

Module Handbook

Study Program:

Master of Arts in Design

Table of contents

• Applied Studio Discipline (Fachpraxis)	3
Units 1–4	5
Unit 5.....	5
• Design Management.....	6
Theory of Design Management	8
Applied Design Management	9
• Design Science and Theory	10
Design Science	12
Media Theory.....	12
Innovation Management	13
Marketing und Communication Strategy	13
Social Sciences	14
Media and Art Studies for Designers	15
Design Philosophy.....	15
• Pilot Project	17
Pilot Project: Research and Planning.....	18
Pilot Project: Design and Prototyping.....	18
Pilot Project: Visualization, Documentation, Presentation	18
• Team and Strategy.....	20
Team and Strategy.....	22
• InCollege.....	23
InCollege Plenary Session	24
InCollege Practical Experience and Independent Study	24
• Integrative Project I	25
Definition and Conception.....	26
Creation and Prototyping	26
Visualization, Documentation, Presentation	26
• Design Thinking	28
Design Thinking 1.....	30
Design Thinking 2.....	30
• ResearchCollege	31
Design Research.....	33
Design in Context.....	33
Service Design Research	34
Marketing and Communication in Social Context	34
Applied Design Research	35
• Integrative Project II	36
Definition and Conception.....	37
Creation and Prototyping	37
Visualization, Documentation, Presentation	37
• Mobility Semester Internship.....	39
Mobility Semester Internship	40
• Master’s Degree Conclusion	41
Thesis Management	42
Master’s Project.....	42
Master’s Thesis	43
Colloquium / Exhibition	43
Public Presentation.....	44

Module	Module code
01 Applied Studio Discipline (Fachpraxis)	01 GM
Module coordinator	Faculty
Dean of Studies MA	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
4 Semesters	Compulsory	14.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Units 1-4	Elective	12.0 0	336
2.	Unit 5	Elective	2.00	56
Total (elective)			14.0 0	392

Target competences
<p>The Applied Studio Discipline is a self-guided consolidation of both practical and theoretical knowledge and methods. The module consists of four individually selected courses from the curriculum of the Faculty of Design (up to 12 credits) or HAWK+ (up to 6 credits). The program of study includes modules from the module groups Design Techniques, Design - Experiment - Research and Theory. Upon completion of each selected course a certificate is issued in recognition of the credits received. The fifth course includes the preparation of conclusive retrospective documentation as well as the presentation and defense of the specialization in a time-limited format. The module will be supported with regular invitations from the Dean of Studies to informative and consulting events. Teachers of the individual fields of competence can be consulted in an advisory capacity if necessary.</p> <p>The students:</p> <ul style="list-style-type: none"> • develop independent learning and self-analytical abilities; • on the basis of their Bachelor's studies, independently research, plan, and implement a strategy for individual development and consolidation of their specific discipline; • methodically, critically, and analytically review and expand their repertoire of relevant design methods in their individual design field or specialization; • recognize and explore detailed knowledge specific to their discipline and apply it in a controlled manner in complex tasks;

- identify the technical approaches of related disciplines and explore and/or expand them in the context of their personal profile;
- act as role models for younger students and interact confidently in small and large groups;
- actively communicate and express themselves with factual, contextual, and methodological confidence about their creative and/or research activities;
- present their findings analytically within a given time limit and, if necessary, defend them in a technical discussion;
- give feedback in a responsible manner.

Means of assessment

Documentation, presentation

Type of assessment

Graded examination performance

Module		Module Code
01 Applied Studio Discipline (Fachpraxis)		01 GM
Course	Course type	Course code
Units 1-4	Seminar	01 GM-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	12.00	12.00	German	20 participants

Contents
Contents vary individually, according to the chosen discipline.

Module		Module Code
01 Applied Studio Discipline (Fachpraxis)		01 GM
Course	Course Type	Course Code
Unit 5	Practical course	01 GM-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	2.00	2.00	German	20 participants

Contents
Documentation (critical reflections) and presentation.

Module	Module Code
02 Design Management	02 GM
Module coordinator	Faculty
Interim Prof. Holger Fricke	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Compulsory	6.00

Recommended prerequisites
From BA studies: basic knowledge of economic structure in design context, marketing, project experience, teamwork; good knowledge of English.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Theory of Design Management	Compulsory	3.00	84
2.	Applied Design Management	Compulsory	1.00	84
Total (compulsory)			4.00	168

Target competences
<p>The students:</p> <ul style="list-style-type: none"> form an independent position on the nature and tasks of Design Management; place Design Management in social and organizational contexts and apply methods and knowledge of Design Management. <p>Students acquire knowledge at a medium level of scientific ability. They are able to:</p> <ul style="list-style-type: none"> recognize and describe the importance of design in value creation by companies and organizations, in both a material and non-material sense; apply this knowledge in a realistic development project; apply the tools to operational, tactical and strategic levels of organizations, with particular emphasis on companies; apply the basics of management competence for creative processes under given economic circumstances;

- describe the relationship between design and brand management as a condition of design function in a company;
- establish a rational basis for their own and other people's design decisions by means of design research;
- describe current approaches to user-centered design and, against this background, critically evaluate alternative models;
- describe personality-determined behavior in teams and define leadership approaches.

Means of assessment

Project work

Type of assessment

Graded examination performance

Module		Module Code
02 Design Management		02 GM
Course	Course type	Course code
Theory of Design Management	Lecture	02 GM-V1
Teaching professor	Faculty	Compulsory/elective
Interim Prof. Holger Fricke	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	3.00	German	30 participants

Contents
<ul style="list-style-type: none"> • The Meaning of Design Management: description and analysis of various dimensions as applied to different levels (operational, tactical, strategic, normative, evolutionary); discussion of the concrete and abstract relevance in a given time frame, technical difficulty and expected results. • Operative Design Process Management: guiding creative performance in teams; planning efficient cooperation between the various participants in the design process; use of project management tools; coordination of goal achievement and internal/external communication of results. • Competitive Design Strategy Management: the theoretical dimension and practical significance of marketing and competitive strategies; description of design as a strategic success factor; the importance of innovation to value creation and economic stability; group approaches to strategy formation. • Normative Market Exposure Management: design in the context of brand management; profiling through design; significance of the brand profile as an expression of corporate identity and normative values; the use of design as a means of differentiation and exposure. • Evolutionary Design Development Management: building of consulting skills regarding design language, design quality and their respective evolutions. • The role of design as a long-term development factor in a company and as a building block of corporate strategy; the designer as a coach in social, economic, scientific and creative processes and organizations. • Managerial responsibilities and entrepreneurial skills of design, including theoretical concepts such as 4 Orders of Design, System Theory, Cybernetics, Organization Theory and current management and design research approaches. • Differentiation between the currently prevailing approaches of user-centered design and historical and competing models. • Description and trial of current approaches in using design research to inform design decisions.

Module		Module code
02 Design Management		02 GM
Course	Course type	Course code
Applied Design Management	Practical Course	02 GM-V2
Teaching professor	Faculty	Compulsory/Elective
Interim Prof. Holger Fricke	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	1.00	German	30 participants

Contents
<ul style="list-style-type: none"> • Applied use of the theoretical material discussed in the lecture: project-oriented learning based on tasks set by external partners from the business world or public administration. • The project in a social context: critical evaluation of the assigned task in terms of design learning and ethical conventions. • Creative briefings and critically reflective rebriefings. • Coordination, communication and development of content-related tasks in terms of good project management.

Module	Module Code
03 Design Science and Theory	03 GM
Module coordinator	Faculty
Prof. Dr. Sabine Foraita	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Compulsory	12.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Design Science	Elective	3.00	168
2.	Media Theory	Elective	3.00	168
3.	Innovation Management	Elective	3.00	168
4.	Marketing und Communication Strategy	Elective	3.00	168
5.	Social Sciences	Elective	3.00	168
6.	Media and Art Studies for Designers	Elective	3.00	168
7.	Design Philosophy	Elective	3.00	168
Total (elective)			6.00	336

Target competences
<p>The students:</p> <ul style="list-style-type: none"> • are able to grasp, explain and evaluate a wide range of material, abstract and virtual design phenomena based on theoretical knowledge from design science, design management, marketing, media and communication science; • are able to systematically organize complex knowledge, to establish cross-references between different design disciplines and to structurally organize knowledge into hierarchal models; • are able to independently formulate questions on society, the economy, media and culture by applying the theoretical and methodological knowledge acquired; • are motivated to think and independently interpret from a design perspective; • are able to critically analyze the diversity of positions, insights and schools of thought in design;

- are able to further develop their own creative work on the basis of the above mentioned considerations;
- are able to think through and evaluate the implementation of design solutions with regard to social expectations as well as possible consequences.

Students choose two out of five courses.

Means of assessment

Documentation, homework, practical experience and reports

Type of assessment

Graded examination performance

Module		Module Code
03 Design Science and Theory		03 GM
Course	Course type	Course code
Design Science	Lecture/Practical course	03 GM-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Sabine Foraita	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	6.00	3.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Phenomenological and analytical presentation of the range of topics in Design Science and Research from a current perspective. • Ethical considerations with regard to design relevance. • Ethical considerations in the context of design thinking. • Presentation of selected current publications in the field of design science with critical discussion and analysis. • Presentation, critical analysis, and interpretation of current publications of related disciplines (choice is topic-dependent). • Analysis of social development trends from a design-science and design-philosophy perspective. • In-depth discussion of design research methods using examples. • Application of design research methods and hands-on use in small groups. • Design Science thinking strategies. • Examples and future research. • Discussion of approaches to the development of future scenarios.

Module		Module Code
03 Design Science and Theory		03 GM
Course	Course type	Course code
Media Theory	Seminar	03 GM-V2
Teaching professor	Faculty	Compulsory/Elective
Prof. Dr. Stephan Schwingeler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	6.00	3.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Discussion of Media Theory in the context of design. • In-depth understanding of the development of design, art and media, taking into account cultural, social and historical contexts. • In-depth understanding of Design, Art and Media theory, as well as idiomatic methods and relevant bodies of knowledge. • Formulation of Media Theory-related questions as hypotheses. • Presentation of relevant literature and critical discussion. • Discussion, critical evaluation, and interpretation of current Media Theory and media and art studies literature (choice is topic-dependent). • Classification, analysis, and discussion of social development trends from a media theory perspective. • Application of appropriate methods and hands-on use in small groups.

Module		Module code
03 Design Science and Theory		03 GM
Course	Course type	Course code
Innovation Management	Seminar	03 GM-V3
Teaching professor	Faculty	Compulsory/elective
Interim Prof. Holger Fricke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	6.00	3.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Basic comprehension: social innovation through design thinking and acting. • Overview of essential approaches to innovation from economic and design sciences. • Current models of digital and physical product development. • The role of innovation management within an enterprise. • Basic innovation strategies. • Management of innovation processes.

Module		Module code
03 Design Science and Theory		03 GM
Course	Course type	Course code
Marketing and Communication Strategy	Seminar	03 GM-V4
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Alexander Schimansky	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	6.00	3.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Introduction to identity-based marketing and brand understanding. • Personality and socio-psychological basics of brand management. • Sociological understanding of target groups for psychographic market segmentation. • Psychological approaches to brand positioning and critical analysis. • Successful marketing communication in the age of social media. • Depth psychological approaches to brand relations. • Strategy and implementation of multisensory communication concepts.

Module		Module code
03 Design Science and Theory		03 GM
Course	Course type	Course code
Social Sciences	Seminar	03 GM-V5
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Alexander Schimansky	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	6.00	3.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Introduction to the theories of the Social Sciences to describe and explain social phenomena (such as experience, information, performance, status, luxury, consumption, multi-optional, sustainable social structures). • Analysis of a broad spectrum of current challenges in German society. Examples include problems in coping with one's own culture, with foreigners, with the handicapped, with gender; the different issues of sustainability in the climate, animals and nature; the consequences of anonymity and isolation tendencies in society; the problem of manipulative communication in an open information society (advertising, influencers, bots, fake news). • Analysis and evaluation of different (at times controversial) approaches to solving current societal challenges. • Development of complex concepts with multiple benefits for finding comprehensive, responsible solutions to circumstantial social problems. • Assessment of solution concepts in terms of feasibility, capacity, compatibility, connectivity etc.

Module		Module code
03 Design Science and Theory		03 GM
Course	Course type	Course code
Media and Art Studies for Designers	Seminar	03 GM-V6
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Stephan Schwingeler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	6.00	3.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Discussion of cultural, art and media history as it relates to a broad spectrum of design issues. • In-depth understanding of the development of design, taking into account cultural, social and historical contexts. • In-depth understanding of the history of Design, Art and Media, as well as idiomatic methods and relevant bodies of knowledge. • Formulation of media, art and cultural studies related questions as hypotheses. • Presentation of relevant literature and critical discussion. • Discussion, critical evaluation, and interpretation of current media and art studies literature (choice is topic-dependent). • Classification, analysis and discussion of social development trends from a media and art studies perspective. • Application of appropriate methods and hands-on use in small groups.

Module		Module code
03 Design Science and Theory		03 GM
Course	Course type	Course code
Design Philosophy	Seminar	03 GM-V7
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Sabine Foraita	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	6.00	3.00	German	20 participants

Contents

- Discussion of the philosophical foundations of ethics as they relate to design.
- Consideration ethics in the context of design thinking.
- Analysis of different philosophical levels of knowledge and their relevance to design philosophy.
- Analysis of case studies of ethical and non-ethical behavior in design teaching methods.
- Self-directed learning.
- Working in research groups with an independently formulated research subject;
- Colloquium.
- Plenary sessions.

Module	Module code
04 Pilot Project	04 GM
Module coordinator	Faculty
Dean of Studies MA	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Compulsory	9.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Pilot Project: Research and Planning	Compulsory	2.00	84
2.	Pilot Project: Design and Prototyping	Compulsory	2.00	84
3.	Pilot Project: Visualization, Documentation, Presentation	Compulsory	1.00	84
Total (compulsory)			5.00	252

Target competences
<p>In the pilot project, students work together in interdisciplinary teams. In a predetermined subject area, the teams formulate their own description of a problem and develop a comprehensive solution.</p> <p>The students:</p> <ul style="list-style-type: none"> analyze their own technical abilities and contribute constructively to the work of an interdisciplinary team; develop questions, define goals, and work out solutions in teams; communicate and interact with other disciplines; organize themselves independently within a team and define interfaces and processes.
Means of assessment
Project work
Type of assessment
Graded examination performance

Module		Module code
04 Pilot Project		04 GM
Course	Course type	Course code
Pilot Project: Research and Planning	Seminar	04 GM-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Research methods. • Problem description and target development. • Definition of competencies. • Team building and planning (e.g. time management).

Module		Module Code
04 Pilot Project		04 GM
Course	Course type	Course code
Pilot Project: Design and Prototyping	Seminar	04 GM-V2
Teaching professor	Faculty	Compulsory/Elective
alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Interdisciplinary planning. • Design as part of a subtask. • Prototyping.

Module		Module code
04 Pilot Project		04 GM
Course	Course type	Course code
Pilot Project: Visualization, Documentation, Presentation	Seminar	04 GM-V3
Teaching professor	Faculty	Compulsory/elective
alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	1.00	German	20 participants

Contents
Techniques of visual and verbal presentation of concepts in various media; documentation/presentation of the entire process and final result.

Module	Module code
05 Team and Strategy	05 GM
Module coordinator	Faculty
Interim Prof. Holger Fricke	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Compulsory	6.00

Recommended prerequisites
Basic understanding of scientific thinking and working.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Team and Strategy	Compulsory	4.00	168
Total (compulsory)			4.00	168

Target competences
<p>The students know and apply selected models and methods of:</p> <ul style="list-style-type: none"> • interpersonal communication; • negotiation techniques; • situational leadership; • conflict management; • determining personality types; • intercultural management; • interdisciplinary team management; • leadership in design organizations and service providers. <p>The students:</p> <ul style="list-style-type: none"> • organize and moderate team meetings; • prepare and conduct staff meetings; • prepare and conduct conflict resolution meetings; • determine their own behavioral patterns and use this awareness for greater flexibility in their own management style; • distinguish between different personality types and identify appropriate management approaches in accordance; • apply the basics of intercultural collaboration; • describe change processes, identify appropriate options for action, establish priorities, develop goals and project plans.

The **Team & Strategy** module serves as a preparation for the **InCollege** module and is closely coordinated with the **Design Management** module.

Means of assessment

Documentation, homework, practical experience and reports

Type of assessment

Graded examination performance

Module		Module code
05 Team and Strategy		05 GM
Course	Course type	Course code
Team and Strategy	Seminar	05 GM-V1
Teaching professor	Faculty	Compulsory/elective
Interim Prof. Holger Fricke	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	4.00	German	30 participants

Contents
<ul style="list-style-type: none">• Analysis of possibility and team application of models of communication, leadership, and development role.• Determinants of personality.• Basic strategy development for the creation of design teams.• Models of team structures for the analysis of cooperation within and between teams.• The learning process in distributed teams.• Role models in teams.• Central methods of online collaboration.

Module	Module Code
06 InCollege	06 GM
Module coordinator	Faculty
Dean of Studies MA	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Compulsory	9.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	InCollege Plenary Session	Compulsory	2.00	84
2.	InCollege Practical Experience and Independent Study	Compulsory	0.00	168
Total (compulsory)			2.00	252

Target competences
<p>The students:</p> <ul style="list-style-type: none"> • acquire the ability to conduct self-contained learning units such as workshops in Bachelor courses; • are able to plan their work and responsibilities independently in a matrix organization involving module supervisors and subject-specific teachers; • are able to prepare teaching content in close coordination and with coaching by the full-time teaching staff; • understand how to communicate with groups; • master the procedure of content preparation; • employ didactic methods in conveying knowledge; • design a worthwhile feedback process; • lead groups and moderate; • responsibly organize and coordinate student work and groups.
Means of assessment
Documentation, observation report
Type of assessment
Graded examination performance

Module		Module Code
06 InCollege		06 GM
Course	Course type	Course code
InCollege: Plenary Session	Seminar	06 GM-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	30 participants

Contents
<ul style="list-style-type: none"> • Communication models for use in groups. • Didactic methods of knowledge transfer. • Feedback as an element of leadership and as a process. • Management models and their application in groups. • The fundamentals of didactics. • Moderation and conflict management techniques. • Definition of contents and goals in the practical part of a module. • Fundamentals of project management.

Module		Module Code
06 InCollege		06 GM
Course	Course type	Course code
InCollege: Practical Experience and Independent Study	Practical course	06 GM-V2
Teaching professor	Faculty	Compulsory/Elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	6.00	0.00	German	30 participants

Contents
<ul style="list-style-type: none"> • Hands-on application of the models presented in the seminar. • Transfer of elements from Bachelor studies. • Realization of workshops. • Organization of educational field trips. • Coordination of student work. • Preparation of independently conducted learning units. • Case-by-case verification of work preparations and plans.

Module	Module code
07 Integrative Project I	07 GM
Module coordinator	Faculty
Dean of Studies MA	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Compulsory	12.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Definition and Conception	Compulsory	2.00	112
2.	Creation and Prototyping	Compulsory	2.00	112
3.	Visualization, Documentation, Presentation	Compulsory	1.00	112
Total (compulsory)			5.00	336

Target competences
<p>With the Integrative Project I, students broaden their skills within their discipline by means of a predetermined or freely chosen interdisciplinary task. They work independently, organizing themselves in terms of content and structure. Cooperation in (interdisciplinary) teams is possible.</p> <p>The students:</p> <ul style="list-style-type: none"> • identify socially relevant topics and base their questions and solutions on them; • develop, design, discuss, vary, and modify their designs in an interdisciplinary context; • integrate a broad range of design disciplines; • work supportively in teams or with other disciplines; • develop prototypes or design fiction; <p>present, document and justify their projects.</p>
Means of assessment
Project work
Type of assessment
Graded examination performance

Module		Module code
07 Integrative Project I		07 GM
Course	Course type	Course code
Definition and Conception	Seminar	07 GM-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Concept building. • Research methods. • Analysis methods. • Problem definition.

Module		Module code
07 Integrative Project I		07 GM
Course	Course type	Course code
Creation and Prototyping	Seminar	07 GM-V2
Teaching professor	Faculty	Compulsory/Elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Concept development. • Transformation of concepts into design solutions. • From prototyping to implementation.

Module		Module code
07 Integrative Project I		07 GM
Course	Course type	Course code
Visualization, Documentation, Presentation	Seminar	07 GM-V3
Teaching professor	Faculty	Compulsory/Elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	1.00	German	20 participants

Contents
Visual and verbal presentation techniques of concepts through a variety of media; documentation / presentation of an entire process and final results.

Module	Module code
08 Design Thinking	08 GM
Module coordinator	Faculty
Prof. Dr. Sabine Foraita	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Elective	6.00

Prerequisites for admission to exam
Module 03 Design Science and Theory

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Design Thinking 1	Compulsory	2.00	84
2.	Design Thinking 2	Compulsory	2.00	84
Total (compulsory)			4.00	168

Target competences

The students:

- understand how to take existing design solutions and contemplate, analyze, classify and form questions regarding previous problems, implementations, technical and design techniques, cultural agreements and socially accepted ways of meeting needs—and understand how to transfer these insights into tasks;
- are familiar with well-known methods of analysis and criticism, know how to apply them and transfer them into tasks;
- confidently apply design research methods, employ them according to the situation, evaluate them, and present them;
- are able to apply, evaluate and present creative methods;
- can implement and apply new strategies of design thinking;
- are able to develop and interpret research questions and design solutions;
- can use technical language confidently, and use it to justify design solutions;
- independently acquire new task-related knowledge;
- reflect upon their own creative process;
- organize themselves in teams, resolve conflicts, justify and discuss team strategies;
- improve their teamwork abilities, learn to give and take constructive criticism appropriately.

Means of assessment
Work documentation, homework, practical experience, and reports
Type of assessment
Graded examination performance

Module		Module code
08 Design Thinking		08 GM
Course	Course type	Course code
Design Thinking 1	Seminar	08 GM-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Sabine Foraita	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	30 participants

Contents
<p>Synergy with units from the modules Science and Theory, ResearchCollege, Team and Strategy and with the final examination.</p> <ul style="list-style-type: none"> • Forms of analysis and criticism (image analysis, text analysis, functional analysis). • Methods of concept development. • Design research methods. • Thinking and creative methods. • Scientific-research in teams. • Visualization concepts for the researching design process. • Strategies of Design Thinking. • Development of research questions regarding research about/for/through design. • Technical language. • Experimental design work. • Feedback guidelines for teamwork.

Module		Module code
08 Design Thinking		08 GM
Course	Course type	Course code
Design Thinking 2	Practical course	08 GM-V2
Teaching professor	Faculty	Compulsory/Elective
Prof. Dr. Sabine Foraita	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	2.00	German	30 participants

Contents
<ul style="list-style-type: none"> • Didactic concept: developing concepts in small groups as well as scientific-research work in teams with changing tasks. • Synergy with units from the modules Science and Theory, ResearchCollege, Team and Strategy, and with the final examination.

Module	Module code
09 ResearchCollege	09 GM
Module coordinator	Faculty
Dean of Studies MA	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Compulsory	9.00

Recommended prerequisites
Basic understanding of scientific planning and formation of research questions.

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Design Research	Elective	2.00	84
2.	Design in Context	Elective	2.00	84
3.	Service Design Research	Elective	2.00	84
4.	Marketing and Communication Research in Social Context	Elective	2.00	84
5.	Applied Design Research	Elective	2.00	84
Total (elective)			6.00	252

Target competences
<p>Based on the theoretical and practical courses from the first semester, this module serves to deepen empirical knowledge. The aim is to enable students to explore phenomena from the fields of Design, Design Science, Design Management, Marketing, Media Science, and Communication Science. They will be able to raise meaningful questions, recognize and integrate relevant knowledge, develop appropriate research designs and select suitable approaches from various research methods. The research results will be assessed and classified in terms of significance, relevance and consequences. Collaboration in research groups makes it possible to collectively generate and validate knowledge gains. Furthermore, the findings can be independently reflected upon in terms of application - even critically - and implications will be introduced into a factual and technical exchange with representatives of different institutions.</p>

Students work individually or in teams on a research question that is either predetermined or developed within the project. They work scientifically, methodologically, experimentally, independently, organize themselves together and defend their theories, solutions and concepts in plenary sessions.

The students are able to:

- identify the challenges presented by new and existing practical and theoretical questions;
- explore and summarize the existing theoretical and empirical knowledge in their field of specialization;
- classify different scientific findings and assess conflicting research results so that core statements can be derived as hypotheses;
- develop questions relevant their own research and conceive and comprehensively present research designs that lead to answers to these questions;
- select and apply suitable methods from various qualitative and quantitative research methods as part of a well-founded approach to gathering knowledge;
- conduct research, collect and independently evaluate data, both individually and collectively in teams;
- evaluate and critically reflect on the significance, relevance and scope of research results;
- interpret findings in scientific discussions and/or put them into practice and to make goal-oriented design solutions;
- introduce findings and implications from their own research into a subject-specific and specialized dialogue with representatives of other institutions in a transfer of scientific and practical knowledge.

Means of assessment

Documentation, homework, practical experience and reports

Type of assessment

Graded examination performance

Module		Module code
09 ResearchCollege		09 GM
Course	Course type	Course code
Design Research	Seminar	09 GM-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Sabine Foraita	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	2.00	German	15 participants

Contents
<ul style="list-style-type: none"> • Identification of questions and phenomena relevant to Design Science research. • Design research methods. • Creation of a research design. • Research about/for/through/as design. • Critical design. • Evaluation methods and interpretation of research results. • Research documentation. • Communication of pertinent and specialized research with representatives of other institutions.

Module		Module code
09 ResearchCollege		09 GM
Course	Course type	Course code
Design in Context	Seminar	09 GM-V2
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Stephan Schwingeler	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	2.00	German	15 participants

Contents
<ul style="list-style-type: none"> • Formulation of hypotheses based on questions drawn from media, art and cultural studies. • Testing of hypotheses with suitable scientific methods and analytical tools. • Evaluation, assessment and critical deliberation of research results. • If appropriate, derivation of practice-oriented applicable references. • Presentation of the wide range of topics in media research from a current perspective. • Presentation of relevant publications and critical discussion. • Discuss, critically evaluate and interpret current media and art studies publications (choice is topic-dependent).

- Classification, analysis and discussion of social development trends from the perspective of media studies.
- Practice-oriented application of appropriate methods in small groups

Module		Module code
09 ResearchCollege		09 GM
Course	Course type	Course code
Service Design Research	Seminar	09 GM-V3
Teaching professor	Faculty	Compulsory/Elective
Interim Prof. Holger Fricke	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	2.00	German	15 participants

Contents				
<ul style="list-style-type: none"> • Importance of service design research for design science, organizations and society at large. • Technological, social, and economic factors of service design. • Trends in service design: observation, exploration, analysis and evaluation. • Conceptualization and creativity: methods, techniques, scenarios and design fiction. • User-centered input, models, and instruments for service development. • Consideration of practice-oriented service design research questions using qualitative and quantitative methods in small groups to derive design concepts and concrete design solutions. 				

Module		Module code
09 ResearchCollege		09 GM
Course	Course type	Course code
Marketing and Communication Research in Social Context	Seminar	09 GM-V4
Teaching professor	Faculty	Compulsory/Elective
Prof. Dr. Alexander Schimansky	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	2.00	German	15 participants

Contents
<ul style="list-style-type: none"> • Secondary analyses on marketing, consumer, and advertising issues. • Basics: qualitative and quantitative primary research with interpretative and statistical data analysis. • In-depth psychological research of (subliminal) brand and advertising impacts. • Qualitative exploration of associations and images of products, brands and companies in social group settings (focus group workshops). • Trend analyses on the future role of marketing communication in society. • Experimental research designs for testing design templates from Product Design, Graphic Design, Brand Design and Advertising Design. • Investigation of the social factors of brand loyalty to customers (loyalty, brand relationship).

Module		Module code
09 ResearchCollege		09 GM
Course	Course type	Course code
Applied Design Research	Seminar	09 GM-V5
Teaching professor	Faculty	Compulsory/Elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Periodic	3.00	2.00	German	15 participants

Contents
<ul style="list-style-type: none"> • Design research or design development methods including interviews with experts, case studies, usability test, and futurology in design. • Experimental design research. • Observation, exploration, analysis, and evaluation of design-relevant developments. • Investigation of applied design research questions using qualitative and quantitative methods in small groups to develop design concepts and concrete design solutions. • Preparation of comprehensible documentation and evaluation of the project's research process.

Module	Module code
10 Integrative Project II	10 GM
Module coordinator	Faculty
Dean of Studies MA	Design

Study Program
Master of Arts in Design

Duration	Compulsory/ elective	ECTS
1 Semester	Elective	12.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Definition and Conception	Compulsory	2.00	112
2.	Creation and Prototyping	Compulsory	2.00	112
3.	Visualization, Documentation, Presentation	Compulsory	1.00	112
Total (compulsory)			5.00	336

Target competences
<p>With Integrative Project II, students deepen the skills they have acquired in Integrative Project I by means of a predetermined or freely chosen interdisciplinary task. They work independently, organizing themselves in terms of content and structure. Cooperation in (interdisciplinary) teams is possible.</p> <p>The students:</p> <ul style="list-style-type: none"> • recognize future requirements of social relevance and base their problem definition and approach to solutions on them; • develop, design, discuss, review, and optimize their designs in an interdisciplinary context; • apply proven design research methods; • integrate a broad range of design disciplines; • work supportively in teams or with other disciplines; • develop prototypes or design fiction; • place their designs in cultural, design-scientific and economic contexts; • present, document, and justify their projects.
Means of assessment
Project work
Type of assessment
Graded examination performance

Module		Module code
10 Integrative Project II		10 GM
Course	Course type	Course code
Definition and Conception	Seminar	10 GM-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Research methods. • Analysis methods. • Problem definition. • Concept building.

Modulname		Modulcode
10 Integrative Project II		10 GM
Course	Course type	Course code
Creation and Prototyping	Seminar	10 GM-V2
Teaching professor	Faculty	Compulsory/Elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	2.00	German	20 participants

Contents
<ul style="list-style-type: none"> • Concept development. • Transformation of concepts into design solutions. • From prototyping to implementation.

Module		Module code
10 Integrative Project II		10 GM
Course	Course type	Course code
Visualization, Documentation, Presentation	Seminar	10 GM-V3
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	4.00	1.00	German	20 participants

Contents
Visual and verbal presentation techniques of concepts through a variety of media; documentation / presentation of an entire process and final results.

Module	Module code
11 Mobility Semester Internship	11 GM
Module Coordinator	Faculty
Dean of Studies MA	Design

Study Program
Master of Arts in Design

Duration	Compulsory/Elective	ECTS
1 Semester	Elective	30.00

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Mobility Semester Internship	Elective		840
Total (elective)				840

Target competences
<p>Students deepen their knowledge of the conditions, procedures, and processes involved in the conception and management of design and planning projects under real working conditions.</p> <p>The students:</p> <ul style="list-style-type: none"> • are able to assess their own professional skills, define their future goals, and find suitable solutions; • independently choose a target employer and justify their choice; • acquire and self analyze advanced practical knowledge and skills; • incorporate this knowledge into their study programs; • have thorough knowledge of the working methods and organization of companies with a design focus and reflect upon this acquired knowledge.
Means of assessment
Documentation, homework, practical experience and reports
Type of assessment
Graded examination performance

Module		Module code
11 Mobility Semester Internship		11 GM
Course	Course type	Course code
Mobility Semester Internship	Practical course	11 GM-V1
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	30.00		German	

Contents
<p>Deeper insight into economic, social, cultural, organizational and legal realms in selected sectors of the design world. Recognition of credits is granted by the dean of studies (or by an authorized person) upon submission of a form, together with written certification from the employer. All is regulated by guidelines.</p>

Module	Module code
12 Master's Degree Conclusion	12 GM
Module Coordinator	Faculty
Dean of Studies MA	Design

Study Program
Master of Arts in Design

Duration	Compulsory/elective	ECTS
1 Semester	Compulsory	25.00

Prerequisites for admission to exam
81 credit points from 1st, 2nd, and 3rd semesters

Units of Study:

Nr.	Course	Compulsory/ elective	SWS	Workload
1.	Thesis Management	Compulsory	1.00	28
2.	Master's Project	Elective	1.00	560
3.	Master's Thesis	Elective	1.00	560
4.	Colloquium / Exhibition	Compulsory	0.00	84
5.	Public Presentation	Compulsory	0.00	28
Total (compulsory and elective)			2.00	700

Target competences
<p>Upon completion of the module, students will have the ability to:</p> <ul style="list-style-type: none"> independently and scientifically explore a theoretical design question or a design-relevant theoretical question; independently conceive, effectuate, deliberate, document, and present a design and/or research project that demonstrates the competences acquired in the course of the study and consequently substantiates the student's professional qualifications; independently implement projects with regard to time and resource management, selection of means, design methods and design research methods; independently prepare a comprehensible and documented presentation, a self-critical reflection, and a scientifically substantiated defense of the final thesis.
Type of assessment
Graded examination performance

Module		Module code
12 Master's Degree Conclusion		12 GM
Course	Course type	Course code
Thesis Management	Seminar	12 GM-V1
Teaching professor	Faculty	Compulsory/elective
Prof. Dr. Sabine Foraita	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	1.00	1.00	German	30 participants

Contents
<ul style="list-style-type: none"> • Knowledge management. • Research design. • In-depth thinking and research strategies. • Deepening of design research methodology. • Time management. • Basics of the postgraduate or PhD.

Module		Module code
12 Master's Degree Conclusion		12 GM
Course	Course type	Course code
Master's Project	Project	12 GM-V2
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	20.00	1.00	German	

Contents
<p>The theory-based design project is to be completed within a period of 15 weeks. Together with the presentation of the design solution from conception to implementation, the project will include documentation (70,000 characters including spaces – approximately 40 pages) of the entire procedure, including methodology and an analysis of the results. The master project is weighted six times as a partial requirement towards completion of the Master's Degree Conclusion module.</p>

Module		Module code
12 Master's Degree Conclusion		12 GM
Course	Course type	Course code
Master's Thesis	Project	12 GM-V3
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Elective

Frequency	ECTS	SWS	Language	Group size
Each semester	20.00	1.00	German	

Contents
<p>The theoretical elaboration of a design-relevant question chosen by the student. It will include an original scientific discussion on the application of design-related scientific methods in the acquisition of technical knowledge. The thesis project is to be completed within a period of 15 weeks. It will include a written description of the entire procedure and methodology, and must be a minimum of 140,000 characters including spaces (approximately 80 pages) in length. The Master Thesis is weighted six times as a partial requirement towards completion of the Master's Degree Conclusion module.</p>

Module		Module code
12 Master's Degree Conclusion		12 GM
Course	Course type	Course code
Colloquium / Exhibition	Practical course	12 GM-V4
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	3.00	0.00	German	

Contents
<p>The results of the Master's Project or Thesis will be prepared in appropriate formats for a colloquium, a public presentation, and a public exhibition.</p> <p>The 45-minute colloquium consists of two parts: a presentation, which visually illustrates and explains the process from the formulation of the question to the results, and an oral defense of the project before selected examiners. The colloquium will be graded and weighted two times as a partial requirement towards completion of the Master's Degree Conclusion module.</p>

Module		Module code
12 Master's Degree Conclusion		12 GM
Course	Course type	Course code
Public Presentation	Practical course	12 GM-V5
Teaching professor	Faculty	Compulsory/elective
Alternating	Design	Compulsory

Frequency	ECTS	SWS	Language	Group size
Each semester	1.00	0.00	German	

Contents

In a short public presentation (7-10 minutes), the results of the Master's thesis are to be clearly and concisely conveyed in the presence of an expert jury. The public presentation will be graded and weighted one time as a partial requirement towards completion of the **Master's Degree Conclusion** module.