





Our Media Design course is the first and so far only creative and design-oriented course at the Baden-Wuerttemberg Cooperative State University (DHBW). Our students qualify with an internationally recognised Bachelor of Arts degree in Media Design. The course equips students to become versatile practitioners in new media, publishing and graphic design agencies or independent designers, by offering a choice of specialism in design and interaction, advertising and moving image.

Fundamental parts of the course at the DHBW are research, evaluating, planning, designing and implementation. Our students work individually but also in groups to strengthen their social skills and to share ideas and techniques.

About the course

During the first semester students are encouraged to develop an individual creative approach through experimentation, innovation and discovery and then to apply this in various design-related set projects.

The course offers a combination of practical seminars in design methods, graphic design, typography, photography, animation, screen design, didactic design and exhibition design, along with seminars on theoretical subjects such as the theory & history of design, cultural studies, business administration and production technology.

We have wide-ranging links to the creative industries. Our permanent teaching staff, all experts in their field, are supported by external tutors who are all practicing professionals, artists and designers. This support by professionals forms the basis of the Media Design course. Our students benefit greatly from one to one tuition by experts in their field. Our full-time professors are responsible for the theoretical foundation and continuity, they guarantee academic quality in teaching.



Recent awards won by our students:

2012: **1st Prize at RSA Student Award** in London for Eva Besenreuter; **ADC Germany Silver** for David Seidewitz and Florian Tscharf for "Life Cube Gallery", **ADC Germany Bronze** for Florian Tscharf with "Form Fucks Function" as well as an honorary mention for Linus Schaaf, Maike Strothmann, Katharina Lanz and Simon Wiesinger for "Echo" at ADC Germany; **D&AD Student Award** Winners Raphael Schneider, Viola Schumann, Christian Krause and Christopher Risse for "Be a Part of Peace" (Open Brief)

2011: **Gold Cube at ADC New York** and **ADC Germany Gold** for Joschka Wolf and Peer Dräger (impresario-game.com). **ADC Germany Silver** for David Seidewitz and Florian Tscharf (Short Movie "Laufzeit"). **ADC Germany Bronze** for a campaign on "Taking the taboo out of incontinence". **Yellow Pencil at D&AD London** for David Seidewitz and Florian Tscharf

2010: **DMMK Young Talent Award** and **Annual Multimedia Award** for Joschka Wolf and Peer Dräger. **GWA Junior Agency Award in Gold** plus **People's Choice Award** for best team

Group of Modules	1 st Academic Year	2 nd Academic Year	3 rd Academic Year	CP*
Work Placements	Practical Module I Design Basics and Typical Work Along the Company's Profile.	Practical Module II Contribution to Design Conception and Cross Media Processes; Typical Work Along the Company's Profile.	Practical Module III Further Training in Specific Areas of the Design Process; Support in Extended Business Activities.	48

General Study Contents							135
Design/Layout	Form Design I	Form Design II	Colour Design	Illustration Information Typography Visual Systems	Specific Design Tasks I (2 of 3): Design Concepts Interaction Concepts Film Design	Specific Design Tasks II (2 of 3): Campaigns/Text Didactic Design Sound Design	31
	Typography Basics Layout Design Photography/ Composition	Applied Typography	Screen Typography Communication in Public Space	Audio/Sound			15
	Animation Basics	Cross Media Screen Design	Introduction to Film Design	3D Design			16
Project	Open Project	Graphic Design	Multimedia Design	Motion Design	Design Awards		34
Technology	Image Processing	DTP Software Production Technology	Programming Authoring	Film/Video Editing			14
Economics			Quoting & Cost Accounting Media Law	Marketing	Integrative Seminar Applied Management		11
Cultural Science	Media History and Theory/Methods of Visual Analysis	Theory of Perception			Art History	Design History	14

Methodology Basics				5
Research Methods	Introduction to Research Methods		Theory and Methods of Empirical Design Research	Abstract for Bachelor Thesis

Key Qualifications				10
Social & Methodical Qualification I & II	Project Management	Presentation Skills Media Ethics		Media Concepts

Bachelor Thesis				Comprehensive Practice-Led Research and Design Work on a Specific Problem.	12
CP-Total	71	71	68		210
Attendance	622	571	460		

* CP Credit Points
Modules are depicted in a grid

Success after three years

Studying at the Baden-Wuerttemberg Cooperative State University (DHBW) provides practice-oriented preparation for the challenges of the continuously changing media world. The combination of academic studies and practical work experience over the three-year course means that students are professionally extremely well-equipped to take the initiative – an asset very highly regarded in the media branch.

Partner universities abroad offer students the possibility to extend their personal horizons. Students are supported by a range of academic exchange programs.

Graduates usually have excellent professional opportunities: currently around 80% have a permanent work contract when taking their final exam. The majority are being offered fulltime positions by their supporting design companies and training enterprises.

Admission requirements

To enroll, students must be in possession of an employment contract with a suitable partner company. In addition they need a relevant university entrance qualification. During the period of their studies students receive a monthly remuneration.

The Dual Concept

Academic study semesters and practical workplace internships alternate in regular three-monthly intervals, ensuring variety throughout the program. Course contents are closely coordinated. The academic year starts on 1st of October. Academic studies can begin either straightaway with the first theory semester (A-Phase) or with the first practical internship (B-Phase).

Qualification

Graduates obtain a Bachelor of Arts (B.A.) degree accredited with 210 Credit Points.

Applications

Applications should be submitted via a partner company which cooperates with the Media Design course at the DHBW. Applicants may also suggest a company that is willing to sign an employment contract with them. A list of companies can be found on the course homepage.

Professional areas

Graduates in Media Design are qualified to work in a wide variety of companies, such as visual communication, graphics, media and film, e.g. advertising agencies, graphic design studios, media enterprises, publishers, broadcasting stations and companies with their own graphic design departments. Course contents are intended to be equally suitable for both large and small or medium-sized companies. Our record shows that the best students soon attain leading positions in the fields of advertising and design.

Do you have any further questions?

If so, please telephone or write to us:

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