The ability to combine individual design elements into holistic results, and recognize their underlying mutual dependencies

Methodological Skills

- Analyzing forms and design principles
- Analyzing visual narrative sequences
- Selecting appropriate means for design

Personal Skills

- After successful completion of the module, the students are 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.

All of the knowledge and skills that students have acquired in visual communication thus far will be further developed in the design of a booklet or magazine. Through this, students will aim to demonstrate their abilities in establishing a clear relationship between formal language in imagery, writing, and content-related statements, and the ability to verbalize and justify this relationship.

Materials Competence in Fashion I	**2nd semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FDM/A/13-X; FD/A/13-X
Available from	Summer 2022
Lecture hours per weeks	3
Courses	- Textile Knowledge - Basic Principles of Textile Technology - Applied Knowledge of Materials
Learning Outcome	In the module “Materials Competence in Fashion I”, students are taught the fundamentals of textiles and material technology, with the goal of understanding the complex interrelationships and interactions present along the textile chain. In addition to receiving an introduction to textile fiber science, students will examine various textiles, fabrics, and intermediate products, while also paying attention to product-specific use and ecological relevance. Students will: - Develop a general understanding of the textile chain, and evaluate aspects of its sustainability - Learn how to distinguish between different raw fibers and textile groups

- Assess the importance of raw fiber materials and materials on the global textile market, and evaluate them based on their sustainability
- Analyze interactions between materials and production
- Examine and differentiate between fiber and material samples
- Interpret the use of fiber blends Identify and apply important aspects of textile labeling
- Evaluate and distinguish between various intermediate textile products
- Evaluate the effects of yarn/threads on finished products
- Differentiate between textile types, texture, and surfaces, while assessing their production and characteristics
- Implement this information in their own creative processes
- Develop a feeling for fabric texture and quality
- Create a material portfolio as an individual point of reference

Cultural History of Design II	**2nd semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FDM/A/14-0X; FD/A/14-0X
Available from	Summer 2022
Lecture hours per weeks	2
Courses	- Cultural History of Design - Fashion & Culture
Learning Outcome	Lecture Cultural History of Design – online: This lecture will serve to deepen students' under-standing of the cultural history of design. Each session will cover methodological basics as well as abilities in analyzing, describing, and contextualizing select examples from architecture, product design, craftsmanship, art, and image and media history in an academic manner. Students will: - Expand upon their knowledge of the cultural history of design - Explore the fact that historical issues provide significant inspiration for contemporary design disciplines - Examine different academic contexts and their individual methods for analysis and discourse Seminar Fashion & Culture: Students will examine the cultural foundations that have resulted in contemporary forms of design. They will analyze various epochs in art and style, develop the ability to recognize historical and genre-theoretical differences in those periods, and learn to recognize connections between design, clothing, and historical context. Furthermore, students will explore the beginnings of industrialization and globalization and analyze these phenomena as essential foundations for the emergence of consumer culture and contemporary luxury, while also recognizing changes in the function of craftsmanship. They will also gain insight into the roots of contemporary fashion development and trace the relationships between fashion, art, and the new role of women in 20th and 21st century society. As part of this, students will examine the nuanced relationships between social power, body politics, new gender models, and the cultural transfer of fashion in the age of

postcolonialism. They will study fundamental changes in the fashion system as they relate to new forms of production and design, such as digitalization, fast fashion, and slow fashion. This will provide students with detailed knowledge of cultural history and cultural studies.

Students will practice skills in abstraction, in-depth academic research, and rigorous oral and written presentation of theoretical issues. They will develop abilities in dealing with fashion-theoretical methods and explore media of transmission.

Spring // Fall Academy	**3rd – 6th semester**	**1 ECTS**	**Winter and Summer**	**Berlin**

Code	FDM/A/15-0; FDM/B/21-0; FDM/B/27-0; FD/B/21-0; FD/B/27-0
Available from	Winter 2022/23
Lecture hours per weeks	2
Courses	- Workshop (Choice between Various Topics)
Learning Outcome	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 analyzing 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. Upon successful completion of the module, students will be able to: - Work under time constraints in a self-organized manner - Design, plan, and complete a project as a team - 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

Digital Product Development	**3rd semester**	**9 ECTS**	**Winter**	**Berlin**

Code	FDM/A/16-X; FD/A/16-X
Available from	Winter 2022/23
Lecture hours per weeks	6
Courses	- Technical Drawing - Virtual Product Development - 2D-Cutting System Development
Learning Outcome	After successful completion of this module, students will be able to: - Understand the benefits and objectives of transforming ideas into technical drawings, and evaluate the relevance of technical drafting in industrial production - Use digital vector programs with confidence to construct detailed, computer-aided drawings and representations

- Convert hand sketches of clothing and accessories into technical drawings
- Utilize colors and patterns to create technical drawings (in German and English), and determine the appropriate procedure for creating worksheets and model descriptions
- Use a 2D CAD program to grade patterns and cuts in different product groups
- Describe the underlying processes and concepts of virtual product development, including possible areas of application (particularly in the fashion industry)
- Use 3D CAD systems as a starting point for modeling virtual fashion products, both in the process of product development and in other areas of business along the supply chain
- Describe digital tools required to create virtual products and CGI (computer generated imagery) for further use in production, sales, and marketing
- Create virtual three-dimensional products, and make use the basic functions of corresponding systems and technologies
- Analyze the strengths and weaknesses of these new technologies and evaluate their risks and opportunities
- Describe the impact of the introduction of digital product development on current and future processes and players in the fashion industry
- Estimate the effort required to create and implement virtual concepts in product development
- Examine and apply digital methods for basic pattern creation, pattern conversion (on the basis of existing basic patterns), and the creation of production-ready pattern pieces (industrial patterns)
- Analyze a production process based on further required steps and modification of production-ready patterns through their transfer to manufacturing
- Present and argue for the main concepts they have developed through the final presentation of their project.

Materials Competence in Fashion II	**3rd semester**	**5 ECTS**	**Winter**	**Berlin**

Code	FDM/A/19-X; FD/A/19-X
Available from	Winter 2022/23
Lecture hours per weeks	3
Courses	- Textile Knowledge - Textile Technology - Applied Knowledge of Materials
Learning Outcome	The module “Material Competence in Fashion II” builds upon students’ experience and knowledge from first module, delving deeper into the versatility of textile production with special focus on woven and knitted fabrics. Additionally, students will cover various methods of textile finishing and different areas of functional clothing. They will come to understand that textiles are continuously subject to design trends and consumer needs. Students will: - Identify basic types of fabric and their properties - Examine the basic properties and weave techniques of knitted fabrics - Learn how to identify fabrics and samples based on their trade names

- Develop skills in naming finishing techniques and evaluating their impact on sustainability
- Examine finishing techniques based on their individual approaches to design
- Learn how to evaluate technical materials and functional textiles based on their different areas of application Gain a future-oriented understanding of textiles, and develop a sense of networking potential with other fields
- Evaluate and apply researched approaches in a practical setting
- Examine and implement creative approaches in textile technology Learn how to conduct individual research and develop a material portfolio as a point of individual reference

Virtual Lab I	**5th semester**	**8 ECTS**	**Winter**	**Berlin**

Code	FDM/B/26a; FD/B/32a
Available from	Summer 2023
Lecture hours per weeks	4
Courses	- Project or Company Partnership Project - Interim Review and Academy-wide Exchange
Learning Outcome	Virtual product development is increasingly becoming an integral part of product development as a whole. It contributes heavily to flexibility, cost minimization, and sustainability in the chain of production, allowing products to be introduced to the market more quickly, while also enabling faster reactions to consumers' needs. VIRTUAL LABs I-II at the Fashion School will complement students' knowledge of digital infra-structure at apparel companies. They will learn about various 3D software solutions and their strategic use in company-specific contexts, while also gaining a better general understanding of this topic's inherent complexity. Students will examine a concrete solution provided by 3D visualization – the presentation of complete collections on virtual catwalks – and will learn about ad-vantages in the utilization of fully virtual marketing and presentation media, including scenarios in VR. After successful completion of this module, students will be able to: - Differentiate between possible areas of application for 3D simulations in marketing and production, and list criteria relevant in determining a necessary scope of simulation - Evaluate and implement cloud solutions for communicating with participants in the processes of development and production - Identify and evaluate the relevance of virtual product development for product presentation and virtual catwalks - Identify and utilize digital solutions required for virtual product presentation as it relates to marketing and virtual catwalks - Compile virtual products into collections and present them in a simple manner through virtual catwalks - Completely simulate fashion products with the help of corresponding 3D systems, and prepare them for use in marketing - As part of an interdisciplinary project, students will: a) develop and present their own virtual collection items in a virtual world, or b) propose a virtual collection in a virtual world as part of a multi-channel retail strategy, or c) design a short specialized journalistic re-port on virtual collections in a virtual world using corresponding media formats

Sustainability Lab I	5th semester	8 ECTS	Winter and Summer	Berlin, Hamburg

Code	FDM/B/26b; DM/B/26b
Available from	Summer 2023
Lecture hours per weeks	4
Courses	- Project or Company Partnership Project - Expert Discussion and Academy-wide Exchange
Learning Outcome	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. 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: Economic Aspect: Ethics and Sustainability - 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 Design Aspect: Sustainable Product Development

- 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

Social Aspect: Social Design

- 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 will develop the skills to communicate appropriately with specific target groups using corresponding media formats or, alternatively, develop and produce suitable journalistic media formats

Staging Lab I	**5th semester**	**8 ECTS**	**Winter**	**Berlin**

Code	FDM/B/26c; FD/B/26c
Available from	Summer 2023
Lecture hours per weeks	4
Courses	- Project or Company Partnership Project - Theoretical Basics and Expert Discussions
Learning Outcome	This module will challenge students to practice their skills in product design and visualization (or alternatively in product management and communications) by helping them improve their abilities in staging. They will also have the opportunity to sharpen their abilities in cross-contextual thinking, while learning how to understand, improve upon, and present design processes in a more comprehensive manner. For the sake of this module, staging should not be understood as a concept limited to exhibitions made in collaboration with various disciplines in the humanities and social sciences. Similarly, it should not be reduced to traditional reporting that, through words and images, strives to create a sense of storytelling. Instead, students will learn to understand staging as the transmission of linguistic and visual messages through various media outlets, real life contexts, and virtual spaces. This open definition will allow students to coherently examine and develop contemporary forms of staging for exhibitions, events, product presentations, and communications measures. Through working on research exercises, students will learn to identify and target appropriate topics and methods for producing content in select media formats. They will analyze exhibitions, archives, documentation, campaigns, and (art) projects, training their ability to understand currents in the zeitgeist while also developing their own individual view on the aforementioned content's formal and structural relations. They will practice methods in collecting, sorting, and selecting in order to better organize their concepts despite an overabundance of possible material and con-textual information. They will learn to identify and understand the technical and material possibilities relevant to their project. Students will make use of basic digital and/or 3D representation techniques in order to help visualize their concepts, while also practicing inter and transdisciplinary collaboration. By successfully completing this module, students will: - Acquire skills in researching contemporary and historical cultural phenomena

- Acquire knowledge of current media language and visual worlds
- Learn how to tell a story with images (storytelling)
- Develop basic skills in developing design and communication concepts in a visual manner
- Acquire the ability to bundle interdisciplinary contexts based on content, while also trans-forming them visually or spatially
- Gain insights into project management
- Learn how to identify and categorize conceptual relationships
- Learn and apply methods for integrating overarching concepts
- Acquire methodological skills in analyzing artistic-conceptual archives, documentation, or other representations of historical design
- Acquire basic analog, digital, practical, and organizational skills for documenting, staging, and developing an exhibition or other visual projects
- Train their abilities in assessing the work of others, while also practicing inter and trans-disciplinary cooperation
- Acquire the skills to transform and reinterpret artistic, social, or cultural phenomena in terms of language and content

Brand Strategy Lab I	**5th semester**	**8 ECTS**	**Winter**	**Berlin**

Code	FDM/B/26d; FD/B/26d
Available from	Summer 2023
Lecture hours per weeks	4
Courses	- Project or Company Partnership Project - Interim Review and Academy-wide Exchange
Learning Outcome	In this lab, students will learn how to work in the field of Brand Strategy and will practice industry-relevant skills by working on a project (in cooperation with a company, if necessary). They will learn to work in interdisciplinary teams in order to develop marketable ideas based on simulated market conditions and under strict time constraints. They will also acquire the skills and competences to present their ideas in a convincing manner. Their project will cover simple, general issues from the fields of marketing and communications (e.g. product/brand positioning) with a special focus on research and analysis. This may include the use of communication and sales channels (e.g. social media) and visualizations. Students will learn how to: - Integrate a task into a project plan through reflected consideration - Carry out topic-related research in an independent manner - Analyze and evaluate relevant data - Interpret and present findings - Communicate with clients - Generate a recommended course of action - Cooperate in an interdisciplinary manner

Fashion Theory II	**5th semester**	**5 ECTS**	**Winter**	**Berlin**

Code	FDM/B/30-X; FD/B/30-X

Available from	Summer 2024
Lecture hours per weeks	2
Courses	- Fashion in Context
Learning Outcome	Based on their experience with academic work, students will learn how to analyze and classify common issues in the world of fashion. The seminar “Fashion in Context” will select a specific topic for study, through which students will gain deeper insights into the connections between fashion, contemporary social, technical, and cultural developments, sustainability, art, media (and corresponding digital advancements), the transcultural transfer of fashion in postcolonial con-texts, and related issues of appropriation. They will develop their own sense of social responsibility as future leaders in the fashion industry. This will, in part, include developing skills in both terminologically based argumentation and the analysis of theoretical texts. Students will practice taking a stand, asserting their beliefs, and articulating well-founded research and opinions. They will learn how to develop their own independent questions and hypotheses relevant to fashion theory, conduct adequate research, evaluate their findings, and present them in an academically sufficient manner.

Virtual Lab II | **6th semester** | **8 ECTS** | **Summer** | **Berlin**

Code	FDM/B/32a; FD/B/32a
Available from	Summer 2024
Lecture hours per weeks	4
Courses	- Project or Company Partnership Project - Interim Review and Academy-wide Exchange
Learning Outcome	Virtual product development is increasingly becoming an integral part of product development as a whole. It contributes heavily to flexibility, cost minimization, and sustainability in the chain of production, allowing products to be introduced to the market more quickly, while also enabling faster reactions to consumers’ needs. VIRTUAL LABs I-II at the Fashion School will complement students’ knowledge of digital infra-structure at apparel companies. They will learn about various 3D software solutions and their strategic use in company-specific contexts, while also gaining a better general understanding of this topic’s inherent complexity. Students will examine a concrete solution provided by 3D visualization – the presentation of complete collections on virtual catwalks – and will learn about ad-vantages in the utilization of fully virtual marketing and presentation media, including scenarios in VR. After successful completion of this module, students will be able to: - Differentiate between more complex areas of application for 3D simulations in marketing and production, and list relevant criteria relevant in determining the necessary scope of simulation - Evaluate and implement cloud solutions for communicating with participants in the processes of development and production - Identify, evaluate, and further develop the relevance of virtual product development for product presentation and virtual catwalks - Identify and utilize digital solutions required for virtual product presentation as it relates to marketing and virtual catwalks - Compile virtual products into collections and present them in a simple manner through virtual catwalks - Completely simulate fashion products with the help of corresponding 3D systems, and pre-pare them for use in marketing

- As part of an interdisciplinary project, students will: a) develop and present their own vitual collection in a virtual world, or b) utilize a virtual collection in a virtual world as part of a multi-channel retail strategy, or c) design and conduct comprehensive and specialized journalistic reporting on virtual collections in a virtual world using corresponding media formats

Sustainability Lab II	**6th semester**	**8 ECTS**	**Summer**	**Berlin**

Code	FDM/B/32b; FD/B/32b
Available from	Summer 2024
Lecture hours per weeks	4
Courses	- Project or Company Partnership Project - Expert Discussion and Academy-wide Exchange
Learning Outcome	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. 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 II, students may choose to focus on one of the three following aspects of sustainability: Economic Aspect: Ethics and Sustainability - Students will train their ability to reflect on fundamental and complex ethical issues in the context of economics and business - They will also learn what sustainability, sustainable management, and social responsibility mean, and how to assess their implications in business and their significance in broader contexts - Students will learn 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

Design Aspect: Sustainable Product Development

- Students will acquire the skills to develop and critically reflect on complex approaches in product development and design-related services
- They will learn how to develop sustainable solutions to problems in design contexts, and examine the consequences that design can have in product management
- 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

Social Aspect: Corporate Social Responsibility

- Students will learn about the impact that sustainability can have on the process of marketing management
- They will learn about the significant role of communication in managing a sustainable company
- They will develop methodological skills for evaluating the image of sustainable brands, de-signing marketing strategies, and critically assessing the credibility of sustainable branding

Staging Lab II	**6th semester**	**8 ECTS**	**Summer**	**Berlin**

Code	FDM/B/32c; FD/B/32c
Available from	Summer 2024
Lecture hours per weeks	4
Courses	- Project or Company Partnership Project - Theoretical Basics and Expert Discussions
Learning Outcome	This module will challenge students to deepen and improve upon their skills in staging. They will also have the opportunity to sharpen their abilities in cross-contextual thinking, while learning how to understand, improve upon, and present design processes in a more comprehensive manner. For the sake of this module, staging should not be understood as a concept limited to exhibitions made in collaboration with various disciplines in the humanities and social sciences. Similarly, it should not be reduced to traditional reporting that, through words and images, strives to create a sense of storytelling. Instead, students will learn to understand staging as the transmission of linguistic and visual messages through various media outlets, real life contexts, and virtual spaces. This open definition will allow students to coherently examine and develop contemporary forms of staging for exhibitions, events, product presentations, and communications measures. Through working on research exercises, students will learn to identify and target appropriate topics and methods for producing content in select media formats. They will analyze exhibitions, archives, documentation, campaigns, and (art) projects, training their ability to understand currents in the zeitgeist while also developing their own individual view on the aforementioned content's formal and structural relations. They will practice methods in collecting, sorting, and selecting in order to better organize their concepts despite an overabundance of possible material and con-textual information. They will learn to identify and understand the technical and material

possibilities relevant to their project. Students will make use of basic digital and/or 3D representation techniques in order to help visualize their concepts, while also practicing inter and transdisciplinary collaboration.
By successfully completing this module, students will:

- Acquire skills in researching contemporary and historical cultural phenomena
- Acquire knowledge of current media language and visual worlds
- Learn how to tell a story with images (storytelling)
- Develop basic skills in developing design and communication concepts in a visual manner
- Acquire the ability to bundle interdisciplinary contexts based on content, while also trans-forming them visually or spatially
- Gain insights into project management
- Learn how to identify and categorize conceptual relationships
- Learn and apply methods for integrating overarching concepts
- Acquire methodological skills in analyzing artistic-conceptual archives, documentation, or other representations of historical design
- Acquire basic analog, digital, practical, and organizational skills for documenting, staging, and developing an exhibition or other visual projects
- Train their abilities in assessing the work of others, while also practicing inter and trans-disciplinary cooperation
- Acquire the skills to transform and reinterpret artistic, social, or cultural phenomena in terms of language and content

Brand Strategy Lab II	**6th semester**	**8 ECTS**	**Summer**	**Berlin**

Code	FDM/B/32d; FD/B/32d
Available from	Summer 2024
Lecture hours per weeks	4
Courses	- Project or Company Partnership Project - Interim Review and Academy-wide Exchange
Learning Outcome	In this lab, students will test their learned skills in Brand Strategy by developing a project (in co-operation with a company, if necessary). Students will learn how to work in teams in order to develop marketable ideas based on simulated market conditions and under strict time constraints. They will also acquire the skills and competences to present their ideas in a convincing manner. Their project will cover complex, innovative, and experimental issues from the field of marketing and communications (e.g. product/brand development) with a special focus on research and analysis. This may include the use of storytelling, content creation (e.g. social media), and visualizations. Students will learn how to: - Integrate a task into a project plan through reflected consideration - Carry out topic-related research in an independent manner - Analyze and evaluate relevant data - Interpret and present findings - Communicate with clients

- Generate a recommended course of action
- Cooperate in an interdisciplinary manner

FASHION DESIGN (B.A.)

Creative Construction Systems I | **1st semester** | **5 ECTS** | **Winter** | **Berlin**

Code	FD/A/2
Available from	Winter 2021/22
Lecture hours per weeks	5
Courses	- Cutting Technique - Drapage (incl. Drapage Assistance) - Workshop Time with Tutors
Learning Outcome	In this module, students will: - Acquire knowledge of basic cutting constructions - Learn how to use size-compatible construction systems - Acquire the methodological skills for utilizing drapage and appropriate cutting techniques in their own designs - Examine the basics of shaping textile surfaces based on the human body's three-dimensional nature - Learn to work with the necessary materials for the implementation of particular cutting techniques

Realization I | **1st semester** | **5 ECTS** | **Winter** | **Berlin**

Code	FD/A/4
Available from	Winter 2021/22
Lecture hours per weeks	3
Courses	- Production Technique - Workshop Time with Tutors
Learning Outcome	Students will: - Learn how to work with different types of garment manufacturing equipment and processes, while also examining corresponding techniques for their basic care and maintenance - Familiarize themselves with the safety features of technical equipment found in workshops Learn how to work in a structured manner, while also reviewing the principles of technical manufacturing. - Students will also practice skills in examining selected details in specific products. - Learn how to use production equipment and technology to develop sewing samples and manufacture specific product groups - Learn how to use sewing materials and tools

Fashion Design I	**1st semester**	**5 ECTS**	**Winter**	**Berlin**

Code	FD/A/5
Available from	Winter 2021/22
Lecture hours per weeks	6
Courses	- Concept - Design Process - Fashion Presentation - Workshop Time with Tutors
Learning Outcome	- Students will be encouraged to explore new forms and approaches, and learn how to implement them in a coherent fashion - They will be challenged to critically question ethical and aesthetic stereotypes - They will gain valuable experience in creative work by exploring materials, crafting techniques, and staging methods relevant to their creative process - Students will gain a clearer notion of the underlying connections between idea, concept, and product (manifesto, muse, creative diary) - They will develop an understanding of physical body proportions, and learn how to create figurines for their own projects - Students will learn the basics of figurine creation - They will gain practical experience in creating hand-drawn technical drawings - They will learn basic methodological skills required for assessing the feasibility of their own drawings, while also considering their possible effects - Students will develop the basic competences necessary for developing their own aesthetic concepts, and will learn how to utilize them in creating representations of their own de-signs - They will gain an understanding of how to transfer designs from 2D to 3D - Students will learn how to adequately document and present their overall design concepts - They will learn to appreciate the entire design process – from development to end-result - Students will learn to appreciate the importance of communication and how to carry it out in a constructive manner - Students will familiarize themselves with experimental form finding (on a 1:2 scale) and skirt creation (on a 1:1 scale) - Through the final presentation of their project, students will be able to present and argue for the main concepts they have developed.

Creative Construction Systems II	**2nd semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FD/A/9
Available from	Summer 2022

Lecture hours per weeks	5
Courses	- Cutting Technique - Drapage (incl. Drapage Assistance) - Workshop Time with Tutors
Learning Outcome	Students will: - Learn about the properties of basic pattern constructions – on a reduced scale –as they relate to certain product groups, including an examination of garment-specific details (e.g. collar, cuff, and sleeve finishes) - Examine the basic skills necessary for implementing their own designs on a 1:1 scale - Gain methodological experience in the utilization of different cutting systems (tutorials/library/pattern archive) - Learn how to interpret the results of experimental drapage and apply them in pattern construction

Realization II | **2nd semester** | **5 ECTS** | **Summer** | **Berlin**

Code	FD/A/11
Available from	Summer 2022
Lecture hours per weeks	3
Courses	- Production Technique - Workshop Time with Tutors
Learning Outcome	Students will: - Develop the knowledge and skills necessary for producing garments, practicing competences developed in this semester by working on an additional product group - Gain an understanding of basic sewing techniques as they relate to specific product groups, including methods of implementation - Learn the basics of different production techniques and their relevance in the entire pro-duction process - Acquire an understanding of the relationships between pattern making and processing techniques for the following product groups: blouses, shirts, and dresses - Gain knowledge related to cutting, sewing, and ironing in the context of specific product groups, while also examining corresponding, holistic processing techniques

Fashion Design II | **2nd semester** | **5 ECTS** | **Summer** | **Berlin**

Code	FD/A/12
Available from	Summer 2022
Lecture hours per weeks	6
Courses	- Concept - Design Process - Fashion Presentation - Workshop Time with Tutors

Learning Outcome	After successful completion of this module, students will: - Have a deeper understanding of the relationships between certain socio-cultural concepts, including their points of intersection with fashion and design - Be able to make effective use of research methodologies (including analysis and evaluation of their results), with special focus on sustainable materials and design techniques - Have further developed their abilities in independent concept development - Have acquired basic knowledge regarding the concepts of upcycling, re-design and zero waste - Understand how to design in three dimensions without wasting resources - Have expanded upon their knowledge in the areas of deconstruction and draping and implementing their ideas on a 1:1 scale - Have further developed abilities in using their own personal design language - Increased their awareness of discarded textiles such as clothing, production surpluses and/or returns - Have practiced and developed their skills in fashion illustration - Have practiced and developed their basic technical drawing abilities - Be able to combine informative, factual presentations on fashion-related subjects with illustrative and artistic creations - Have developed a methodological skillset for assessing the practical feasibility of their technical drawings, including any corresponding effects they may have - Have a basic understanding of the development of independent aesthetic concepts concerning modern and sustainable realization of their designs - Be able to document, visualize and present their results in a coherent manner - Be able to present and argue for the main concepts they have developed through the final presentation of their project.

Technology and Realization I	**3rd semester**	**5 ECTS**	**Winter**	**Berlin, Hamburg**

Code	FD/A/17; MD/A/17
Available from	Winter 2022/23
Lecture hours per weeks	3
Courses	- Studio Creative Construction Systems - Studio Production Technique - Workshop Time with Tutors
Learning Outcome	Students will: - Learn how to modify a model cut by using a stock pattern (jacket) - Learn how to create copies of existing garments - Further develop their skills in modifying stock patterns - Learn how to implement cutting skills and production techniques in creative construction using a jacket as a primary example, applying these skills to projects in the course Fashion Design - be able to present and argue for the main concepts they have developed through the final presentation of their project.

Fashion Design III | **3rd semester** | **5 ECTS** | **Winter** | **Berlin, Hamburg**

Code	FD/A/18; MD/A/18
Available from	Winter 2022/23
Lecture hours per weeks	5
Courses	- Concept - Collection Development (incl. Drapage Assistance) - Collection Presentation - Workshop Time with Tutors
Learning Outcome	After successful completion of this module, students will: - Have acquired extensive knowledge regarding practices in design methodology and collection creation - Have sharpened their ability to research trends and design-related topics - Have acquired skills relevant to the entire collection development process – from concept to creation - Understand methodologies relevant for modifying historical templates and transforming them into contemporary designs (morphing) - Be able to develop approaches for theme and model-based detailing, and understand how to produce both an outfit and an accessory on a 1:1 scale - Have explored possibilities for analog (and possibly digital) presentation of an individual and concept-driven collection - be able to present and argue for the main concepts they have developed through the final presentation of their project.

Cultural History of Design III (Fashion Design) | **3rd semester** | **5 ECTS** | **Winter** | **Berlin**

Code	FD/A/20-0X
Available from	Winter 2022/23
Lecture hours per weeks	2
Courses	- Cultural History of Design (online) - Fashion & Culture
Learning Outcome	Lecture Cultural History of Design: In this lecture, students will deepen their understanding of the cultural history of design. Each session will teach them methodological basics, as well as the ability to analyze, describe, and contextualize select historical examples from architecture, product design, craftsmanship, art, fashion, and image and media history in an academic manner. Students - Will gain a general understanding of topics related to the cultural history of design - Will gain a deeper understanding of the ways in which historical issues provide significant inspiration for contemporary design disciplines - Will explore different academic contexts and their individual methods for analysis and dis-course - Will develop skills in academic interpretation on the basis of analysis and precise description

Seminar Fashion & Culture:
Students will learn about the significance of "design" as a consequence of the historical separation of concept and production. They will gain an understanding of the design profession by exploring its historical origins and social significance, while also reflecting on important figures of the 20th and 21st centuries. Furthermore, students will evaluate the significance of media and fashion production, trace the development of fashion photography and modern media, and assess the significance of both fashion figures and media presence in the fashion system. On a similar note, they will learn to recognize the expansion and significance of trends in the age of mass production and digital media. They will examine the consequences of globalization's influence on the fashion industry, study the cultural relationship between clothing and fashion (as means of positioning themselves for future careers), and challenge themselves to transcend a Eurocentric perspective in order to evaluate the varying significance of clothing in different cultures.
After successful completion of the module, the students are 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.

Technology and Realization II	**4th semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FD/B/22
Available from	Summer 2023
Lecture hours per weeks	4
Courses	- Studio Creative Construction Systems - Studio Production Technique - Workshop Time with Tutors
Learning Outcome	Students will: - Develop an understanding of the complex relationships between cut, material, production, and techniques for pressing and ironing - Learn the importance of quality features in the ways in which garments express them-selves, and come to understand these as integral elements of design - Examine the important synergy between cut and production, while taking corresponding design and material-specific parameters into account - be able to present and argue for the main concepts they have developed through the final presentation of their project.

Product Management	**4th semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FD/B/23-0X
Available from	Summer 2023
Lecture hours per weeks	4
Courses	- Product & Price Management - Fashion Marketing
Learning Outcome	After successful completion of this module, students will be able to:

- Identify, plan, and evaluate technical and organizational product development in the fashion and design industry (in all of its complexity)
- Understand and describe product management not only as the control of product planning and success, but also as a point of coordination between design, pattern development, purchasing, production, marketing, distribution, and sales
- Assess the importance of product life cycles, positioning, pricing, price determinations (based on cost, competition, and markets), seasonal rhythms, and collection/product line development
- Understand pricing decisions (including their corresponding influences) and a variety of in-sights into key strategies
- Apply this knowledge to different product dimensions (single product vs. range) in the fashion industry
- to present and argue for the main concepts they have developed through the final presentation of their project.

Fashion Theory I	**4th semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FD/B/24-X
Available from	Summer 2023
Lecture hours per weeks	2
Courses	- Fashion & Aesthetics
Learning Outcome	In this introduction to some of the most important elements in the field of aesthetics, students will examine how typical western differentiations of the “true, beautiful, and good” (i.e. science, aesthetics, and ethics) came to be. The autonomy of aesthetics is considered an important pre-requisite in contemporary fashion. At the same time, this autonomy is being questioned and critically assessed based on ethical guidelines and sustainability (including on a political level). In addition to examining these topics, students will also practice skills in critical reflection by discussing theories of attraction and assessing the social significance of new gender models. They will explore theoretical texts in aesthetics and fashion, learning how to recognize the significance of psychological, sociological, and aesthetic categories such as “taste”, luxury, and fetish. Students’ knowledge of aesthetics and fashion theory will be further deepened by examining everyday aesthetic phenomena and their relationship with fashion.

Fashion Design IV	**4th semester**	**6 ECTS**	**Summer**	**Berlin**

Code	FD/B/25
Available from	Summer 2023
Lecture hours per weeks	5
Courses	- Concept - Collection Development (incl. Drapage Assistance) - Collection Presentation - Workshop Time with Tutors
Learning Outcome	After successful completion of this module, students will be able to: - Analyze and evaluate research, trends, and potential in fashion markets - Determine and understand the needs of different target groups

- Identify and differentiate between concepts present in various genres, segments, and product groups
- Apply gender-specific collection concepts and transfer corresponding results to product development; students will practice exercises in gender-specific forms of presentation
- Solve problems related to complex collection structures (during conception, development, and realization)
- Develop an individual drawing style through the exploration of different illustrative forms of expression
- Illustrate and emotionally communicate a collection by focusing on its core message
- Select and define their own personal focus or specialization
- present and argue for the main concepts they have developed through the final presentation of their project.

Fashion Design V	**6th semester**	**6 ECTS**	**Summer**	**Berlin**

Code	FD/B/31
Available from	Summer 2024
Lecture hours per weeks	3
Courses	- Concept & Collection Design - Studio Fashion Design - Workshop Time with Tutors
Learning Outcome	After successful completion of this module, students will be able to: - Use current issues and trends in society/culture as points of reference in their design process - Develop collection concepts with regard to academic-theoretical and artistic-presentational standards - Develop and reflect on their design work in relation to its marketing requirements - Conceptualize and implement a signature collection based on individual aspects related to the industry - Develop their concept in adherence to innovative design qualities - Document and present results by utilizing their own individual design language - present and argue for the main concepts they have developed through the final presentation of their project.

Start-up	**6th semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FD/B/28
Available from	Summer 2024
Lecture hours per weeks	3
Courses	- Business Models - Communications Management
Learning Outcome	After successful completion of this module, students will: - Understand the fundamentals of business models in the fashion industry - Understand how to start their own company and develop a corresponding business plan - Have familiarized themselves with the most important stages in founding a start-up, including issues unique to this type of business

- Understand the structure of business plans, their constituent parts, and how to use them as building blocks for founding a company
- Know how to develop and implement specific communications strategies
- Have gained valuable insight into the development, analysis, and evaluation of strategic communications strategies

Materials Laboratory	**6th semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FD/B/29
Available from	Summer 2024
Lecture hours per weeks	3
Courses	- Material & Experiment - Laboratory
Learning Outcome	In the module “Materials Laboratory”, students will develop and refine their skills in experimentation and creative research. They will deepen their knowledge of materials, technology, developments, innovations, and textile manipulation by working on a project that involves a combination of these factors. Students will: - Develop an aesthetic awareness for materials and experimentation - Perform creative research and develop a corresponding design process - Transform innovative approaches and traditional techniques - Develop a material design (or material series) through experimentation - Identify and define design-related approaches and goals - Analyze and distinguish between materials and approaches - Plan an experiment and conduct it in an academically appropriate manner - Interpret creative approaches and research methods - Evaluate results from studies and experiments - Document and present experiments and results - be able to present and argue for the main concepts they have developed through the final presentation of their project.

Academic Methodology	**7th semester**	**7 ECTS**	**Winter**	**Berlin**

Code	FD/C/33
Available from	Winter 2024/25
Lecture hours per weeks	7
Courses	- Concept - Realization

- Visualization

Learning Outcome

Through successful completion of this module, students will be able to:

- Utilize research opportunities in a targeted manner with regards to scope and selection, make efficient use of time constraints, and formulate their results in support of their own concepts and with regard to academic formats
- Continue building on skills they have acquired during their studies by making extensive individual corrections, while recognizing the correction process as an important part of developing complex collections
- Develop a concept and corresponding multi-step plan for the development of a collection
- Gain valuable skills in reflection through critically analyzing the consistency of their argumentation
- 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.

FASHION & DESIGN MANAGEMENT (B.A.)

Basic Principles of Business Administration | **1st semester** | **5 ECTS** | **Winter** | **Berlin**

Code	FDM/A/2-X
Available from	Winter 2021/22
Lecture hours per weeks	4
Courses	Basic Principles of Business Administration
Learning Outcome	Upon completion of this module, students will have the ability to: - Define and explain basic terms and concepts in the fields of economics and management - Describe the underlying connections present in an economic process, and distinguish be-tween its corresponding participants with regard to their primary characteristics - Identify present and future challenges posed by these participants, and formulate impact tendencies - Describe the tasks, goals, and organizational forms of functions in business - Describe and implement basic instruments of corporate management - Describe methods and concepts in strategic corporate management and categorize them according to their respective purpose

Basic Principles of Management | **1st semester** | **5 ECTS** | **Winter** | **Berlin**

Code	FDM/A/4-X
Available from	Winter 2021/22
Lecture hours per weeks	3
Courses	Basic Principles of Management with Special Focus on Agile Methodologies
Learning Outcome	This module introduces students to the basics of management and academic work. Using the St. Gallen Management Model, students will learn about business entities as systems and important elements of their own environment. This module places special emphasis on newer management methods based on the principle of agility.

Furthermore, students will acquire a basic understanding of the fundamentals of academic work. This not only includes skills on term papers and academic writing, but also the appropriate handling of sources.
After successful completion of this module, students will:

- Have basic knowledge of the fundamentals of business administration
- Have basic knowledge of the concept of agility Be able to solve smaller problems (initially) by means of agile project management and its corresponding tools
- Be able to analyze basic management problems in the greater context of business
- Have basic knowledge of academic methods
- Be able to utilize and apply basic academic methods
- Will be able to assess sources based on their quality

Marketing & Product Competence I	**1st semester**	**5 ECTS**	**Winter**	**Berlin**

Code	FDM/A/5-0X
Available from	Winter 2021/22
Lecture hours per weeks	4
Courses	- Basic Principles of Marketing - Product Technology - Workshop Time with Tutors
Learning Outcome	In this module, students will familiarize themselves with basic cornerstones in the field of market-ing, while also studying the foundational aspects of product/apparel technology. Students will: - Learn about the most important methods of marketing analysis - Familiarize themselves with the basic tools of marketing - Familiarize themselves with the different steps and functions of production and basic concepts and technological equipment used for sewing - Acquire knowledge of technical terminology in both German and English - Acquire methodological skills to examine different processing methods and the effects they have on product quality and price - Gain a holistic understanding of the entire production process, from the arrival of basic materials through to pattern design, production and finished product

Accounting	**2nd semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FDM/A/9-X
Available from	Summer 2022
Lecture hours per weeks	4
Courses	- Accounting
Learning Outcome	Upon successful completion of this module, students will be able to:

- Describe, in their own words, the basic corporate functions of internal and external accounting
- Explain the connections between internal and external accounting and controlling
- Name and evaluate sources of company-relevant information
- Assess the effects of simple business transactions on balance sheets and company success, while also learning how to calculate and depict them in accounting terms, and demonstrating a general understanding of the limits of decisions that are purely based on numbers

Statistical Methods	**2nd semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FDM/A/11-X
Available from	Summer 2022
Lecture hours per weeks	5
Courses	- Descriptive & Inductive Statistics - Statistical Methods Exercise
Learning Outcome	After successfully completion of this module, students will be able to: - Identify and create basic statistical ratios and graphs - Interpret basic statistical ratios and graphs - Calculate and interpret probabilities Use probability distribution models for statistical testing and solving real-world problems, while also explaining their results - Recognize the goals, benefits, and limitations of statistical inference - Select and apply appropriate statistical methods, and interpret their results - Solve written statistical problems on an independent basis

Marketing & Product Competence II	**2nd semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FDM/A/12-0X
Available from	Summer 2022
Lecture hours per weeks	4
Courses	- Strategic Marketing - Product Technology - Market Research - Workshop Time with Tutors
Learning Outcome	In the course of this module, students will familiarize themselves with the fundamental goals and strategies of marketing and market research. Additionally, they will learn valuable knowledge regarding the process of product development and manufacturing. Students will: - Interpret market developments and consumer behavior, and use this research to implement marketing goals and strategies - Explore the basics of market research and learn how to design and conduct small surveys

- Learn how to formulate strategic approaches and marketing decisions
- Develop skills in evaluating technical issues in product development, pattern development, sample production, and garment manufacturing processes (including in international con-texts)
- Familiarize themselves with production processes and approaches with regard to rationalization, digitalization, and automation
- Develop methodological competencies in assessing the relationship between pattern construction and processing technology, including their effect on the quality of end products
- Evaluate different processing techniques and assess them in relation to effort and material input
- Acquire methodological skills in planning process organization and quality assessment in clothing production

Innovation & Digital Transformation	**3rd semester**	**5 ECTS**	**Winter and Summer**	**Berlin, Hamburg**

Code	FDM/A/17-X; DM/A/17-X
Available from	Winter 2022/23
Lecture hours per weeks	4
Courses	- Innovation Management - Digital Transformation & Change Management
Learning Outcome	Innovation – be it incremental, moderate, or radical and disruptive – is a key factor in modern business, and is completely reshaping products, production, and business models in the textile, fashion, and creative industries. Using fundamental works regarding innovation and innovation management (cf. J.A. Schumpeter), this module introduces students to basic concepts and terms for corresponding classification. Radical innovations – driven by visionaries and often resulting in competitive advantages (or even redefining the "rules of the game") – have major repercussions on the behavior and structure of companies. This often results in an increase in volatility, uncertainty, complexity, and ambiguity, forcing companies and similar organizations to proactively manage their transformation processes. This module will touch upon these topics and explore the different forms that these transformation processes can take. Contemporary innovation managers need to be able to assess and analyze technologies and their related developments, act in a business and project-oriented manner, think strategically, and design and manage multi-project settings with skill. They must apply transdisciplinary knowledge and master the basics of information management, curiosity, openness, and courage, while being able to act in a politically savvy manner. After completing this module, students will have the ability to: - Name different types of innovations and describe their unique features in relation to management - Analyze and evaluate the emergence, development, and application of technologies, particularly in the contexts of strategic design and customer adoption - Distinguish between different methods of innovation management, identify their environ-mental conditions, and asses their related challenges, while considering target-oriented and cost-efficient (frugal) solutions for innovation management - Consider and apply different tools and methods for innovation management - Interpret complex innovative developments in corporate, market-based, and societal con-texts, and implement corresponding solutions based on academic and applied research

- Identify the vectors of digital transformation, and independently develop further dimensions in which students can analyze complex developments in digital transformation
- Evaluate the effects of digital transformation on companies
- Distinguish between the different aspects and challenges of digital transformation and de-sign, while considering appropriate ways to respond to them and, based on this, develop individual, structured, and goal-oriented action plans (playbooks)
- Apply their own personal knowledge of digital transformation to strategy development for companies and other organizations (such as NGOs)
- Interpret developments within economic digital transformation (with a strong focus on the fashion and creative industries)

Basic Principles of Finance Management **3rd semester** **5 ECTS** **Winter** **Berlin**

Code	FDM/A/18-X
Available from	Winter 2022/23
Lecture hours per weeks	5
Courses	- Commercial & Company Law - Financing & Investment - Operational Controlling
Learning Outcome	This module combines the courses “Commercial & Company Law”, “Financing & Investment”, and “Operational Controlling”. Students are taught basic concepts in commercial and company law and cost theory. After successful completion of this module, students will be able to: - Analyze and evaluate financing and investments, including skills in handling necessary relationships with capital in tangible assets - Apply financing and investment calculations, and evaluate decisions based on their results - Determine capital requirements and analyze issues regarding the origin of capital - Analyze and implement basic strategies and functions in operational controlling - Name, analyze, classify, evaluate, and implement professional tasks in finance management on the basis of methods taught in this module - explain the concept and meaning of a merchant and a trading company, - identify the special features of commercial legal transactions as well as differentiate between and evaluate the various company forms with their special features, - name the basics of copyright law, in particular how to deal with trademark rights and registered designs, design rights, utility model rights and patent rights.

Cultural History of Design III (Fashion & Design Man.) **3rd semester** **5 ECTS** **Winter and Summer** **Berlin, Hamburg**

Code	DM/A/20-0X; FDM/A/20-0X
Available from	Winter 2022/23

Lecture hours per weeks	2
Courses	- Cultural History of Design (online) - Trend Analysis
Learning Outcome	Lecture Cultural History of Design: In this lecture, students will deepen their understanding of the cultural history of design. Each session will teach them methodological basics, as well as the ability to analyze, describe, and contextualize select historical examples from architecture, product design, craftsmanship, art, fashion, and image and media history in an academic manner. Students - Will gain a general understanding of topics related to the cultural history of design - Will gain a deeper understanding of the ways in which historical issues provide significant inspiration for contemporary design disciplines - Will explore different academic contexts and their individual methods for analysis and discourse - Will develop skills in academic interpretation on the basis of analysis and precise description Seminar Trend Analysis: Students will broaden their understanding of international trend research and practice skills and methods of corresponding analysis. They will expand upon their knowledge of research sources in fashion design by evaluating trend reports and analyses, studying them for relevant information, and relating this information to the field of trend-based product development. Students will also gain valuable insight into the influence of various developments on consumer behavior and evaluate their consequences. This is complemented by an examination of current trends and trend management in business contexts. Through the introduction of these additional aspects, students will train their own methodological skills and abilities in assessing the results and relationships of trend analysis, management methods, and methods for product and collection design. Students will: - Build upon their knowledge of research possibilities and analysis methods - Learn how to assess and implement methods for international trend research - Inform themselves about processes relevant to trend-based product and collection development (including implementation) - Familiarize themselves with trend types and typologies - Develop methodological skills in analyzing cultural and sociological phenomena - Learn how to create trend presentations After successful completion of the module, the students are also 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.

Digitalization & Society	**5th semester**	**5 ECTS**	**Winter**	**Berlin**
Code	FDM/B/22-X			

Available from	Winter 2023/24
Lecture hours per weeks	3
Courses	- Current Issues on Economy, Society & Technology - Big Data
Learning Outcome	Digitalization is entering a new phase of acceleration and intensification due to change processes brought about by the COVID-19 pandemic. Rapid and prevalent advances in datafication, an increase in the use of social media and digital apps, the design and creation of new platforms that operate on the basis of behavioral nudging (many proprietary and corporate), and advancements the fields of algorithms, artificial intelligence, and machine learning are all factors contributing to the phenomena of an ever-evolving digital society. This is particularly true for students in fashion and design management, who often work in international and digital contexts and therefore enjoy unique challenges and opportunities for interaction and understanding through fundamental changes in the relationship between technology and society. By examining these concepts, students will gain insight into the principles of digitalization, modern forms of information processing, knowledge representation and organization, and common design methods for presenting this information (ERM, CRM). In the module "Digitalization & Society", students will examine phenomena resulting from current technological advancements, and the relationships between new/changed principles. In the course „Big Data", students will examine AI & knowledge management (including advanced forms), data analytics, and knowledge tools based on their features, application, and usability. This will grant students an informed understanding of these technologies and help them contribute solutions in business and other corresponding fields. On a broader note, both courses in this module will elaborate on digital competences, helping students understand the extent to which these should evolve in the context of organizations. In addition, students will also have the opportunity to analyze their own digital competences for growth potential. Students will be able to: - Name different phenomena in digitalization and organizational forms of knowledge management (ERM/CRM) - Analyze various approaches to knowledge processing and organization - Evaluate (or at least define) phenomena related to digitalization and society, including possible consequences and those affected - Differentiate between various challenges in the context of digitalization (with particular focus on digital skills), and practice developing corresponding solutions - Examine a catered selection of solutions (OECD 2020) and apply personal experience to both their own individual knowledge organization, and that of separate/external cases - Interpret developments and interactions in the context of digitalization and society, and develop individual mental and cognitive models and interpretation(s)

Fashion Manufacturing I	**5th semester**	**5 ECTS**	**Winter and Summer**	**Berlin, Hamburg**

Code	DM/B/23; FDM/B/23
Available from	Winter 2023/24

Lecture hours per weeks	5
Courses	- Garment Technology - Quality Management
Learning Outcome	In this module, students will: - Gain an understanding of international garment production and its corresponding processes - Assess the requirements and consequences surrounding issues in clothing technology, including during sampling - Examine the importance of creating production documents and utilizing criteria, as these inform choices in production location and are necessary aspects of planning international cooperation - Analyze the relationship between phases of clothing technology and international production processes, therefore recognizing the need for clearly defined, comprehensive process coordination - Familiarize themselves with relevant procurement concepts and assess their growing importance through digitalization - Define, assess, and communicate quality in professional contexts - Gain an understanding of processes, procedures, and manufacturing equipment as indicators for the measurement of quality - Examine how quality management should be implemented as a complex, holistic, and for-ward-looking instrument - Learn that quality, sustainability, and recycling are integral parts of initial planning Recognize the importance of complete, substantial documentation (including methodology/handling) to ensure effective, reproducible manufacturing and error tracking - Understand how knowledge management, constant development of individual competences, and a clearly defined sense of personal responsibility are essential qualities for work in international contexts

Fashion Theory I | **5th semester** | **5 ECTS** | **Winter** | **Berlin**

Code	FDM/B/24-X
Available from	Winter 2023/24
Lecture hours per weeks	2
Courses	- Fashion & Aesthetics
Learning Outcome	In this introduction to some of the most important elements in the field of aesthetics, students will examine how typical western differentiations of the “true, beautiful, and good” (i.e. science, aesthetics, and ethics) came to be. The autonomy of aesthetics is considered an important pre-requisite in contemporary fashion. At the same time, this autonomy is being questioned and critically assessed based on ethical guidelines and sustainability (including on a political level). In addition to examining these topics, students will also practice skills in critical reflection by discussing theories of attraction and assessing the social significance of new gender models. They will explore theoretical texts in aesthetics and fashion, learning how to recognize the significance of psychological, sociological, and aesthetic categories such as “taste”, luxury, and fetish. Students’ knowledge of aesthetics and fashion theory will be further deepened by examining everyday aesthetic phenomena and their relationship with fashion.

Marketing in Global Markets | **5th semester** | **6 ECTS** | **Winter** | **Berlin**

Code	FDM/B/25-0X
Available from	Winter 2023/24

Lecture hours per weeks	6
Courses	- Product & Price Management - Omnichannel Management - Brand Management
Learning Outcome	After successful completion of this module, students will have the ability to: - Identify, evaluate, and plan technical and organizational product development in the fashion and design industry in all of its complexity - Describe and understand product management not only as the control of product planning and success, but also as a point of coordination between design, pattern development, purchasing, production, marketing, distribution, and sales - Assess the importance of product life cycles, positioning, pricing, price determinations (based on cost, competition, and markets), seasonal rhythms, and collection/product line development - Understand pricing decisions, including their corresponding influences and insights into key strategies - Apply this knowledge to different product dimensions (single product vs. range) in the fashion industry - Distinguish between different forms of operating and distribution, classifying them as international sales channels and analyzing their characteristics - Outline the strategies, market-based and competitive developments, and general conditions relevant to trade and commerce - Describe the interactions between these sales channels, and develop corresponding distribution strategies in adherence to greater brand objectives - Explain the importance of brand policy, identify the forms and functions of brands, and elaborate upon the strategic decision areas of brand policy - Analyze, evaluate, and develop strategic and operational management decisions with regard to branding, brand identity, and brand positioning present and argue for the main concepts they have developed through the final presentation of their project.

Leadership | **6th semester** | **5 ECTS** | **Winter and Summer** | **Berlin, Hamburg**

Code	DM/B/28-X; FDM/B/28-X
Available from	Summer 2024
Lecture hours per weeks	4
Courses	- Leadership - Human Resource Management
Learning Outcome	After successful completion of this module, students will be able to: - Name different concepts and approaches to leadership - Distinguish between the different functions of human resource management - Analyze and evaluate different leadership situations - Utilize key tools such as team development and conflict management - Differentiate between various demands in learning and human resource management

Fashion Manufacturing II	**6th semester**	**5 ECTS**	**Summer**	**Berlin**

Code	FDM/B/29
Available from	Summer 2024
Lecture hours per weeks	5
Courses	- Supply Chain Management - Fashion IT Systems - Visual Merchandising
Learning Outcome	After successful completion of this module, students will be able to: - Understand the complex modular structure of global supply chains, including their interdependencies, points of intersection, and IT-related innovative production processes. Through this, students will have the ability to make holistic, interdisciplinary decisions based on the "ideal" supply chain. - Understand that companies must internalize the connection between economy, ecology, and ethical-moral responsibility, while communicating this to the consumer in an authentic manner - Understand that supplier management is a basic prerequisite for a smoothly functioning supply chain - Understand both the concept of individualization and challenges faced when implementing it in the supply chain (often to satisfy the factors of quality, time, and cost efficiency) Identify the most important IT systems currently supporting supply chains in the fashion industry Identify, evaluate, and plan essential functions and areas of application relevant to the most important systems in the fashion and design industries - Accompany projects related to procurement, selection/deployment processes, and system implementation, while also acting as an IT specialist in their department based on knowledge and experience - Analyze visual merchandising as part of an overarching combination of value chain and marketing, while recognizing the "point of sale" as a cornerstone representation of brand identity - Recognize visual merchandising as a key tool for brand building, recognition, and differentiation from the competition, particularly at the retail level - Describe the connection between product and product line, including visual-aesthetic marketing opportunities (for several product lines and distribution channels, if necessary)

Business Models in the Fashion Industry	**6th semester**	**6 ECTS**	**Summer**	**Berlin**

Code	FDM/B/31
Available from	Summer 2023
Lecture hours per weeks	5
Courses	- Product Management - Communications Management - Business Model Innovation
Learning Outcome	After successful completion of this module:

- Students will understand the concept of target groups as they relate to business – including their “pains” and “gains” – and will know how to develop corresponding business mod-els and communications policies

Students will be able to:

- Name different approaches and concepts related to business models, and classify them based on their strategic relevance in professional contexts
- Evaluate and develop their own business models, and analyze them based on their essential elements
- Develop conditions conducive to the successful introduction of business models
- Name different strategies in product management, and classify them based on their strategic relevance in professional contexts
- Analyze and evaluate strategies in product management based on achieving business-related objectives
- Develop and implement product management strategies on a case-by-case basis for companies of different sizes, market segments, and organizational structures
- Plan various product groups and product lines as part of strategies for reaching target groups, with special focus on managing their implementation
- Generate insights relevant to communications and develop related strategies based on said insights, while also strategically evaluating chosen methods
- Present and argue for the main concepts they have developed through the final presentation of their project.

Social Skills	**7th semester**	**5 ECTS**	**Winter**	**Berlin**

Code	FDM/C/33
Available from	Winter 2024/45
Lecture hours per weeks	3
Courses	- Agile Working - Team Work
Learning Outcome	“Social skills” are generally understood to be interdisciplinary competencies that stand in contrast to more subject-specific abilities. These are all, however, equally essential tools in the contemporary professional world. For example, feedback in the creative industries highlights increasing expectations placed on the social skills of students and new graduates. They must, for one, be proficient in “making quick decisions” in order to take on targeted projects and assignments in the workplace. The same is true for young professionals, who are expected to hold their own and work efficiently in an international, highly competitive industry known for its fast-paced production cycles and demanding, well-informed customers. Digitalization and globalization are also influencing change in tools such as delegation, feedback, and control. In connection with the mega-trend “New Work”, social competence and emotional intelligence are constantly growing in relevance. Due to this shifting environment, industry professionals must regularly evaluate and implement novel strategies and management systems. Current industry feedback has been, for this very reason, examined and utilized to create a holistic seminar addressing following areas: - Students will identify their own strengths and utilize them to gradually assume greater leadership and responsibility

- Students will reflect on the properties and relationships between proximity and distance, and how they can be transferred to virtual settings
- Students will analyze team dynamics and how various roles are different from one another, while also taking corresponding international factors of team building and integration into account
- Students will learn how to correlate individual and organizational components
- Students will reflect on the basics of modern leadership and agile thinking, questioning linear-causal correlations and analyzing how they can be translated into system-based thinking
- Students will develop tools for reflecting on their own individual values
- Students will learn how to interpret neuro-leadership principles and apply them as leadership skills (e.g. fast decision making, or prioritization in decision making when solutions must be generated despite missing information)
- Students will analyze the basics of conflict management, including indicators for early detection and methods for dealing with conflict
- Students will internalize valuable tools for self-management, reflecting on their own awareness of lifelong learning and knowledge organization

Academic Methodology	**7th semester**	**7 ECTS**	**Winter**	**Berlin**
Code	FDM/C/34			
Available from	Winter 2024/25			
Courses	- Concept - Research & Academic Formats			
Lecture hours per weeks	5			
Learning Outcome	After successful completion of this module, students will be able to: - Develop a topic and method-based approach for complex academic work, including re-searching necessary literature - Assess the different developmental stages of complex academic work, begin their process on an independent basis, and organize their work in a goal-oriented manner - Review the consistency of their argumentation - Utilize research opportunities in a targeted manner with regards to scope and selection, make efficient use of time constraints, and formulate their results in support of their own theses and with regard to academic formats - 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.			

FASHION JOURNALISM AND COMMUNICATION (B.A.)

Fashion & Communication II	**3rd semester**	**5 ECTS**	**Winter**	**Berlin, Hamburg**

Code	FJC/A/17
Available from	Winter 2022/23
Lecture hours per weeks	3
Courses	- Brand Communication - Fashion Social Media
Learning Outcome	In the course of this module, students will develop a systematic understanding of customers and fashion companies (as individual concepts), fashion marketing, and the various processes associated with these topics. They will apply their knowledge of approaches in brand communication to the fashion industry, while paying particular attention to social media. Students will also examine policy aspects of fashion marketing as they relate to strategic brand communication, and will learn how to evaluate and critically reflect on them in an academic manner. Additionally, they will learn how to obtain market-related information, conduct basic analysis, and derive decisions based on the data collected throughout their research. Through this, students will hone their skills in developing their own individual concepts. - Students will examine and evaluate the process of brand communication - They will be able to name and differentiate between relevant terms in brand communication and social media, while also analyzing the brand and social media presences of (fashion) companies - Students will learn how to apply tools relevant to brand communication and social media - Students will learn how to analyze and interpret case studies - They will not only analyze measures for communication and social media, but also learn how to develop them in a targeted manner

Editorial Design	**3rd semester**	**5 ECTS**	**Winter**	**Berlin, Hamburg**

Code	FJC/A/19-X
Available from	Winter 2022/23
Lecture hours per weeks	4
Courses	- Editorial Design
Learning Outcome	After completing this module, students will: - Be able to identify, analyze, evaluate, and apply the elementary components and production processes of editorial design, such as editorial concepts, visual forms of presentation, magazine structures, navigation, typography, layout, visual language, screens, covers, final artwork, production, and printing - Possess the methodological competence to conceptualize, control, structure, visualize, and design complex magazine concepts, while also demonstrating an understanding of editorial design as a holistic and content-sensitive design discipline (print and digital). Through this, they will develop skills in analytical and methodical thinking. - Have acquired skills in designing the layout and structure of magazines, newspapers, and books (print/digital). This includes, for example, creating and designing a cover concept and its underlying design grid. Through this, students will develop an innovative form of expression in which visual language and typography combine to create a greater visual presentation. They will test novel

forms of visualization and imagery and question traditional habits of perception and thought in order to promote an increased awareness in dealing with creative means and methods.

- Develop competence in visual literacy by experimenting with the conceptual relationships between text and image-based content, while also learning how to convey them through visual storytelling. This is – as an extension of textual work – a critical part of visual journalism and the creative editorial process. Students will research and select images (or produce them themselves) and utilize this content in a media-appropriate fashion. They will gain valuable experience in image editing and visual journalism.
- Acquire the ability to self-organize, self-reflect, take personal responsibility, work in a team, and critically analyze their work and the work of others. They will learn necessary technical and creative skills relevant to design programs such as Adobe Photoshop, Illustrator, and InDesign.
- Have a comprehensive understanding of how to present a concept's essential characteristics and core points within a team or to third parties, how to clarify their own point of view, and how to reflect on the critique of others and conduct opinionated discussions based in fact.

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