

3.2. BA Visual Communication Curriculum

Module Area/Subject Group		Project		Artistic Foundation	Theory and History (Good command of German required)	Design Tools and Media	Practice	Presentation and Documentation		
BACHELOR - LP		Conception and Design	Subject-Specific Foundation							
BA Degree	8	22							4	26
		18 - Final BA Degree Project 4 - BA Colloquium							Documentation & Presentation of the BA Degree Project	
	7	22			6	2	2	2	2	34
		18 - Design Project 4 - Short-term Project			4 - BA Thesis 2 - Theory colloquium	Media-related accompaniment to the Design Project OR Simulation of Interaction Processes	Entrepreneurship + Business Start-up		Documentation & Presentation	
	6	18	6		2	2	2			30
		Design Project	6 - Interactive Media Course* OR 6 - Photography Course*		Theory*	Media-related accompaniment to the Design Project OR Simulation of Interaction Processes	Sprechen über... - series of talks with various guest speakers			
	5	22	6		2	2				32
		18 - Design Project 4 - Short-term Project	6 - Moving Image Course* OR 6 - Type Design Course*		Theory*	Media-related accompaniment to the Design Project OR Simulation of Interaction Processes				
	4	18			2	4		2	2	26
		Introduction to Project Work 6 - Drawing 6 - Visual Communication 6 - Interaction Design			Theory*	2 - Introduction to Programming Techniques 2 - Printing Preparation, Pre-Press			Documentation & Presentation	
	3	24	4		2	2				32
		4 - Type 2 - Web Design Introduction to Project Work: 6 - Spacial Design (Exhibition Design) 6 - Moving Images 6 - Typography	History of Visual Communication		Theory*	Digital Layout				

*Compulsory elective modules

** Choice of 2 x 7-ECTS courses

Artistic foundation Year	2		6	20	4				30
		Subject-specific Foundation	14 - In-depth Courses**: - Drawing II - Visual Arts II - Sculptural Work II - Spacial Work II - Anatomy/ Morphology II - Basics of Digital Media II - Space, Image, Drawing 6 - Workshop Course II	History*					
	1			24	6				30
			18 - Orientation Courses: - Drawing - Visual Arts I - Sculptural Work I - Spacial Work I - Anatomy/ Morphology I - Basics of Digital Media I 6 - Workshop Course I	4 - History* 2 - Methodical and Scientific Work					
		126	22	44	24	12	4	8	240

*Compulsory elective modules

** Choice of 2 x 7-ECTS courses