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 choosing your modules, please consider the following aspects:

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

Only entire packages, rather than single courses, can be picked, in order to avoid overlaps in your schedule.

Incoming guest and exchange students may sign up for module worth up to 30 ECTS.

Please make sure to choose only packages from the semester (summer or winter) during which you will be studying with us.

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

The exact schedule of the courses will be announced shortly before the start of the semester

CHOOSE YOUR SCHOOL

amd

HOCHSCHULE FRESENIUS
UNIVERSITY OF APPLIED SCIENCES

Fashion School

Fashion Design (B.A.) | Berlin

Fashion & Design Management (B.A.) | Berlin

Design School

Interior Design (B.A.) | Hamburg

Product Design (B.A.) | Hamburg

Sustainable Design (B.A.) | Cologne

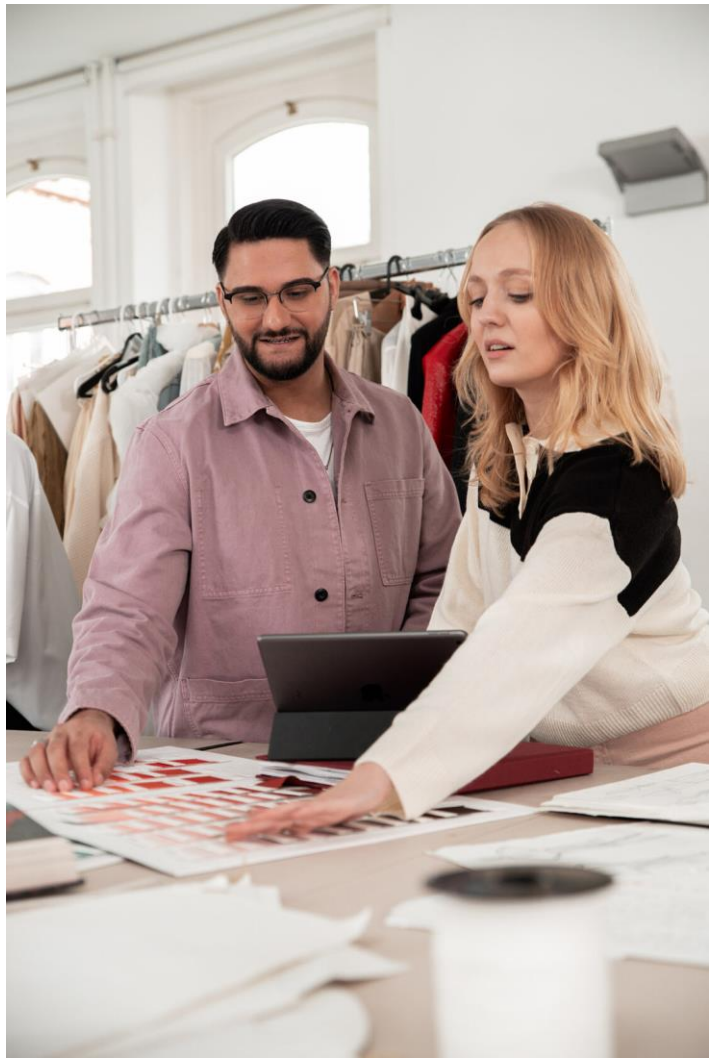
FASHION SCHOOL

Welcome to the Fashion School of AMD! English modules within the Fashion School are currently offered in Berlin within the following study programs:

Fashion Design (B.A.)
Fashion and Design Management (B.A.)

In the following, you will find an overview of the various packages that you can choose from including their modules. **Please choose modules relevant to your academic background and consult your home coordinator.**

Once you have identified your preferred modules, please list them in your application form so that your individual timetable can be prepared.



FASHION PACKAGES

STUDY YEAR 1

FIRST SEMESTER COURSES – OFFERED IN WINTER SEMESTER
LOCATION: BERLIN

PACKAGE F1

Fashion Design

- ONBOARDING IN FASHION STUDIES, 2 ECTS
- CREATIVE CONSTRUCTION SYSTEMS I, 5 ECTS
- VISUAL COMMUNICATION I, 5 ECTS
- REALIZATION I, 5 ECTS
- FASHION DESIGN I, 5 ECTS
- CULTURAL HISTORY OF DESIGN I, 5 ECTS
- BASIC PRINCIPLES OF DESIGN IN FASHION, 5 ECTS

PACKAGE F2

Fashion Design & Management

- ONBOARDING IN FASHION STUDIES, 2 ECTS
- BASIC PRINCIPLES OF BUSINESS ADMINISTRATION, 5 ECTS
- VISUAL COMMUNICATION I, 5 ECTS
- BASIC PRINCIPLES OF MANAGEMENT, 5 ECTS
- MARKETING & PRODUCT COMPETENCE I, 5 ECTS
- CULTURAL HISTORY OF DESIGN I, 5 ECTS
- BASIC PRINCIPLES OF DESIGN IN FASHION, 5 ECTS

FOR FURTHER DETAILS ON THE MODULES AND THEIR CONTENT, PLEASE CLICK ON THE RESPECTIVE MODULE NAME

FASHION PACKAGES

STUDY YEAR 1

SECOND SEMESTER COURSES – OFFERED IN SUMMER SEMESTER
LOCATION: BERLIN

PACKAGE F3

Fashion Design

- BASIC PRINCIPLES OF SUSTAINABILITY, 1 ECTS
- CREATIVE CONSTRUCTION SYSTEMS II, 5 ECTS
- VISUAL COMMUNICATION II, 5 ECTS
- REALIZATION II, 5 ECTS
- FASHION DESIGN II, 5 ECTS
- CULTURAL HISTORY OF DESIGN II, 5 ECTS
- MATERIALS COMPETENCE IN FASHION I, 5 ECTS

PACKAGE F4

Fashion Design & Management

- BASIC PRINCIPLES OF SUSTAINABILITY, 1 ECTS
- ACCOUNTING, 5 ECTS
- VISUAL COMMUNICATION II, 5 ECTS
- STATISTICAL METHOD, 5 ECTS
- MARKETING & PRODUCT COMPETENCE II, 5 ECTS
- CULTURAL HISTORY OF DESIGN II, 5 ECTS
- MATERIALS COMPETENCE IN FASHION I, 5 ECTS

FOR FURTHER DETAILS ON THE MODULES AND THEIR CONTENT, PLEASE CLICK ON THE RESPECTIVE MODULE NAME

FASHION PACKAGES

STUDY YEAR 2

THIRD SEMESTER COURSES – OFFERED IN WINTER SEMESTER
LOCATION: BERLIN (depending on capacity constraints, we may consider transferring students to the **Hamburg** campus)

PACKAGE F5

Fashion Design

- FALL ACADEMY – workshop (choice between various topics), 1 ECTS
- DIGITAL PRODUCT DEVELOPMENT, 9 ECTS
- TECHNOLOGY & REALIZATION I, 5 ECTS
- FASHION DESIGN III, 5 ECTS
- MATERIALS COMPETENCE IN FASHION II, 5 ECTS
- CULTURAL HISTORY OF DESIGN III, 5 ECTS

PACKAGE F6

Fashion Design & Management

- FALL ACADEMY – workshop (choice between various topics), 1 ECTS
- DIGITAL PRODUCT DEVELOPMENT, 9 ECTS
- INNOVATION & DIGITAL TRANSFORMATION, 5 ECTS
- BASIC PRINCIPLES OF FINANCE MANAGEMENT, 5 ECTS
- MATERIALS COMPETENCE IN FASHION II, 5 ECTS
- CULTURAL HISTORY OF DESIGN III, 5 ECTS

FOR FURTHER DETAILS ON THE MODULES AND THEIR CONTENT, PLEASE CLICK ON THE RESPECTIVE MODULE NAME

FASHION PACKAGES

STUDY YEAR 2

FOURTH SEMESTER COURSES – OFFERED IN SUMMER SEMESTER
LOCATION: BERLIN

PACKAGE F7

Fashion Design

- SPRING ACADEMY – workshop (choice between various topics), 1 ECTS
- TECHNOLOGY & REALIZATION II, 5 ECTS
- PRODUCT MANAGEMENT, 5 ECTS
- FASHION THEORY I, 5 ECTS
- FASHION DESIGN IV, 6 ECTS

Choice of one of the following labs:

- BRAND STRATEGY LAB I, 8 ECTS
- SUSTAINABILITY LAB I , 8 ECTS
- VIRTUAL LAB I, 8 ECTS
- STAGING LAB I, 8 ECTS

FOR FURTHER DETAILS ON THE MODULES AND THEIR CONTENT, PLEASE CLICK ON THE RESPECTIVE MODULE NAME

FASHION PACKAGES

STUDY YEAR 3

FIFTH SEMESTER COURSES – OFFERED IN WINTER SEMESTER
LOCATION: BERLIN

PACKAGE F8

Fashion Design & Management

- FALL ACADEMY – workshop (choice between various topics), 1 ECTS
- DIGITALIZATION & SOCIETY, 5 ECTS
- FASHION MANUFACTURING I, 5 ECTS
- FASHION THEORY I, 5 ECTS
- MARKETING IN GLOBAL MARKETS, 6 ECTS

Choice of one of the following labs:

- BRAND STRATEGY LAB I, 8 ECTS
- SUSTAINABILITY LAB I , 8 ECTS
- VIRTUAL LAB I, 8 ECTS
- STAGING LAB I, 8 ECTS

FOR FURTHER DETAILS ON THE MODULES AND THEIR CONTENT, PLEASE CLICK ON THE RESPECTIVE MODULE NAME

FASHION PACKAGES

STUDY YEAR 3

SIXTH SEMESTER COURSES – OFFERED IN SUMMER SEMESTER
LOCATION: BERLIN

PACKAGE F9

Fashion Design

- SPRING ACADEMY – workshop (choice between various topics), 1 ECTS
- START-UP, 5 ECTS
- FASHION THEORY II, 5 ECTS
- FASHION DESIGN V, 6 ECTS
- MATERIALS LABORATORY, 5 ECTS

Choice of one of the following labs:

- BRAND STRATEGY LAB II, 8 ECTS
- SUSTAINABILITY LAB II , 8 ECTS
- VIRTUAL LAB II, 8 ECTS
- STAGING LAB II, 8 ECTS

PACKAGE F10

Fashion Design & Management

- SPRING ACADEMY – workshop (choice between various topics), 1 ECTS
- LEADERSHIP, 5 ECTS
- FASHION MANUFACTURING II, 5 ECTS
- FASHION THEORY II, 5 ECTS
- BUSINESS MODELS IN THE FASHION INDUSTRY, 6 ECTS

Choice of one of the following labs:

- BRAND STRATEGY LAB II, 8 ECTS
- SUSTAINABILITY LAB II , 8 ECTS
- VIRTUAL LAB II, 8 ECTS
- STAGING LAB II, 8 ECTS

FOR FURTHER DETAILS ON THE MODULES AND THEIR CONTENT, PLEASE CLICK ON THE RESPECTIVE MODULE NAME

MODULE DESCRIPTIONS

ONBOARDING IN FASHION STUDIES

Semester: 1 **ECTS: 2** **Winter Semester** **Berlin**

Includes the following 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.

MODULE DESCRIPTIONS

CREATIVE CONSTRUCTION SYSTEMS I

Semester: 1 | **ECTS: 5** | **Winter Semester** | **Berlin**

Includes the following courses

- Cutting Technique
- Drapage (incl. Drapage Assistance)

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

MODULE DESCRIPTIONS

VISUAL COMMUNICATION I

Semester: 1 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following 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.

MODULE DESCRIPTIONS

REALIZATION I

Semester: 1 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Production Technique

Learning Outcome

In this module, 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

MODULE DESCRIPTIONS

FASHION DESIGN I

Semester: 1 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Concept
- Design Process
- Fashion Presentation

Learning Outcome

In this module, students will:

- Be encouraged to explore new forms and approaches, and learn how to implement them in a coherent fashion
- Be challenged to critically question ethical and aesthetic stereotypes
- Gain valuable experience in creative work by exploring materials, crafting techniques, and staging methods relevant to their creative process
- Gain a clearer notion of the underlying connections between idea, concept, and product (manifesto, muse, creative diary)
- Develop an understanding of physical body proportions, and learn how to create figurines for their own projects
- Learn the basics of figurine creation
- Gain practical experience in creating hand-drawn technical drawings
- Learn basic methodological skills required for assessing the feasibility of their own drawings, while also considering their possible effects

MODULE DESCRIPTIONS

FASHION DESIGN I

Learning Outcome (continued)

- 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.

MODULE DESCRIPTIONS

CULTURAL HISTORY OF DESIGN I

Semester: 1 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following 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

MODULE DESCRIPTIONS

CULTURAL HISTORY OF DESIGN I

Learning Outcome (continued)

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.

MODULE DESCRIPTIONS

BASIC PRINCIPLES OF DESIGN IN FASHION

Semester: 1 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following 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)

MODULE DESCRIPTIONS

BASIC PRINCIPLES OF DESIGN IN FASHION

Learning Outcome (continued)

- 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

MODULE DESCRIPTIONS

BASIC PRINCIPLES OF BUSINESS ADMINISTRATION

Semester: 1 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Basic Principles of Business Administration

Learning Outcome

After successful 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

MODULE DESCRIPTIONS

BASIC PRINCIPLES OF MANAGEMENT

Semester: 1 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following 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
- Be able to assess sources based on their quality

MODULE DESCRIPTIONS

MARKETING + PRODUCT COMPETENCE I

Semester: 1 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Basic Principles of Marketing
- Product Technology

Learning Outcome

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

MODULE DESCRIPTIONS

BASIC PRINCIPLES OF SUSTAINABILITY

Semester: 2 **ECTS: 1** **Summer & Winter Semester** **Berlin**

Includes the following courses

- Workshop (choice of various topics)

Learning Outcome

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

MODULE DESCRIPTIONS

CREATIVE CONSTRUCTION SYSTEMS II

Semester: 2 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Cutting Technique
- Drapage (incl. Drapage Assistance)

Learning Outcome

By completing the module, student 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

MODULE DESCRIPTIONS

VISUAL COMMUNICATION II

Semester: 1 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following 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

MODULE DESCRIPTIONS

VISUAL COMMUNICATION II

Learning Outcome (continued)

- 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.

MODULE DESCRIPTIONS

REALIZATION II

Semester: 2 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Production Technique

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

MODULE DESCRIPTIONS

FASHION DESIGN II

Semester: 2 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Concept
- Design Process
- Fashion Presentation

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

MODULE DESCRIPTIONS

FASHION DESIGN II

Learning Outcome (continued)

- 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.

MODULE DESCRIPTIONS

CULTURAL HISTORY OF DESIGN II

Semester: 2 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following 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

MODULE DESCRIPTIONS

CULTURAL HISTORY OF DESIGN II

Learning Outcome (continued)

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.

MODULE DESCRIPTIONS

MATERIALS COMPETENCE IN FASHION I

Semester: 2 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Textile Knowledge
- Basic Principles of Textile Technology
- Applied Knowledge of Materials

Learning Outcome

After successful completion of this module, 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

MODULE DESCRIPTIONS

MATERIALS COMPETENCE IN FASHION I

Learning Outcome (continued)

- 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

MODULE DESCRIPTIONS

ACCOUNTING

Semester: 2 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Accounting

Learning Outcome

After successful completion of this module, students will:

- 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

MODULE DESCRIPTIONS

STATISTICAL METHODS

Semester: 2 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Descriptive & Inductive Statistics
- Statistical Methods Exercise

Learning Outcome

After successful completion of this module, students will:

- 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

MODULE DESCRIPTIONS

MARKETING + PRODUCT COMPETENCE II

Semester: 2 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Strategic Marketing
- Product Technology
- Market Research

Learning Outcome

After successful completion of this module, 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

MODULE DESCRIPTIONS

MARKETING + PRODUCT COMPETENCE II

Learning Outcome (continued)

- 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

MODULE DESCRIPTIONS

SPRING/FALL ACADEMY

Semester: 3-6 **ECTS: 1** **Summer & Winter Semester** **Berlin**

The Spring/Fall Academy takes place during four days before the the first week of regular classes.

Includes the following courses

- Workshop (Choice between various topics)

Learning Outcome

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

MODULE DESCRIPTIONS

DIGITAL PRODUCT DEVELOPMENT

Semester: 3 **ECTS: 9** **Winter Semester** **Berlin**

Includes the following courses

- Technical Drawing
- Virtual Product Development
- 2D-Cutting System Development

Learning Outcome

Upon successful completion of the 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

MODULE DESCRIPTIONS

DIGITAL PRODUCT DEVELOPMENT

Learning Outcome (continued)

- 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.

MODULE DESCRIPTIONS

TECHNOLOGY + REALIZATION I

Semester: 3 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Studio Creative Construction Systems
- Studio Production Technique

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.

MODULE DESCRIPTIONS

FASHION DESIGN III

Semester: 3 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Concept
- Collection Development (incl. Drapage Assistance)
- Collection Presentation

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.

MODULE DESCRIPTIONS

MATERIALS COMPETENCE IN FASHION II

Semester: 3 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Textile Knowledge
- Textile Technology
- Applied Knowledge of Materials

Learning Outcome

After successful completion of this module, 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

MODULE DESCRIPTIONS

MATERIALS COMPETENCE IN FASHION II

Learning Outcome (continued)

- 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

MODULE DESCRIPTIONS

CULTURAL HISTORY OF DESIGN III

Semester: 3 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Cultural History of Design (online)
- Fashion & Culture

Learning Outcome

Lecture Cultural History of Design – online:

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

- 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
- Develop skills in academic interpretation on the basis of analysis and precise description

MODULE DESCRIPTIONS

CULTURAL HISTORY OF DESIGN III

Learning Outcome (continued)

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

MODULE DESCRIPTIONS

INNOVATION + DIGITAL TRANSFORMATION

Semester: 3 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Innovation Management
- Digital Transformation & Change Management

Learning Outcome

After successful completion of this module, students will be able 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

MODULE DESCRIPTIONS

INNOVATION + DIGITAL TRANSFORMATION

Learning Outcome (continued)

- 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)

MODULE DESCRIPTIONS

BASIC PRINCIPLES OF FINANCE MANAGEMENT

Semester: 3 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Commercial & Company Law
- Financing & Investment
- Operational Controlling

Learning Outcome

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

MODULE DESCRIPTIONS

BASIC PRINCIPLES OF FINANCE MANAGEMENT

Learning Outcome (continued)

- 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.
-

MODULE DESCRIPTIONS

CULTURAL HISTORY OF DESIGN III

Semester: 3 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Cultural History of Design (online)
- Trend Analysis

Learning Outcome

Lecture Cultural History of Design – online:

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

- 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
- Will develop skills in academic interpretation on the basis of analysis and precise description

MODULE DESCRIPTIONS

CULTURAL HISTORY OF DESIGN III

Learning Outcome (continued)

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.

MODULE DESCRIPTIONS

TECHNOLOGY + REALIZATION II

Semester: 4 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Studio Creative Construction Systems
- Studio Production Technique

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.

MODULE DESCRIPTIONS

PRODUCT MANAGEMENT

Semester: 4 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Product & Price Management
- Fashion Marketing

Learning Outcome

Students will

- 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.

MODULE DESCRIPTIONS

FASHION THEORY I

Semester: 4 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following 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.

MODULE DESCRIPTIONS

FASHION DESIGN IV

Semester: 4 **ECTS: 6** **Summer Semester** **Berlin**

Includes the following courses

- Concept
- Collection Development (incl. Drapage Assistance)
- Collection Presentation

Learning Outcome

Students will

- 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

MODULE DESCRIPTIONS

FASHION DESIGN IV

Learning Outcome (continued)

- 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

MODULE DESCRIPTIONS

BRAND STRATEGY LAB I

Semester: 4/5 **ECTS: 8** **Winter Semester** **Berlin**

Includes the following 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

MODULE DESCRIPTIONS

BRAND STRATEGY LAB I

Learning Outcome (continued)

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

MODULE DESCRIPTIONS

SUSTAINABILITY LAB I

Semester: 4/5 **ECTS: 8** **Winter & Summer Semester** **Berlin**

Includes the following courses

- Project or Company Partnership Project
- Expert Discussion and Academy-wide Exchange

Learning Outcome

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

MODULE DESCRIPTIONS

SUSTAINABILITY LAB I

Learning Outcome

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

MODULE DESCRIPTIONS

VIRTUAL LAB I

Semester: 4/5 **ECTS: 8** **Winter & Summer Semester** **Berlin**

Includes the following courses

- Project or Company Partnership Project
- Interim Review and Academy-wide Exchange

Learning Outcome

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

MODULE DESCRIPTIONS

STAGING LAB I

Semester: 4/5 **ECTS: 8** **Winter & Summer Semester** **Berlin**

Includes the following courses

- Project or Company Partnership Project
- Theoretical Basics and Expert Discussions

Learning Outcome

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

- 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

MODULE DESCRIPTIONS

STAGING LAB I

Learning Outcome (continued)

- 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

MODULE DESCRIPTIONS

DIGITALIZATION + SOCIETY

Semester: 5 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Current Issues on Economy, Society & Technology
- Big Data

Learning Outcome

- 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)

MODULE DESCRIPTIONS

FASHION MANUFACTURING I

Semester: 5 **ECTS: 5** **Winter Semester** **Berlin**

Includes the following courses

- Garment Technology
- Quality Management

Learning Outcome

- 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 forward-looking instrument

MODULE DESCRIPTIONS

FASHION MANUFACTURING I

Learning Outcome

- 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

MODULE DESCRIPTIONS

MARKETING IN GLOBAL MARKETS

Semester: 5 **ECTS: 6** **Winter Semester** **Berlin**

Includes the following 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

MODULE DESCRIPTIONS

MARKETING IN GLOBAL MARKETS

Learning Outcome (continued)

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

- 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.
-

MODULE DESCRIPTIONS

START-UP

Semester: 6 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Business Models
- Communications Management

Learning Outcome

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

- 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

MODULE DESCRIPTIONS

FASHION THEORY II

Semester: 6 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following 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 contexts, 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.

MODULE DESCRIPTIONS

FASHION DESIGN V

Semester: 6 **ECTS: 6** **Summer Semester** **Berlin**

Includes the following courses

- Concept & Collection Design
- Studio Fashion Design

Learning Outcome

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

MODULE DESCRIPTIONS

MATERIALS LABORATORY

Semester: 6 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Material & Experiment
- Laboratory

Learning Outcome

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

- 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

MODULE DESCRIPTIONS

MATERIALS LABORATORY

Learning Outcome (continued)

- 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.

MODULE DESCRIPTIONS

BRAND STRATEGY LAB II

Semester: 6 **ECTS: 8** **Summer Semester** **Berlin**

Includes the following 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

MODULE DESCRIPTIONS

BRAND STRATEGY LAB II

Learning Outcome (continued)

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

MODULE DESCRIPTIONS

SUSTAINABILITY LAB II

Semester: 6 **ECTS: 8** **Summer Semester** **Berlin**

Includes the following courses

- Project or Company Partnership Project
- Expert Discussion and Academy-wide Exchange

Learning Outcome

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 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

MODULE DESCRIPTIONS

SUSTAINABILITY LAB II

Learning Outcome

Social Aspect: Social Design

- 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

MODULE DESCRIPTIONS

VIRTUAL LAB II

Semester: 6 **ECTS: 8** **Summer Semester** **Berlin**

Includes the following courses

- Project or Company Partnership Project
- Interim Review and Academy-wide Exchange

Learning Outcome

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

MODULE DESCRIPTIONS

STAGING LAB II

Semester: 6 **ECTS: 8** **Summer Semester** **Berlin**

Includes the following courses

- Project or Company Partnership Project
- Theoretical Basics and Expert Discussions

Learning Outcome

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

MODULE DESCRIPTIONS

STAGING LAB II

Semester: 6 **ECTS: 8** **Summer Semester** **Berlin**

Learning Outcome (continued)

- 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

MODULE DESCRIPTIONS

LEADERSHIP

Semester: 6 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Leadership
- Human Resource Management

Learning Outcome

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

MODULE DESCRIPTIONS

FASHION MANUFACTURING II

Semester: 6 **ECTS: 5** **Summer Semester** **Berlin**

Includes the following courses

- Supply Chain Management
- Fashion IT Systems
- Retails Solutions

Learning Outcome

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

MODULE DESCRIPTIONS

FASHION MANUFACTURING II

Learning Outcome (continued)

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

- 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 retail solutions, esp. 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 the form of presentation of goods and the way in which goods are accessed 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)

MODULE DESCRIPTIONS

BUSINESS MODELS IN THE FASHION INDUSTRY

Semester: 6 **ECTS: 6** **Summer Semester** **Berlin**

Includes the following courses

- Product Management
- Communications Management
- Business Model Innovation

Learning Outcome

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

MODULE DESCRIPTIONS

BUSINESS MODELS IN THE FASHION INDUSTRY

Learning Outcome (continued)

- 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.

DESIGN SCHOOL

Welcome to the Design School of AMD! English modules within the Fashion School are currently offered in Hamburg & Cologne within the following study programs:

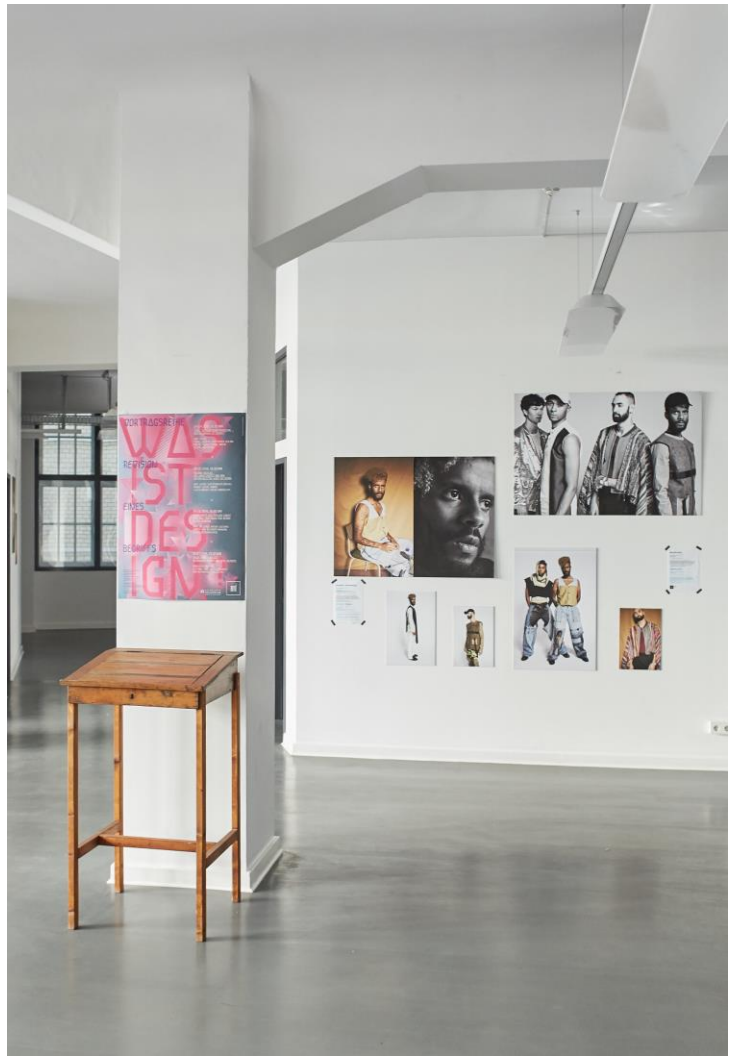
Interior Design (B.A.) | Hamburg

Product Design (B.A.) | Hamburg

Sustainable Design (B.A.) | Cologne

In the following, you will find an overview of the various packages that you can choose from including their modules. **Please choose modules relevant to your academic background and consult your home coordinator.**

Once you have identified your preferred modules, please list them in your application form so that your individual timetable can be prepared.



DESIGN PACKAGES

STUDY YEAR 2

FOURTH SEMESTER COURSES – OFFERED IN SUMMER SEMESTER
LOCATION: HAMBURG

PACKAGE D1

Product Design

- SPRING ACADEMY – workshop (choice between various topics), 1 ECTS
- DESIGN IN CONTEXT, 10 ECTS
- DIGITAL MEDIA DESIGN II, 6 ECTS
- THEORY OF DESIGN I, 5 ECTS

Choice of one of the following labs:

- BRAND STRATEGY LAB I, 8 ECTS
- SUSTAINABILITY LAB I , 8 ECTS
- INNOVATION LAB I, 8 ECTS

PACKAGE D2

Interior Design

- SPRING ACADEMY – workshop (choice between various topics), 1 ECTS
- DESIGN IN CONTEXT, 9 ECTS
- MEDIA & SPATIAL DESIGN II, 7 ECTS

Choice of one of the following labs:

- BRAND STRATEGY LAB I, 8 ECTS
- SUSTAINABILITY LAB I , 8 ECTS
- LIGHT & SOUND LAB I, 8 ECTS

FOR FURTHER DETAILS ON THE MODULES AND THEIR CONTENT, PLEASE CLICK ON THE RESPECTIVE MODULE NAME

DESIGN PACKAGES

STUDY YEAR 3

FIFTH SEMESTER COURSES – OFFERED IN SUMMER SEMESTER
LOCATION: COLOGNE

PACKAGE D3

Sustainable Design

- PROJECT: WOODEN FURNITURE DESIGN
- DESIGN PRACTICE III: "VIS-À-VIS"
- DESIGN PRACTICE III: "OPEN SPACE"
- DESIGN & CULTURAL STUDIES
- SUSTAINABILITY & DESIGN

FOR FURTHER DETAILS ON THE MODULES AND THEIR CONTENT, PLEASE CLICK ON THE RESPECTIVE MODULE NAME

MODULE DESCRIPTIONS

SPRING/FALL ACADEMY

Semester: 3-6 **ECTS: 1** **Summer & Winter Semester** **Hamburg**

The Spring/Fall Academy takes place during four days before the the first week of regular classes.

Includes the following courses

- Workshop (Choice between various topics)

Learning Outcome

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

MODULE DESCRIPTIONS

DESIGN IN CONTEXT

Semester: 4 **ECTS: 10** **Summer Semester** **Hamburg**

Includes the following courses

- Interdisciplinary Design Project
- Prototyping Workshop
- Sustainable Materials
- Design Engineering

Learning Outcome

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

- Conduct design assignments through interdisciplinary cooperation
- Transform draft-based, functional, material, ethical, or aesthetic questions and criteria (in the context of spatial and/or object-oriented assignments) into a creative and visionary idea, with additional attention paid to its realization
- Analyze assigned contexts and turn them into transgressive and transformational design concepts, and demonstrate unusual and unfamiliar design in their realization

MODULE DESCRIPTIONS

DESIGN IN CONTEXT

Learning Outcome (continued)

- Develop systemic concepts for realization, utilization, and material management in the development of their designs, and expand upon them through exploration of service-based concepts (where necessary)
- Delegate tasks in interdisciplinary cooperation and combine separate components into unified results
- Work productively in a team and highlight their own individual strengths
- Manage conflicts within a team and use them to generate constructive results in which their own individual ideas and interests are represented
- Manage communication, coordination, and leadership in team contexts
- Assess aspects of design law
- Construct phase-relevant versions of proportional models, functional models, presentational models, and dimensionally accurate prototypes to accompany their projects
- Use result-oriented methods to plan dimension, quality, and iterations of physical design work
- Research and use sustainable materials
- Evaluate a variety of materials – both common and novel – that exhibit recognized (or claimed) potential for sustainable use
- Address the origin, use, disposal, and recycling of these materials in the context of their ecological, economic, and social consequences
- Apply the fundamentals of engineering mechanics to technical problems, and critically evaluate their own developments in terms of technical feasibility
- Participate in discourse with technically trained specialists in the context of an interdisciplinary development process, while generating appropriate solutions for technical challenges
- Find progressive ways of dealing with errors and iteration processes

MODULE DESCRIPTIONS

DIGITAL MEDIA DESIGN II

Semester: 4 **ECTS: 6** **Summer Semester** **Hamburg**

Includes the following courses

- Digital Product Design
- Digital Construction

Learning Outcome

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

- process data of three-dimensional bodies,
- render these constructs in images and time-based animations with professional applications and in this context deal intensively with design issues of realism and abstraction,
- develop their own designs virtually and to critically examine specific features of the results,
- explore tool-dependent design paradigms,
- identify, observe and reflect on the possibilities and limitations of computer-based or computer-aided design in concrete design tasks,
- apply their extended knowledge and skills in the design and representation of products in three-dimensional space for further use in different media and techno-logical transfers of prototypical, individual, serial or industrial production in a context-related manner,
- analyze design possibilities and limitations of digital tools in the design process and to develop a personal attitude towards their use in one's own design work.

MODULE DESCRIPTIONS

THEORY OF DESIGN I

Semester: 4 **ECTS: 5** **Summer Semester** **Hamburg**

Includes the following courses

- Theory of Design
- Reading Theory of Design

Learning Outcome

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

- Generate synergies between the development of theory and the progression of product and design history
- Incorporate these synergies into their own process of design (including justification)
- Use design theory as a basis for reflecting on their own creativity
- Understand and reflect on the underlying aspects of design theory through selected texts
- Use texts to assess the relevance of historical positions within contemporary discourse

MODULE DESCRIPTIONS

BRAND STRATEGY LAB I

Semester: 4 **ECTS: 8** **Summer Semester** **Hamburg**

Includes the following 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

MODULE DESCRIPTIONS

SUSTAINABILITY LAB I

Semester: 4 **ECTS: 8** **Summer Semester** **Hamburg**

Includes the following courses

- Project or Company Partnership Project
- Expert Discussion and Academy-wide Exchange

Learning Outcome

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

MODULE DESCRIPTIONS

SUSTAINABILITY LAB I

Learning Outcome

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

MODULE DESCRIPTIONS

INNOVATION LAB I

Semester: 4 **ECTS: 8** **Summer Semester** **Hamburg**

Includes the following courses

- Innovation Workshop
- Transformation Design

Learning Outcome

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

- understand their creative possibilities as part of an innovation process and to contribute appropriately
- recognize social, economic and ecological development processes and to include them in the design work/to react to them within the framework of the design work
- involve other participants in development processes in an appreciative manner
- assume control tasks within complex work processes
- negotiate participation in innovation processes among stakeholders
- assessing, evaluating and communicating the consequences of simple, complex, disruptive and transformational changes and deriving responsible decisions from them.

MODULE DESCRIPTIONS

LIGHT + SOUND LAB I

Semester: 4 **ECTS: 8** **Summer Semester** **Hamburg**

Includes the following courses

- Experimental Design
- Light & Sound
- Light & Sound Model

Learning Outcome

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

- understand light and sound as important design components of space and objects and to be able to use them in their emotional and atmospheric effect
- use a basic technical understanding for the use of light and sound in design contexts
- understand their creative possibilities in dealing with light and sound and to use them appropriately
- methodically set up design experiments and formulate their own hypotheses in order to develop strategies for finding ideas and for unconventional, creative design
- document and self-critically reflect on work steps, working methods and knowledge gained.

MODULE DESCRIPTIONS

DESIGN IN CONTEXT

Semester: 4 **ECTS: 9** **Summer Semester** **Hamburg**

Includes the following courses

- Design Project
- Structural Design
- Technical Planning

Learning Outcome

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

- transfer design, functional, material, ethical or aesthetic requirements and problems of a spatial and/or object-related design task into a visionary design idea
- transfer a given context of requirements into a transgressive and transformational design context
- use both craft-generated and computer-generated results as the content of the presentation
- describe the constructive structure of various traditional and innovative designs of interior boundaries and openings
- present the construction of non-load-bearing interior walls, lightweight systems, doors and openings,
- identify interior floor, wall and ceiling finish materials with particular reference to the group of mineral building materials and in the interface with interior boundary systems

MODULE DESCRIPTIONS

DESIGN IN CONTEXT

Learning Outcome (continued)

- identify stair forms and basic construction principles, dimensional, proportional, and safety requirements for building stairs,
- develop aesthetically and structurally sophisticated stair solutions and determine the intersections with other disciplines,
- to apply the acquired technical knowledge to their own design concepts.

MODULE DESCRIPTIONS

MEDIA + SPATIAL DESIGN II

Semester: 4 **ECTS: 7** **Summer Semester** **Hamburg**

Includes the following courses

- Media & Spatial Design
- Technical Realization

Learning Outcome

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

- understand medial-spatial design as the exploration of different types of media and their relationship with space
- develop spatial-oriented works and installations
- conceptually develop narrative content in spatial contexts, and translate it into a concrete spatial installation
- express themselves artistically and creatively through use of physical, real-world spatial situations, by use of interaction or narrative-based strategies, and through the integration of additional components in their work (e.g. light, sound, movement-based dramaturgy, image, text, and motion images)
- use technological tools to develop their work creatively and innovatively
- develop their own professional position regarding the creative use of analog and digital tools
- identify, observe, and reflect upon the possibilities and limitations present in the utilization of different media in spatial design (based on practical assignments)

MODULE DESCRIPTIONS

MEDIA + SPATIAL DESIGN II

Learning Outcome (continued)

- critically observe the development of their own designs in different media with regard to their unique characteristics
- explore idiosyncrasies in tool-based design on the basis of results
- connect image and spatial concepts thanks to experimental work with narrative and interactive installations

MODULE DESCRIPTIONS

PROJECT:
WOODEN FURNITURE DESIGN

Semester: 5 **ECTS: 10** **Summer and Winter Semester** **Cologne**

In the Wonder Wood course we will dedicate ourselves first to an intuitive and spontaneous way of creating products with wood. We use intuitive impulses to create personal three-dimensional ideas with different wooden materials. The ideas and concepts we achieve will afterwards be developed into a piece of furniture.)

Learning Outcome

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

- analyze and reflect on aspects of sustainability (ecology, economy, society, culture)
- develop an innovative and original design concept, iterative and agile sustainable design processes, media presentations and implementations for their project ideas
- present their design results adequately
- present themselves professionally to possible cooperation partners
- give constructive feedback and apply constructive criticism to their own drafts
-

MODULE DESCRIPTIONS

DESIGN PRACTICE III: "VIS-À-VIS"

Semester: 5 **ECTS: 5** **Summer and Winter Semester** **Cologne**

In this course you will create an object for a friend, colleague or family member, in order to develop your approach to design. A dialogue with your partner about the object in question will be the first part of the course. In the next step, individual designs will be sketched and worked out into a 1:1 model. In conclusion, you will present your object that embodies the relationship between you and your partner.

Learning Outcome

After successful completion of this module, students

- deepen and specialize their methodological, design and implementation skills in a design focus of their choice.
- learn about specialization options in design areas of their choice.
- deepen and specialize their knowledge of iterative and agile design processes as well as methods of idea generation and more complex conceptualization in the respective design area and apply them to their own designs.
- will be able to analyze and reflect on the concrete challenging tasks set in the respective course description and transfer them into an individual, stringent and professional design concept.
- specialize their individual design style according to their chosen design focus.
- are able to develop an innovative and original design concept of higher complexity based on the concrete task.
- will find plausible, design-technically adequate implementations for their conceptual ideas.

MODULE DESCRIPTIONS

DESIGN PRACTICE III: "OPEN SPACE"

Semester: 6 **ECTS: 5** **Summer and Winter Semester** **Cologne**

This course offers freedom for experimental research in design. Whether technical topics such as materials and manufacturing processes or sociological ones from the field of the humanities – everything can be investigated and worked out experimentally and interdisciplinary in the first part of the course. Once a topic has been identified, it is explored in an open discourse within the group. A course diary in digital or analogue form serves to document the results and is thus a basis for the final presentation.

Learning Outcome

After successful completion of this module, students

- deepen and specialize their methodological, design and implementation skills in a design focus of their choice.
- learn about specialization options in design areas of their choice.
- deepen and specialize their knowledge of iterative and agile design processes as well as methods of idea generation and more complex conceptualization in the respective design area and apply them to their own designs.
- will be able to analyze and reflect on the concrete challenging tasks set in the respective course description and transfer them into an individual, stringent and professional design concept.
- specialize their individual design style according to their chosen design focus.
- are able to develop an innovative and original design concept of higher complexity based on the concrete task.

MODULE DESCRIPTIONS

DESIGN + CULTURAL STUDIES

Semester: 5 **ECTS: 5** **Summer and Winter Semester** **Cologne**

Our lectures on Design Theory, Cultural Studies, and Philosophy are closely related to relevant contemporary discourses and allow students to gain a deep insight into intellectual history as a basis for understanding the complex interconnections society, ecology, and economy.

Learning Outcome

After successful completion of this module, students

- will be able to analyze complex design-theoretical, cultural-scientific or philosophical questions and apply them to their own academic, especially design-related question and current sustainable issues.
- have a differentiated critical power of judgment in the context of design-theoretical, philosophical or cultural-scientific phenomena and can recognize and analyze transdisciplinary and transcultural contexts.
- will be able to routinely apply their scholarly textual competence and to understand and analyze complex theoretical texts and apply them to questions of their own design and sustainable development.
- are able to express their point of view and conclusions in writing and orally in a professional manner according to scientific practice.

MODULE DESCRIPTIONS

SUSTAINABILITY + DESIGN

Semester: 7 **ECTS: 5** **Summer and Winter Semester** **Cologne**

Includes the following courses

- Sustainable Design in the Context of Business and Entrepreneurship

Learning Outcome

After successful completion of this module, students

- have developed an understanding of the multiple interdependencies of economy and sustainability and can name and analyze the essential discourses on the topic.
- will be able to situate the design and its role in these discourses.
- understand principles of corporate social responsibility and their relevance for companies.
- can justify sustainable investments for SMEs argumentatively and mathematically.