

MODULE HANDBOOK B.A. INDUSTRIAL DESIGN

Last updated: 01.10.2022





MODULE PLAN BID

Modules	Courses	Туре	T/A	Sen	n 1	Sei		Ser	n 3	Ser	n 4	Sei	n 5	Sei	n 6	Sen	n 7
				WHS	CP	WHS	CP	WHS	CP	WHS	CP	WHS	CP	WHS	CP	WHS	CP
Projects				12	15	12	15	6	15	6	15	6	15	0	30	2	20
1.1	Design Basics 2D	SL, T	Po	4	5												
1.2	Design Basics 3D	SL, T	Po	4	5												
1.3	Design Basics Material	SL, T	Po	4	5												
2.1	Intro Project - Product Design	SL, T	Po			4	5										
2.2	Intro Project - Interaction Design	SL, T	Po			4	5										
2.3	Intro Project - Computational Design	SL, T	Po			4	5										
3.1/4.1/5.1	Project*	P, T	Po					6	15	6	15	6	15				
6.1/6.2	Internship phase / Period abroad*I**		IR/D											0	30		
7.1	Bachelor thesis (practical work and theory)	Р	TP, DP													2	12
7.2	Bachelor reflection	Р	D													0	5
7.3	Bachelor colloquium	Co	0E													0	3
2D Tools				8	10	4	5	4	5	0	0	0	0	0	0	0	0
1.4	Experimental Design	SL, T	Po	4	5												
1.5	Visualisation	SL, T	Po	4	5												
2.4	Fundamentals of Visual Communication	SL, T	Po			4	5										
3.2	Advanced Visual Communication	SL, T	Po					4	5								
Technologies				0	0	8	10	4	5	0	0	0	0	0	0	0	0
2.5	LAB - Materials	SL, T	Po			4	5										
2.6	Digital Product Design	SL, T	Po			4	5										
3.3	Technical Industrial Design	SL, T	Po					4	5								
Theory				4	5	0	0	0	0	4	5	4	5	0	0	4	5
1.6	Theory of Design	SL	TP	4	5												
4.2	Design Discourse and Academic Writing Skills	SL, T	Po							4	5						
5.2	Design Management	SL, T	Po									4	5				
7.4	Social Skills Work Exhibition***	SL, P	AR													4	5
Compulsory Elective Pool				0	0	0	0	3	5	6	10	6	10	0	0	3	5
3.4	Specialisation module*	P, T	AR	Ü	-			3	5			Ť		Ü			
4.3		P. T	AR							3	5						
4.4		P, T	AR							3	5						
5.3	Specialisation module*	P, T	AR									3	5				
5.4	Specialisation module*	P, T	AR									3	5				
7:5		P, T	AR													3	5
Total				24	30	24	30	17	30	16	30	16	30	0	30	9	30

Type = Type of course Key:

FT = Field trips = Colloquium Со

LP = Laboratory practical courses

= Project = Seminar

SL = Seminar-style lectures

Tu = Tutorial= Lecture

WHS = Weekly hours per semester

CP = Credit points

T/A = Type of assessment

Po = Portfolio or ePortfolio + oral examination

This may include: (see relevant module sheet)

D = documentation DP

= Design project EC

= Experimental coursework GP = Group presentation

TP = Term paper

WE = Written examination 0E = Oral examination

= Internship / Practical report IR

Pre = Presentation

0P = Oral presentation

AR = Attendance record (ungraded)

= Scientific project

Compulsory elective module

Over the study programme as a whole at least one module must be completed from each of the four specialisation groups in the compulsory elective pool.

In the 7th semester, one module from the compulsory elective pool must be selected as an appropriate accompaniment to the Bachelor thesis.

 $\ensuremath{^{**}}$ The internship phase / period abroad may optionally be undertaken in either the 5th or 6th semester.

^{***} Students may spread the workload for this module across the entire study programme. At the time of enrolling for the Bachelor examination this module must have been successfully completed.

Industrial Design Institut Magdeburg Hochschule Magdeburg-Stendal

EXAMINATION SCHEDULE BID

	Modules	ID	Content / Notes	Leader	Туре	T/A	Workload h	WHS	CF
1	Design Basics 2D	1.1	2D Design Fundamentals	Nikola Röthemeyer	SL, T	Po	150	4	5
	Design Basics 3D	1.2	3D Design Fundamentals	Bernhard Schmid-Wohlleber	SL, T	Po	150	4	5
	Design Basics Material	1.3	Model building I materials I experiments	Cora Gebauer	SL, T	Po	150	4	5
	Experimental Design	1.4	Research experiment creativity	Marion Meyer	SL, T	Po	150	4	5
	Visualisation	1.5	Basics of Adobe CC, sketching/scribbling	Thies Krüger	SL, T	Po	150	4	5
	Theory of Design	1.6a	, , ,	Insa Arndt	SL	TP	75	2	5
		1.6b	History of the Media	Dr. Sandra Maria Geschke	SL	TP	75 900	2 22	3
						_			
2	Intro Project - Product Design	2.1	Introduction to project work with:	Bernhard Schmid-Wohlleber	SL, T	Po	150	4	
	Intro Project - Interaction Design	2.2	Introduction to project work with:	Steffi Hußlein	SL, T	Po	150	4	
	Intro Project - Computational Design	2.3	Introduction to project work with:	Dominik Schumacher	SL, T	Po	150	4	
	Visual Communication Fundamentals	2.4	Fundamentals of visual communication	Matthias Schützelt	SL, T	Po	150	4	
	LAB - Materials	2.5	Materials experiments and advanced model building	Cora Gebauer	SL, T	Po	150	4	
	Digital Product Design	2.6		Thies Krüger	SL, T	Po	150	2/2	
			- one coming y companing				900	24	
3	Project*	3.1	Choice from project pool	All full-time lecturers	P; T	Po	300	6	
	Visual Communication Consolidation	3.2	Advanced Visual Communication	Nikola Röthemeyer	SL, T	Po	150	4	
	Technical Industrial Design	3.3	Fundamentals of Product Development, Workflow, Ergonomics, Standards	Thies Krüger	SL, T	Po	150	4	
	Specialisation module*	3.4	Voluntary elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	
			comparatory elective poor				900	17	-
,	Project*	4.1	Choice from project pool	All full-time lecturers	P,T	Po	300	6	
4									
	Design discourse and Academic writing skills	4.2	discourse skills and their bearing on the design process, scientific work	Marion Meyer, Constanze Langner	SL, T	Po	150	4	
	Specialisation module*	4.3	Elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	
	Specialisation module*	4.4	Elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	
							900	16	
5/6	Project*	5.1	Choice from project pool	All full-time lecturers	P,T	Po	300	6	
	Design Management	5.2	Design strategies, fundamentals of marketing	Jan Bäse	SL, T	Po	150	4	
	Specialisation module*	5.3	Elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	
	Specialisation module*	5.4	Elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	
							900	16	
	Practical experience*	6.1	Internship phase**	Thies Krüger		IR	900*	0	3
	r i actical experience		Period abroad**	Marion Meyer		D	900*	0	3
5/6							900	30	
5/6									
5/6	Completion of Bachelor degree	7 1	Bachelor thesis	All full-time lecturers	Р	TP. DP	240	2	
5/6 7	Completion of Bachelor degree	7.1 7.2		All full-time lecturers All full-time lecturers	P WE	TP, DP D	240 150	0	
		7.2 7.3	Bachelor reflection Bachelor colloquium	All full-time lecturers All full-time lecturers	WE Co	D OE	150 90	0	
	Completion of Bachelor degree Social Skills/ Work Exhibition*** Specialisation module*	7.2 7.3 7.4	Bachelor reflection	All full-time lecturers	WE	D	150	0	

^{*|**|***} Key see page 2



COMPULSORY ELECTIVE POOL BID

Sem. ID	Modules	Leader	Course type	T/A	Workload h	WHS	CP
3 to 7 Speci	alisation - Labs				150	3	5
CE	1.1 LAB - Advanced Materials	Cora Gebauer	P,T	AR	150	3	5
CE	1.2 LAB - Modelling and Moulding Techniques	Cora Gebauer	P,T	AR	150	3	5
CE	1.3 LAB - Typo	Matthias Schützelt	P, T	AR	150	3	5
CE	1.4 LAB - Photography / film	Bernhard Schmid-Wohlleber	P,T	AR	150	3	5
CE	1.5 LAB - Research through Design	Steffi Hußlein	P,T	AR	150	3	5
CE	1.6 LAB - Rapid Prototyping	N.N.	P,T	AR	150	3	5
CE	1.7 LAB - Computational Design	Dominik Schumacher	P,T	AR	150	3	5
3 to 7 Speci	alisation - Applied Design Tools				150	3	5
CE	2.1 Digital Sketching	Thies Krüger	P,T	AR	150	3	5
	2.2 Implementation Strategies	Cora Gebauer	P.T	AR	150	3	5
	2.3 Computational Design	Dominik Schumacher	P,T	AR	150	3	5
	2.4 UTTEmbodied Interaction	Steffi Hußlein	P,T	AR	150	3	5
	2.5 Advanced CAD	N.N.	P.T	AR	150	3	5
	2.6 Motion Design Animation	Florian Honigmann	P,T	AR	150	3	5
	2.7 Bachelor Discourse	Marion Meyer	P,T	AR	150	3	5
	2.8 Module from the ESID elective range	BID and EE/ME subject advisers	P.T	AR	150	3	5
UL.	2.0 Woulde from the LSD elective range	DID alla EL/ME Subject auvisers	1,1	AIN	130	J	J
3 to 7 Speci	alisation - Artistic Design Tools				150	3	5
CE	3.1 Advanced Creativity Techniques	Marion Meyer	P,T	AR	150	3	5
CE	3.2 Advanced Experimental Design	Marion Meyer	P,T	AR	150	3	5
CE	3.3 Printing Techniques	Nikola Röthemeyer	P,T	AR	150	3	5
CE	3.4 Lab - Printing	Nikola Röthemeyer	P,T	AR	150	3	5
CE	3.5 Graphic Illustration	Nikola Röthemeyer	P,T	AR	150	3	5
3 to 7 Speci	alisation - Design theory				150	3	5
CE.	4.1 Cultural and Design History	Insa Arndt	PT	ΔR	150	3	5
							5
		, , ,					5
3 to 7 Speci	3.5 Graphic Illustration		- '		150	3	

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Index of Modules BID

Project Fundamentals FP

Projects P

2D Tools 2d

Technologies T

Theory Th

Compulsory Elective Pool Specialisation Modules CE

Practice Pr

Completion of Bachelor degree BT

Module Group **Project Fundamentals BID**

Project fundamentals	FP
Design Basics 2D	1.1
Design Basics 3D	1.2
Design Basics Material	1.3
Intro Project - Product Design	2.1
Intro Project - Interaction Design	2.2
Intro Project - Computational Design	2.3

MODULE SHEET 1.1.







FP

1.1

1.2

1.3

2.1

2.2

Modul Design Basics 2D					Code BID_1.1		
	en / Studienprüfungsordn	ung (SPO)			Anzahl der Stud	dierenden	
none					20-25		
	Pflichtmodul		X		Fachsemester		1
	Wahlpflichtm	odul			Wintersemester	r)
	Wahlmodul				Sommersemes	iter	Y
rt	SWS		Credits		Prüfungsleistur	nσ	
Lecture, Tutorials	4		5		Portfolio and I		
/orkload							
60 In-person (4)	VHS x 15 weeks)						
70 Independent	exercises						
20 Preparation o	f results for portfolio / p	resentation					
150 Stunden							
<u> </u>							
nhaltsbeschreibung	perimentation and searc						
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MODULE SHEET 1.2.





FP

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2.1

2.2

Design	n Basics 3D					BID_1.2	
ingang:	svoraussetzungen / Studie	enprüfungsordnung (SPO)			Anzahl der Studierende 20-25	en
		Pflichtmodul Wahlpflichtmodul Wahlmodul	X - -			Fachsemester Wintersemester Sommersemester	1
Art		SWS		Credits		Prüfungsleistung	
	e, Tutorials	4		5		Portfolio and Presenta	ation
Workloa	ad			<u>, anamananana</u>			
60	In-person (8 WHS x 15 v	weeks)					
70	Independent exercises						
20	Preparation of results f	or portfolio / presentati	on				
150	Stunden						
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Basic I // Wha // Ther On t design // They // This // Area seman	tools that will help them y will become familiar wit s will be done by alternation as of focus: design metho tics	pach a design task? ne way of getting somet s course students will b select the right approa th the tools best suited ng between theoretical dology, proportion and the	ecome fami ch for a par to their own lectures and form studies	liar with some of ticular task. personal method I coordinating pra	these different s and discover t ctical exercises		box with
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Basic I // Wha // Ther On t design // They // This // Area seman // Anal // Expe	Patterns Toolbox for Dat is the best way to approre is usually more than on the Product Design Basics tools that will help them y will become familiar with as of focus: design methodatics lysis of the semantic pote erimental design of forms	pach a design task? ne way of getting somet s course students will b select the right approa th the tools best suited ing between theoretical dology, proportion and the ential of existing products with the aim of convey	ecome fami ch for a par to their own lectures and form studies ts ing predefir	liar with some of ticular task. personal method I coordinating prass, bionics, product	these different s and discover t ctical exercises	their individual skills.	box with
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MODULE SHEET 1.3.





FP

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Modul				Code	
Design Basics Materi	al			BID 1.3	
Eingangsvoraussetzungen /		ng (SPO)		Anzahl der Studiere 20-25	nden
	Pflichtmodul	X		Fachsemester	1
	Wahlpflichtmo			Wintersemester	X
	Wahlmodul			Sommersemester	X
		<u>((((()))</u>			
Art	SWS		Credits	Prüfungsleistung	
Lecture, Tutorials	4		5	Portfolio	
Workload					
60 In-person (4 WHS	S x 15 weeks)				
70 Independent exer	rcises				
20 Preparation of re	sults for portfolio / pre	sentation			
150 Stunden					
Inhaltsbeschreibung					
	maahinaa ayailahla far	model building (d	rilla milling machines	, saws, grinders), manual exercise	0.00
created previously as a m Familiarisation with mate and industrial processing Consolidation of the know	aterial commonly used nodel. erials relevant to produ g, plus uses in processi vledge of material prop	act design, their po ed form (e.g. comp erties through tec	(polystyrene), joining to operties, extraction or posite materials, board hnical drawing taking i	cogether of surfaces using paper so production and history, manufactu materials). into account the specific material	ring
iarisation with a sheet m created previously as a m Familiarisation with mate and industrial processing	aterial commonly used nodel. erials relevant to produ g, plus uses in processi vledge of material prop	act design, their po ed form (e.g. comp erties through tec	(polystyrene), joining to operties, extraction or posite materials, board hnical drawing taking i	production and history, manufactu materials).	ring
iarisation with a sheet m created previously as a m Familiarisation with mate and industrial processing Consolidation of the know	aterial commonly used nodel. erials relevant to produ g, plus uses in processi vledge of material prop	act design, their po ed form (e.g. comp erties through tec	(polystyrene), joining to operties, extraction or posite materials, board hnical drawing taking i	production and history, manufactu materials).	ring
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MODULE SHEET 2.1.





Modul	Danisar Dandari	Dazion Introdiczialiasa D	.:a	Code	
Eingang	gsvoraussetzungen / S	Edesign – Interdisciplinary Problems Studienprüfungsordnung (SPO) ools and model building skills	from the 1st semester, Adobe CC	BID_2.1 Anzahl der Studierender 20-25	n
		Pflichtmodul	X	Fachsemester	2
		Wahlpflichtmodul		Wintersemester	X
		Wahlmodul		Sommersemester	X
Art		SWS	Credits	Prüfungsleistung	
Lectur	re, Tutorials	4	5	Portfolio and Presenta	tion
Workloa	ad				
60	In-person (4 WHS	x 15 weeks)			
60	Independent exerc	cises			
30	Preparation of res	ults for portfolio / presentation	1		

Inhaltsbeschreibung

150 Stunden

Life Proof ... between pixels and atoms

In the 2nd semester students are given their first concrete design assignment. The course takes students through all of the important steps in a project through to the perfect finished model and a computer presentation of the project. An important aspect of this is learning to work in small design teams.

The link with the "Interaction Design" and "Physical Computing" modules - which run every semester with a common topic - enables students to experience, from as early as the 2nd semester, an holistic project spanning product and interaction design. The physical models are complemented by animated scenarios and interaction simulations and in this way result in a complete solution to the task.

Lernziele / Kompetenzen

- // Identifying design problems
- // Learning methodical ways of working
- // Practising team work
- // Depicting the design process using specific tasks as examples

// In-depth treatment of a complete // Development of different concept // Selection of concepts, developme // Selection of designs, refinement	threads nt of different design threads	n design	
Vorhergehende Module	Sinnvoll zu kombinieren	mit	Mögliche Folgemodule
BID_1.2	BID_2.2, BID_2.3		BID_3.1
Online-Präsenz des Moduls			
https://idm.incom.org www.gesta	ltung.hs-magdeburg.de		
Literatur- und Quellenhinweise			
https://idm.incom.org			
Ansprechpartner:innen		Anmeldeformalitäten	
Prof. Bernhard Schmid-Wohlleber		Registration list	
Hinweise			

MODULE SHEET 2.2.

B.A. INDUSTRIAL DESIGN



Modul				Code	
Intro	Project - Interacti	on Design – Interdisciplinary	y Project	BID_2.2	
Eingang	gsvoraussetzungen / Si	tudienprüfungsordnung (SPO)		Anzahl der Studierende	n
BID_1	.1, 1,2, 1.3 Design to	ols and model building skills f	rom the 1st semester, Adobe CC	20-25	
		Pflichtmodul	X	Fachsemester	2
		Wahlpflichtmodul		Wintersemester	Χ
		Wahlmodul		Sommersemester	X
Art		SWS	Credits	Prüfungsleistung	
Lectur	e, Tutorials	4	5	Portfolio and Presenta	tion
Workloa	ad				
60	In-person (4 WHS x	(15 weeks)			
60	Independent exerci	ses			
30	Preparation of resu	ılts for portfolio / presentation			

Inhaltsbeschreibung

150 Stunden

The Intro Project - Interaction Design seminar combines and at the same time using examples elucidates important phases in interface design in the form of stages that build upon one another, which are introduced and practically applied in exercises dealing with specific issues. In the first three stages, basic design skills are imparted and applied in the areas of a) simulation and animation, b) graphic visualisation of interactive spheres of action and c) information visualisation & UX design. At the half-way point of the seminar, the thematic link with the Product Design seminar enables the students to fully understand an assignment to develop interactive products and installations. To create and edit using the repertoire they have acquired. In this way, solution-oriented concepts will emerge in the creative space between functionally formed products (design model) and context scenario development of operating concepts (scenario and interaction formats).

The seminar is accompanied by a tutorial that provides the students with assistance in utilising different simulation and prototyping tools.

Lernziele / Kompetenzen

// UX Design Cycle: Basic understanding of all techniques for conceiving, planning and simulating interfaces

The objective of the course is to develop a broad repertoire of courses of action, communication and design strategies, to develop combinational solution-oriented thinking, to participate in the experiences and investigations of the other students and to acquire perception/curiosity, analysis/filtering and simulation/depiction skills.

Basic design competences in the areas of

// simulation and animation

// interactive spheres of action

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
-	BID_2.1, BID_2.3	BID_3.1
Online-Präsenz des Moduls		
https://idm.incom.org www.gesta	ltung.hs-magdeburg.de	
Literatur- und Quellenhinweise		
https://idm.incom.org		
Ansprechpartner:innen	Anmel	deformalitäten
Prof. Steffi Hußlein	Regis	stration list
Hinweise		

MODULE SHEET 2.3.

B.A. INDUSTRIAL DESIGN



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2.1

2.2

Intro Project - Comp	utational Design – Interdisc	iplinary Project		BID_2.3	
ingangsvoraussetzungen	/ Studienprüfungsordnung (SPO))		Anzahl der Studierende	en
BID_1.1, 1,2, 1.3 Design	n tools and model building skill:	s from the 1st semester, Ad	obe CC	20-25	
	Pflichtmodul	X		Fachsemester	2
	Wahlpflichtmodul			Wintersemester	X
	Wahlmodul			Sommersemester	X
rt	SWS	Credits		Prüfungsleistung	
Lecture, Tutorials	4	5		Portfolio and Presenta	ation
/orkload				Total and Trousing	
60 In-person (4 Wi	HS x 15 weeks)				
60 Independent ex					
	results for portfolio / presentation	on			
	ler systems (for example Arduin semester the knowledge acquire		Design project.		
			Design project.		
From the middle of the s	semester the knowledge acquire	ed is applied to the Product			
ernziele / Kompetenzen Students' initial Compu Current, voltage and res The limited field of actio Experiential knowledge		ed is applied to the Product asolidated and expanded to by a variety of inputs (sens	include simple elec ors etc.) and outpu totypes is acquired	ts (motors, light, acoust and consolidated.	
ernziele / Kompetenzen Students' initial Compu Current, voltage and res The limited field of actic Experiential knowledge The potential and possi	semester the knowledge acquire stational Design expertise is con sistance are learned about. on of the computer is enhanced from experimentation both with bilities of microcontroller techni	ed is applied to the Product asolidated and expanded to by a variety of inputs (sens	include simple elec ors etc.) and outpu totypes is acquired s are identified and	ts (motors, light, acoust and consolidated. applied.	
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ernziele / Kompetenzen Students' initial Compu Current, voltage and res The limited field of actio Experiential knowledge The potential and possi //orhergehende Module BID_1.2 Online-Präsenz des Modu https://idm.incom.org l iteratur- und Quellenhinw https://idm.incom.org	semester the knowledge acquire stational Design expertise is consistance are learned about. on of the computer is enhanced from experimentation both with billities of microcontroller technology. Sinnvoll zu BID_2.1, Ils www.gestaltung.hs-magdeburg	ed is applied to the Product asolidated and expanded to by a variety of inputs (sense hardware and software proology for building prototype:	include simple electors etc.) and outputotypes is acquired and Mögliche BID_3.1	ts (motors, light, acoust and consolidated. applied.	
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Module Group **Project BID**

Project P 3.1 4.1 5.1

MODULE SHEET 3/4/5.1

B.A. INDUSTRIAL DESIGN

Literatur- und Quellenhinweise
https://idm.incom.org
Ansprechpartner:innen

All full-time lecturers

Hinweise



3.1

4.1

5.1

ingangsvoraussetzunge		(0.0.0)			BID_3.1, BID_4.1, BID_5.1 Anzahl der Studierenden		
gangsvoraussetzungen / Studienprüfungsordnung (SPO) uccessful completion of the 2nd semester Pflichtmodul					Anzahl der Studierenden 5-10		
Successful completion					3 10		
	Pflichtmodul				Fachsemest	er	3,4,5
	Wahlpflichtmod	lul X			Wintersemes	ster	X
	Wahlmodul				Sommersem	nester	X
Art	SWS		Credits		Prüfungsleis	stung	
Project	6		15			nd Presentatio	on
Vorkload					<u></u>		
90 In-person (6 W	/HS x 15 weeks)						
180 Independent w							
	results for portfolio / pres	sentation					
300 Stunden							
manabeachichbang							
At the beginning of eve	ery semester the students					of capital	
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At the beginning of eve goods design, consume Defined project subject	er goods design and intera areas offer the possibility	action design tha y of working on so	t are posted on t olutions to specif	he Institute	's project exchange.		
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Anmeldeformalitäten

Registration list

Module Group **2D Tools BID**

2D Tools	2 d
Visualisation	1.3
Experimental Design	1.4
Fundamentals of Visual Communication	2.4
Advanced Visual Communication	3 2

MODULE SHEET 1.3.





2d

1.3

1.4

2.4

Modul						Code	
Visua	lisation					BID_1.3	
Eingang	gsvoraussetzungen / Stud	lienprüfungsordnung (SP	0)			Anzahl der Studierend	en
none						20-25	
		Pflichtmodul	X			Fachsemester	1
		Wahlpflichtmodul	<u> </u>			Wintersemester	X
		Wahlmodul	<u></u>			Sommersemester	X
				<u> </u>			
Art		SWS		Credits		Prüfungsleistung	
Lectur	e, Tutorials	4		5		Portfolio	
Workloa	ad						
60	In-person (4 WHS x 15	5 weeks)					
60	Independent exercises	S					
30	Preparation of results	for portfolio / presentat	cion				
150	Stunden						
	1						
Lernzie	eation of supporting pro le / Kompetenzen reation of varied idea sk	portion models setches and presentation	ns. The secur	e and confident	handling of analog	gue and digital presenta	tion tools.
	gehende Module		zu kombiniere	en mit		Folgemodule	
none		BID_1.2	2		BID_2.1	, BID_2.4	
	Präsenz des Moduls //idm.incom.org www.	gestaltung.hs-magdebu	rg.de				
	r- und Quellenhinweise //idm.incom.org						
anninan	chpartner:innen hies Krüger			Anmeldeforma Registration			
Hinweis							
THIVVEIS							

MODULE SHEET 1.4.

B.A. INDUSTRIAL DESIGN



Modul Expe	rimental Design			Code BID_1.4	
Eingan	gsvoraussetzungen /	Studienprüfungsordnung (SPO)		Anzahl der Studierende	n
none				20-25	
		Pflichtmodul	X	Fachsemester	2
		Wahlpflichtmodul		Wintersemester	X
		Wahlmodul		Sommersemester	X
Art		SWS	Credits	Prüfungsleistung	
Lectur	e, Tutorials	4	5	Portfolio	
Workloa	ad				
60	In-person (4 WHS	x 15 weeks)			
60	Independent exer	cises			
30	Preparation of res	sults for portfolio / presentatio	n		

Inhaltsbeschreibung

150 Stunden

The course in Experimental Design puts creative action at the centre of the design process. Students are expected to directly confront material and materiality, media and context in the design process. The spectrum of methods and artistic forms of expression is consciously kept broad.

The particular feature here is that the design should be seen as an experimental concept and not so much as the end product of a stringent process. The objective is to communicate basic realms of possibility and ways of thinking in drafting and design to the students. In particular, the course aims to try out individual approaches to design practice.

Lernziele / Kompetenzen

- // Theoretical examination of the topic of experimentation in design and experimental exploration of creative possibilities
- // Reflection upon one's own way of working
- // Working in transdisciplinary teams
- // Development of own design strategies
- // Oral presentation, presentation and portfolio

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
-	BID_1.1, BID_1.2, BID_1.3	BID_CEXX
Online-Präsenz des Moduls		
https://idm.incom.org www.gest	altung.hs-magdeburg.de	
Literatur- und Quellenhinweise		
https://idm.incom.org		
Ansprechpartner:innen	Anmeldeform	alitäten
Prof. Marion Meyer	Registration	liet

MODULE SHEET 2.4.

B.A. INDUSTRIAL DESIGN



Modul Funda	amentals of Visua	al Communication		Code BID_2.4	
Eingang BID_1			Anzahl der Studierenden 20-25		
		Pflichtmodul	X	Fachsemester	2
		Wahlpflichtmodul	(//	Wintersemester	X
		Wahlmodul		Sommersemester	X
Art		SWS	Credits	Prüfungsleistung	
Lectur	e, Tutorials	4	5	Portfolio	
Workloa	ad				
60	In-person (4 WHS	x 15 weeks)			
60	Independent exerc	cises			
30	Preparation of res	sults for portfolio / presentation			

Inhaltsbeschreibung

150 Stunden

An overview is provided of semiotic and information theory, type and typography, format and layout, colour, text and image, photography and illustration. Comparative analyses of existing strategies are undertaken in the form of lectures, using historical and current examples. By exploring specific problems reflecting individual areas of visual communication, the students have the opportunity to apply the knowledge they have acquired and to consolidate it within the framework of consultations. Building on the basic knowledge, the areas of use and potential in visual communication of arrangement systems using grids are conveyed. Through group work, students examine the basic structure and application of grids using exemplary designs and discuss the results of their analyses. The form of these presentations helps to foster their communication skills. A design task presents them with the opportunity to utilise the skills and knowledge they have acquired and to consolidate their own skills through consultations. The form of the consultations and presentations enables the students to gain an insight into the working methods of their fellow students and to reflect on what they themselves have achieved.

Lernziele / Kompetenzen

- // Understanding of the basic fields of activity of visual communication
- // Feel for the positioning of visual communication in the interlinked fields of the different design disciplines, art and media sciences
- // Exploration of the media relevant to visual perception
- // Development of context-related communication strategies
- // Understanding of the areas of application of grid-based design methods
- // Recognising the potential of the reduction of visual elements for creative order
- // Skills for the structuring of text and images on surfaces and in space
- // Typographic skills

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule	
BID_1.1	BID_2.1, BID_2.2, BID_2.3	BID_3.2	
Online-Präsenz des Moduls			
https://idm.incom.org www.gest	altung.hs-magdeburg.de		

Literatur- und Quellenhinweise

https://idm.incom.org, Stankowski, Duschek: Visuelle Kommunikation; Spiekermann: Über Schrift; Neutzling: Typo und Layout im Web

Ansprechpartner:innen	Anmeldeformalitäten	
Matthias Schützelt	Registration list	

Hinweise

MODULE SHEET 3.2.

B.A. INDUSTRIAL DESIGN

Ansprechpartner:innen
Dipl. Des. Nikola Röthemeyer

Hinweise



2d

1.3

1.4

2.4

3.2

Modul Advanced Visual Co	mmunication			Code BID_3.2		
ngangsvoraussetzungen / Studienprüfungsordnung (SPO) ID_1.5 Pflichtmodul				Anzahl der Studierenden 20-25		
	Pflichtmodul			Fachsemester		
	Wahlpflichtmodul	^		Wintersemester		
	Wahlmodul	<u></u>		Sommersemester))	
art	SWS	Credits		Prüfungsleistung		
Lecture, Tutorials	4	5		Portfolio		
Vorkload						
60 In-person (4 W	HS x 15 weeks)					
60 Independent ex	ercises					
30 Preparation of	results for portfolio / presenta	tion				
150 Stunden						
nhaltsbeschreibung						
Visual Communication	2 - Scenarios with Text and In	12060				
Building on our specific minizine, poster, portfol both in terms of conten digital collage processe design exploration is to	expertise, we combine typogr io or storyboard format, narra t and form with a typographic s questions concerning compo master the work flow of a prir	aphic and pictorial mo tive picture sequences level. In the process-o osition, contrast effect tt production from the	(photos, drawing riented design ph , narration and m design concept to	lective design grid. In magazine gs, printed graphics) are integra nase we negotiate in analogue a nateriality. The aim of our journe o the print template and to utiliz	ted nd y of	
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Building on our specific minizine, poster, portfol both in terms of conten digital collage processed design exploration is to insights gained from a ernziele / Kompetenzen // Type / impact, legibility // Schematic layout / ty // Layout with images / // Design grid / abstract // Visual communication	expertise, we combine typographic to or storyboard format, narrat and form with a typographic so questions concerning compounds the work flow of a princurrent design discourse in a strip typographical elements of the work flow of a princurrent design discourse in a strip typographical elements of the work flow	aphic and pictorial mo tive picture sequences level. In the process-o osition, contrast effect at production from the multidisciplinary fashi ring typefaces, mixing mphases, micro and m volume, grey scale, for image relationship, im ciples sual art and media sci	(photos, drawing riented design photos in arration and modesign concept to on. typefaces acro-typography mat, contrast effeage in text, text and ence	ect, flow and image, image and colour	ted nd y of	
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Anmeldeformalitäten

Registration list

Module Group **Technologies BID**

Technologies	T
LAB - Materials	2.5
Digital Product Design	2.6
Technical Industrial Design	3.3

MODULE SHEET 2.5.





2.5

2.6

Modul LAB - Materials				Code BID_2.5	
	ngen / Studienprüfungsordı	nung (SPO)		Anzahl der Studierend	
Successful complet		nung (Si O)		20-25	
<u> </u>	Pflichtmodu	ıl X	<u>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</u>	Fachsemester	2
	Wahlpflichtr	modul -	<u> </u>	Wintersemester	X
	Wahlmodul			Sommersemester	X
Art	SWS		Credits	Prüfungsleistung	
Lecture, Tutorials	4		5	Portfolio and Present	ation
Workload					
60 In-person (4 WHS x 15 weeks)				
60 Independer	nt exercises				
30 Preparation	n of results for portfolio / p	presentation			
150 Stunden					
Inhaltsbeschreibung					
_Production of a rot _Familiarisation wi _Application of the another _Experimental use of	of materials zen g techniques and material	thread litional manual craft i vledge learned, their p	rocessing and joini	panese wood joinery) ng possibilities and combination with c	
Vorhergehende Modu	ıle	Sinnvoll zu kombiniere	en mit	Mögliche Folgemodule	
BID_1.3		BID_2.1, 2.2, 2.3, B	D_2.4, BID_2.6	BID_3.1, BID_CEXX	
Online-Präsenz des M	loduls				
https://idm.incom.o	rg www.gestaltung.hs-r	magdeburg.de			
Literatur- und Quellen	hinweise				
https://idm.incom.o	rg				
Ansprechpartner:inne	en		Anmeldeformalitä	ten	
Dipl. Des. Cora Geb	auer		Registration list		
Hinweise					·

MODULE SHEET 2.6.





2.5

2.6

Modul Digital Product	Design				Code BID_2.6	
<u> </u>	ungen / Studienprüfungso	rdnung (SPA)			Anzahl der Studierende	n
	etion of the 1st semesters				20-25	
200000000000000000000000000000000000000	Pflichtmo	dul X			Fachsemester	2
	Wahlpflic	ntmodul -			Wintersemester	χ
	Wahlmod	ul -			Sommersemester	X
Λ	CWC		O114-		Derificantial	
Art Lecture, Tutorials	SWS		Credits 5		Prüfungsleistung Portfolio	
Workload					<u>, , , , , , , , , , , , , , , , , , , </u>	
	(4 WHS x 15 weeks)					
	ent exercises					
	on of results for portfolio	/ presentation				
150 Stunden						
14444444						
Inhaltsbeschreibung	g er on prescribed digital tu					
// Integration of co	O systems he basics of CAD / modell omputer-aided CAD mode plex freeform surface mod	elling in the design cha				
Vorhergehende Mod	dule	Sinnvoll zu kombinie	ren mit	Mögliche F	olgemodule	
BID_1.3, BID_1.5		BID_2.1, 2.2, 2.3			BID_3.3, BID_CEXX	
Online-Präsenz des	Moduls					
https://idm.incom	.org www.gestaltung.hs	s-magdeburg.de				
Literatur- und Quelle	enhinweise					
https://idm.incom	.org					
Ansprechpartner:ini	nen		Anmeldeforma	alitäten		
N.N.			Registration	list		
Hinweise			·			

MODULE SHEET 3.3.

B.A. INDUSTRIAL DESIGN



2.5

2.6

Modul						Code	
Technical I	ndustrial Design					BID_3.3	
Eingangsvorau	ssetzungen / Studie	nprüfungsordnung (SPO)			Anzahl der Studierend	len
Successful co	ompletion of the 2n	d semesters				20-25	
		Pflichtmodul	Χ			Fachsemester	3
		Wahlpflichtmodul	<u> </u>			Wintersemester	X
		Wahlmodul	<u></u>			Sommersemester	X
			122222222	2			
Art		SWS		Credits		Prüfungsleistung	
Lecture, Tuto	rials	4		5		Portfolio and Presen	tation
Workload							
	erson (4 WHS x 15 v	weeks)					
60 Inde	pendent exercises						
30 Prep	aration of results f	or portfolio / presentatio	on				
150 Stund	en						
Inhaltsbeschre	ihung						
DIN standard In this class basis a speci Lernziele / Kon The participa time taking i	s and, potentially, we are concerned v fic task. npetenzen ints should be enal	set out production-rela other technical requirer vith taking style and cor olded to independently ca echnical, structural and tection classes.	nents. nstruction in	nto equal consid	eration and develo	ping design solutions o	n the
Vorhergehende	e Module		u kombiniere			Folgemodule RID CEYY	
none			, BID_3.2, B	ιν_θεγγ	UU4.1	, BID_CEXX	
Online-Präsenz https://idm.ir		staltung.hs-magdebur	g.de				
Literatur- und (Quellenhinweise						
Ansprechpartn Prof. Thies Kr				Anmeldeforma Registration			
Hinweise	~0~,			ito Stott attoll			
I III IWEISE							

Module Group **Theory BID**

Theory	Th
Theory of Design - History of design	1.6a
Theory of Design - History of the Media	1.6b
Design Discourse and Academic Writing Skills	4.2
Design Management	5.2
Social Skills I Work Exhibition	1 74

MODULE SHEET 1.6A





Th

1.6a

1.6b

4.2

5.2

Modul			Code	
Theory of Design – Hist	ory of Design		BID_1.6a	
	udienprüfungsordnung (SPO)		Anzahl der Studierend 20-25	len
	Pflichtmodul	X	Fachsemester	1
	Wahlpflichtmodul	<u>/// </u>	Wintersemester	X
	Wahlmodul		Sommersemester	^
	wariiinoddi		Sommersemester	/// /
t	SWS	Credits	Prüfungsleistung	
Seminar-style lecture	2/4	2.5	Term paper	
orkload				
30 In-person (4 WHS x	15 weeks)			
45 Preparation of and	follow-up work on classroom	-based sessions and writing o	f term paper	
for a differentiated understa	anding of design. The cultura	l environment, the zeitgeist, is	activation form the necessary prerequision analysed, among other things, in view	w of
for a differentiated understa its technical and ideologica topic that is important for c sidering historical object for	anding of design. The cultural I relevance to the developme ontemporary design and inte	ntexts plus their analysis and all environment, the zeitgeist, is nt of metaphor, style and tech resting in terms of cultural his period, analysing them in all		w of rella 1-
for a differentiated understa its technical and ideologica topic that is important for c sidering historical object for understanding the relations	anding of design. The cultura I relevance to the developme ontemporary design and inte rms over a long development	ntexts plus their analysis and all environment, the zeitgeist, is nt of metaphor, style and tech resting in terms of cultural his period, analysing them in all	s analysed, among other things, in vie nique. The course is based on an umb story. The topic should be suited to cor	w of rella 1-
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for a differentiated understatits technical and ideological topic that is important for considering historical object for understanding the relations where the students learn to exautility value gain their innovaliving brain pool. If Alongside factual knowled a subjective reflection. Tran if Analysis of historical integration of the extended concept of complete the content of the extended concept of content of the extended content of the extended content of the extended concept of content of the extended concept of the extended content of the extended concept of the extended concept of the extended content of the extended concept of the extended c	anding of design. The cultural relevance to the developme ontemporary design and interms over a long development thip between them and the purpose water capability from the his dge, the students gain expersfer to the individual experiester to the individual experiester of the	ntexts plus their analysis and all environment, the zeitgeist, is not of metaphor, style and technoresting in terms of cultural his period, analysing them in all fresent day. Is been an effective and constant storical context. The translation ince and development horizon in the following and working // Culture at inking and wor	s analysed, among other things, in vienique. The course is based on an umbistory. The topic should be suited to contheir complexity and, in their current for their complexity and, in their current for the present day makes culture efforts and connections. They understand is supported. ion in innovative design decisions // A and brain pool // Study of sources d work Mögliche Folgemodule BID_4.2	w of rella 1- orm, tion and ective as a

MODULE SHEET 1.6B

B.A. INDUSTRIAL DESIGN



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1.6a

1.6b

4.2

5.2

Theory of Design	- History of the Media and F	orms in the Cultural Conte	ext	BID_1.6b	
	gen / Studienprüfungsordnung (SP			Anzahl der Studierend	len
	Pflichtmodul Wahlpflichtmodul Wahlmodul	X -		Fachsemester Wintersemester Sommersemester)
Art Seminar-style lectur	sws e 2/4	Credits 2.5		Prüfungsleistung	
	2/4	2.3		Term paper	
Vorkload 30 In-person (2	WHS x 15 weeks)				
	of and follow-up work on classro	om-hasad sassions and writin	n of term nanei	•	
		networks helps us to understand that			
between man, medium an from technological develop A look at the history of the "made" character and me shaping of technology-bas of the development of new With the help of approach and dispositive research, example, in relation to the	d society, which obtains its power from the iment on the other. media and design reveals the complexity of chanism and from their analytical observate ed design processes and product developm media and ever more complex human-objects from applied cultural theory, including so product-related design is shown to be an el ir own initial design projects, translated ill	interaction between societal developm of socio-technical connections. The stud- tion to develop standards that enable a nents at the level of interdisciplinary the ect relationships. takeholder network theory and anthrop ffective process in the design of society	ent and the way of dents learn to syste a critically reflexive reoretical approach ological spatial the	life of individuals on the one hand mically decode these in terms of t assessment and thus a responsib es - especially against the backgr ory, and knowledge from media in	their ole round
between man, medium an from technological develop A look at the history of the "made" character and me shaping of technology-bas of the development of new With the help of approach and dispositive research, example, in relation to the ernziele / Kompetenz // The students learn to do ness of people and things // The students become fa of design as a shaping pr // Consideration of the his // Acquisition of new know	d society, which obtains its power from the iment on the other. media and design reveals the complexity of chanism and from their analytical observate ed design processes and product developm media and ever more complex human-objects from applied cultural theory, including so product-related design is shown to be an el ir own initial design projects, translated ill	interaction between societal development of socio-technical connections. The study tion to develop standards that enable an enerts at the level of interdisciplinary the ect relationships. takeholder network theory and anthropy ffective process in the design of society ustratively into practice. form, medium and culture and in the pexamples and in relation to the self-imaligent use and gain experience in interces individual experience and development decisions // Application of the expany // Team skills and teamwork	ent and the way of dents learn to syste a critically reflexive reoretical approach ological spatial the y and the developm orocess gain an uno reges and world view lisciplinary thinking th horizon is suppor	life of individuals on the one hand mically decode these in terms of the assessment and thus a responsible es - especially against the backgroup, and knowledge from media in ent of an individual self-image and derstanding of the extensive interces that are developed therein. It is and connections. They gain an uted.	their sole round npact nd, for
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MODULE SHEET 4.2.

B.A. INDUSTRIAL DESIGN



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Modul Desig	n Discourse and	Academic Writin	g Skills				Code BID_4.2	
		Studienprüfungsordn	ung (SPO)				Anzahl der Studierer	nden
Succes	ssful completion of t	he 3rd semester					20-25	
		Pflichtmodul		Χ			Fachsemester	
		Wahlpflichtm	iodul				Wintersemester	
		Wahlmodul					Sommersemester	
ırt		SWS		Credi	S		Prüfungsleistung	
Lectur	e, Tutorials	4		5			Portfolio	
Vorkloa	ad							
60	In-person (4 WHS	x 15 weeks)						
60	Independent exerc	cises						
30	Preparation of res	ults for portfolio / p	resentation					
150	Stunden							
	eschreibung						t on the design process	
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MODULE SHEET 5.2.

B.A. INDUSTRIAL DESIGN



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Modul						Code	
Desig	gn Management					BID_5.2	
		tudienprüfungsordnung (SPC))			Anzahl der Studierende	en
Succe	ssful completion of th	e 4th semester				20-25	
		Pflichtmodul	X			Fachsemester	5
		Wahlpflichtmodul				Wintersemester	X
		Wahlmodul	<u> </u>			Sommersemester	Х
Art		SWS		Credits		Prüfungsleistung	
Lectur	re, Tutorials	4		5		Portfolio	
Worklo	ad						
60	In-person (4 WHS x	15 weeks)					
60	Independent exerci	ses					
30	Preparation of resu	ılts for portfolio / presentati	on				
150	Stunden						
Inhaltal	• beschreibung						
Lernzie Impar	ele / Kompetenzen	gn in corporate design principles, functions and vond status as a designer, eitle					
Vorherg	gehende Module		u kombiniere	en mit	Möglich BID 6	e Folgemodule	
	Dränger des Mastel	JIU_J.1	, DID_OLAA		- DID-0		
	Präsenz des Moduls //idm incom org ww	w.gestaltung.hs-magdebur	g de				
Literatu	ur- und Quellenhinweise //idm.incom.org		0.40				
	chpartner:innen			Anmeldeforma	alitäten		
	an Bäse			Registration	list		
Hinweis	se						

MODULE SHEET 7.4.

B.A. INDUSTRIAL DESIGN



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Socia	I Skills I Work E	XIIIDITIOII					BID_7.4	
Eingang none	gsvoraussetzungen /	Studienprüfungsordnu	ng (SPO)				Anzahl der Studierend 20-25	den
		Pflichtmodul Wahlpflichtmo Wahlmodul	dul	X -			Fachsemester Wintersemester Sommersemester	1-7 X X
Art		SWS			Credits		Prüfungsleistung	
Lectur	e, Tutorials	4			5		Attendance record	
Workloa	ad							
60	In-person (4 WHS	3 x 15 weeks)						
60	Independent soci	al activities						
30	Preparation of re	sults for portfolio / pre	esentation					
150	Stunden							
Inhaltsh	eschreibung							
Partici For exa	ipation in at least o ample, topics such		semester is co tions, end of s	ompuls semest	ory. er exhibitions or po	olitical activi	ties within the university a	
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Module Group Compulsory Elective Modules - Advanced BID

ompuisory Elective Pool Specialisation Modules	GE
Specialisation module 3rd semester	■ 3
Specialisation module 4th semester	4. 3
Specialisation module 4th semester	4.4
Specialisation module 5th semester	5.3
Specialisation module 5th semester	5.4
Specialisation module 7th semester	17

Areas of specialisation:

LABs	CE 1 x
Applied Design Tools	■ CE 2 x
Artistic Design Tools	CE 3 x
Design Theory	■ CE 4 x

One module is to be selected in the 3rd semester, and 2 modules in each of the 4th and 5th semesters must be selected from those available in the compulsory elective pool.

In the 7th semester, one module from the compulsory elective pool must be selected as an appropriate accompaniment to the Bachelor thesis.

Across the entire course of studies, at least the following must be completed:
// 2 modules from the LABs specialisation and
// 2 modules from the applied design tools specialisation and
// 2 modules from the artistic design tools specialisation







LAB - Advanced Mate	erials				Code BID_CE 1.1	
Eingangsvoraussetzungen	/ Studienprüfungsordn	ung (SPO)			Anzahl der Studieren	den
Successful completion o	f the 2nd semester				8-10	
	Pflichtmodul		4///		Fachsemester	3-7
	Wahlpflichtm	nodul)			Wintersemester	X
	Wahlmodul				Sommersemester	X
ırt	SWS		Credits		Prüfungsleistung	
Project, Tutorials	3		5		Attendance record	
Vorkload						
45 In-person (3 WH	IS x 15 weeks)					
90 Independent exe	ercises					
15 Preparation of r	esults for portfolio / p	resentation				
150 Stunden						
nhaltsbeschreibung Attending relevant mate						
evaluating the materials setting up of students' o and where necessary tes feeding in the results to	on the industrial sca wn series of experime ting the newly created the materials library,	le and their inclus ints, logging them, d materials in the	, documenting the p			
evaluating the materials setting up of students' o and where necessary tes feeding in the results to transferring material in ernziele / Kompetenzen development of wide-rar learning how to deal exp	on the industrial sca wn series of experime ting the newly created the materials library, novations into their ow	le and their inclus ints, logging them, if materials in the in product design edge reflecting the	documenting the plaboratory,	search,	ess of materials innov	vation in
evaluating the materials setting up of students' o and where necessary tes feeding in the results to transferring material in ernziele / Kompetenzen development of wide-rar learning how to deal exp product design	on the industrial sca wn series of experime ting the newly created the materials library, novations into their ow nging materials knowl erimentally with mate	le and their inclus ints, logging them, if materials in the in product design edge reflecting the erials in terms of s	documenting the plaboratory, e current state of resustainability and management	search, aintaining awaren	ess of materials innov	vation in
evaluating the materials setting up of students' of and where necessary testeeding in the results to transferring material in	on the industrial sca wn series of experime ting the newly created the materials library, novations into their ow nging materials knowlerimentally with mate	le and their inclus ints, logging them, I materials in the In product design edge reflecting the erials in terms of s	documenting the plaboratory, e current state of resustainability and management	search, aintaining awaren		vation in
evaluating the materials setting up of students' of and where necessary testing in the results to transferring material in mat	on the industrial sca wn series of experime ting the newly created the materials library, novations into their ow nging materials knowlerimentally with mate	le and their inclus ints, logging them, it materials in the materials in the materials in the materials in terms of serials in	documenting the plaboratory, e current state of resustainability and management	search, aintaining awaren		vation in
evaluating the materials setting up of students' of and where necessary testeeding in the results to transferring material in	s on the industrial sca wn series of experime ting the newly created the materials library, novations into their ow anging materials knowlerimentally with materials www.gestaltung.hs-m	le and their inclus ints, logging them, it materials in the materials in the materials in the materials in terms of serials in	documenting the plaboratory, e current state of resustainability and management	search, aintaining awaren		vation in
evaluating the materials setting up of students' of and where necessary testeeding in the results to transferring material in	s on the industrial sca wn series of experime ting the newly created the materials library, novations into their ow anging materials knowlerimentally with materials www.gestaltung.hs-m	le and their inclus ints, logging them, it materials in the materials in the materials in the materials in terms of serials in	documenting the plaboratory, e current state of resustainability and management	search, aintaining awaren		vation in
evaluating the materials setting up of students' of and where necessary testing in the results to transferring material in mat	s on the industrial sca wn series of experime ting the newly created the materials library, novations into their ow anging materials knowlerimentally with materials www.gestaltung.hs-m	le and their inclus ints, logging them, it materials in the materials in the materials in the materials in terms of serials in	documenting the plaboratory, e current state of resustainability and management	search, aintaining awaren Mögliche F All CE		ration in
collating current finding evaluating the materials setting up of students' o and where necessary tes feeding in the results to transferring material in development of wide-rar learning how to deal exp product design //orhergehende Module BID_1.3, BID_2.5 Online-Präsenz des Modul https://idm.incom.org lateratur- und Quellenhinw https://idm.incom.org Ansprechpartner:innen Dipl. Des. Cora Gebauer	s on the industrial sca wn series of experime ting the newly created the materials library, novations into their ow anging materials knowlerimentally with materials www.gestaltung.hs-m	le and their inclus ints, logging them, it materials in the materials in the materials in the materials in terms of serials in	documenting the plaboratory, e current state of resustainability and material eren mit in the control of the c	search, naintaining awaren Mögliche F All CE		vation in

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Modul LAB -	Modelling and N	Noulding Technique	S			Code BID_CE 1.2	
ingang		Studienprüfungsordnung				Anzahl der Studierend 8-10	den
		Pflichtmodul Wahlpflichtmod Wahlmodul	ul <u>-</u>			Fachsemester Wintersemester Sommersemester	3-7 X X
\rt		SWS		Credits		Prüfungsleistung	
	t, Tutorials	3		5		Attendance record	
Vorkload	ıd						
45	In-person (3 WHS	x 15 weeks)					
90	Independent exer	cises					
15	Preparation of res	sults for portfolio / pres	entation				
150	Stunden						
nhaltah.	eschreibung						
ciay). F		uge is conveyed of van	ious casting tech	hniques for the pur	poses of reprod	uction, conservation or m	odification.
ernziele Acquis Evalua Sensiti	e / Kompetenzen sition of crafting ski ation of the quality of ization for proportio	lls,				uction, conservation or m	odification.
ernziele Acquis Evalua Sensiti Taking	e / Kompetenzen Sition of crafting ski ation of the quality of ization for proportio into account of pro	Ils, of surfaces, ons and form character duction-relevant requi	rements such as	radii, draft angles	etc.	ne Folgemodule	odification.
ernziele Acquis Evalua Sensiti Taking /orherge BID_1.	e / Kompetenzen sition of crafting ski ation of the quality of ization for proportio into account of pro gehende Module 3, BID_2.5	Ils, of surfaces, ons and form character duction-relevant requi	rements such as	radii, draft angles	etc.	ne Folgemodule	odification.
ernziele Acquis Evalua Sensiti Taking /orherge BID_1.	e / Kompetenzen sition of crafting ski stion of the quality of ization for proportio into account of pro gehende Module 3, BID_2.5 Präsenz des Moduls	Ils, of surfaces, ons and form character duction-relevant requi	rements such as nvoll zu kombinie D_P3.1/P4.1/P5	radii, draft angles	etc.	ne Folgemodule	odification.
Lernziele Acquis Evalua Sensiti Taking Vorherge BID_1 Online-Fhttps://Literatur	e / Kompetenzen sition of crafting ski stion of the quality of ization for proportio into account of pro gehende Module 3, BID_2.5 Präsenz des Moduls	Ils, of surfaces, ns and form character duction-relevant require Sin Bl www.gestaltung.hs-mag	rements such as nvoll zu kombinie D_P3.1/P4.1/P5	radii, draft angles	etc.	ne Folgemodule	odification.
ernziele Acquis Evalua Sensiti Taking /orherge BID_1 Online-F https://	e / Kompetenzen sition of crafting ski ation of the quality of ization for proportio into account of pro sehende Module 3, BID_2.5 Präsenz des Moduls //idm.incom.org w r- und Quellenhinwei	Ils, of surfaces, ns and form character duction-relevant require Sin Bl www.gestaltung.hs-mag	rements such as nvoll zu kombinie D_P3.1/P4.1/P5	radii, draft angles	etc. Möglici All CE	ne Folgemodule	odification.
Lernziele Acquis Evalua Sensiti Taking Vorherge BID_1 Online-F https://	e / Kompetenzen Sition of crafting ski ation of the quality of ization for proportio into account of pro gehende Module .3, BID_2.5 Präsenz des Moduls //idm.incom.org w r- und Quellenhinwei	Ils, of surfaces, ns and form character duction-relevant require Sin Bl www.gestaltung.hs-mag	rements such as nvoll zu kombinie D_P3.1/P4.1/P5	eren mit .1 plus all CE	etc. Möglici All CE	ne Folgemodule	odification.

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CE 1.3 B.A. INDUSTRIAL DESIGN

COMPULSORY ELECTIVE POOL – MODULE SHEET

Industrial Design Institut Magdeburg

Modul LAB -	Туро					Code BID CE 1.3	
	<u> </u>	Studienprüfungsordnu	ing (SPO)			Anzahl der Studierend	len
Succes	ssful completion of t	he 2nd semester				8-10	
		Pflichtmodul		-		Fachsemester	3-7
		Wahlpflichtmo	odul	X		Wintersemester	X
		Wahlmodul				Sommersemester	X
rt		SWS		Credits		Prüfungsleistung	
	t, Tutorials	3		5		Attendance record	
/orkloa							
45	In-person (3 WHS	x 15 weeks)					
90	Independent exerc	cises					
15	Preparation of res	ults for portfolio / pr	esentation				
150	Stunden						
haltsh	eschreibung						
knowle	edge they have acqu		in a multidisc	iplinary way to develop a anguage conveys content	conceptual lay		the
knowle	edge they have acqu	ired up to this point	in a multidisc	iplinary way to develop a	conceptual lay		the
knowle startin	edge they have acqu g point for a more in e / Kompetenzen	ired up to this point n-depth exploration o	in a multidisc of how visual l	iplinary way to develop a anguage conveys content	conceptual lay	yout. This material forms	the
ernziele Supple // mor // ider // cert // stra	e / Kompetenzen emental to, and with e advanced skills in ntification of an imp rainty in the selectio	ired up to this point n-depth exploration of the control of the chord of the chord of the documentation of the documentation.	in a multidisc of how visual l sen semester of form-findin on ection	iplinary way to develop a anguage conveys content anguage conveys content project, the following skil g processes	conceptual lay	yout. This material forms	the
ernziel Supple // mor // ider // cert // stra // prof	e / Kompetenzen emental to, and with e advanced skills in ntification of an imp rainty in the selectio	reference to the cho the documentation of the documentation lied rhetoric n of visual informati s a result of self-reflace skills for writing a	in a multidisc of how visual l sen semester of form-findin on ection	iplinary way to develop a anguage conveys content project, the following skil g processes	conceptual lay	yout. This material forms	the
ernziele Supple // mor // ider // cert // stra // prof	e / Kompetenzen emental to, and with e advanced skills in ntification of an imp rainty in the selectio ntegy development a ficiency in typograph	reference to the cho the documentation lied rhetoric n of visual informatic s a result of self-refl ic skills for writing a	in a multidisc of how visual l sen semester of form-findin on ection an academic p	iplinary way to develop a anguage conveys content project, the following skil g processes	conceptual lay	yout. This material forms	the
knowled startinn ernziele startinn ernziele supple /// mor /// ider /// stra startin/// prof	e / Kompetenzen e e / Kompetenzen emental to, and with e advanced skills in ntification of an imp rainty in the selectio ategy development a ficiency in typograph gehende Module e.4, BID_3.2 Präsenz des Moduls	reference to the choose the documentation of the documentation of visual informatics a result of self-refluic skills for writing a S	in a multidisc of how visual lines seen semester of form-finding on ection an academic p innvoll zu kom BID_P3.1/P4.1	iplinary way to develop a anguage conveys content project, the following skil g processes	conceptual lay	yout. This material forms	the
knowlet startin starti	e / Kompetenzen emental to, and with e advanced skills in ntification of an imp rainty in the selectio stegy development a ficiency in typograph eehende Module 4, BID_3.2 Präsenz des Moduls //idm.incom.org w r- und Quellenhinwei	reference to the choose the documentation of the documentation of the documentation of the documentation of visual informations a result of self-refluic skills for writing a self-www.gestaltung.hs-masse	in a multidisc of how visual lines seen semester of form-finding on ection an academic p innvoll zu kom BID_P3.1/P4.1	project, the following skil g processes binieren mit L/P5.1 BID_3.2 plus all Cl	conceptual lay	yout. This material forms upon:	the
knowle startin	e / Kompetenzen emental to, and with e advanced skills in ntification of an imp rainty in the selectio stegy development a ficiency in typograph eehende Module 4, BID_3.2 Präsenz des Moduls //idm.incom.org w r- und Quellenhinwei	reference to the choose the documentation of the documentation of the documentation of the documentation of visual informations a result of self-refluic skills for writing a self-www.gestaltung.hs-masse	in a multidisc of how visual lines seen semester of form-finding on ection an academic p innvoll zu kom BID_P3.1/P4.1	iplinary way to develop a anguage conveys content project, the following skil g processes	conceptual lay Ils are worked Möglich E All CE	yout. This material forms upon:	the

This module aligns very closely with the priorities of individual students and forms the starting point for the development of their own communication strategies, tailored to their own study situation, be they planning to study abroad or undertake an internship.

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Specialisation - LABs







Modul LAB - Photography / film					Code BID_CE 1.4		
Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)					Anzahl der Studierenden		
Successful completion o	f the 2nd semester				8-10		
	Pflichtmodul	/// /			Fachsemester	3-7	
	Wahlpflichtmo	dul X			Wintersemester	X	
	Wahlmodul				Sommersemester	X	
rt	SWS		Credits		Prüfungsleistung		
Project, Tutorials	3		5		Attendance record		
/orkload 45 In-person (3 WH 90 Independent exe 15 Preparation of r		sentation					
	ow to work with simple	, and then later p	rofessional, camer	as and are int	roduced to the basics of pl	10-	
graphic studio.	dit the results with prof	essional photo ed	liting tools, so that		the other modules in the p		
Building from this basis graphic studio. Subsequently they will e portfolio.	to professionally documents and working with camera functions / light feesign models in the	essional photo ed ment their semes a a professional si ting settings photographic stu	liting tools, so that ter's work.	they can use			
Building from this basis graphic studio. Subsequently they will exportfolio. The course enables them ernziele / Kompetenzen // Introduction to photog // Learning the different // Professional lighting of	to professionally documents and working with camera functions / light design models in the accessing for perfect resi	essional photo ed ment their semes a a professional si ting settings photographic stu	liting tools, so that ter's work. ingle-lens reflex ca	they can use			
Building from this basis graphic studio. Subsequently they will exportfolio. The course enables them ernziele / Kompetenzen // Introduction to photog // Learning the different // Professional lighting o // Digital image post-pro	raphy and working with camera functions / light design models in the occasing for perfect resi	essional photo ed ment their semes a a professional si ting settings photographic stu ults	ter's work. ingle-lens reflex ca	they can use	them for their publications		
Building from this basis graphic studio. Subsequently they will erportfolio. The course enables them ernziele / Kompetenzen // Introduction to photog // Learning the different // Professional lighting of // Digital image post-professional mage post-professional lighting of // Digital image post-professional mage post-pr	raphy and working with camera functions / light design models in the occasing for perfect resigns.	essional photo ed ment their semes a a professional sinting settings photographic stu ults	ter's work. ingle-lens reflex ca	they can use	them for their publications		
Building from this basis graphic studio. Subsequently they will encortfolio. The course enables them ernziele / Kompetenzen // Introduction to photog // Learning the different // Professional lighting of // Digital image post-pro orhergehende Module Intine-Präsenz des Module Inttps://idm.incom.org	raphy and working with camera functions / light design models in the locessing for perfect results.	essional photo ed ment their semes a a professional sinting settings photographic stu ults	ter's work. ingle-lens reflex ca	they can use	them for their publications		
Building from this basis graphic studio. Subsequently they will exportfolio. The course enables them ernziele / Kompetenzen // Introduction to photog // Learning the different // Professional lighting of // Digital image post-professional lighting of the course enables them ernziele / Kompetenzen // Introduction to photog // Learning the different // Professional lighting of // Digital image post-professional lighting of interest image post-professional lighting of	raphy and working with camera functions / light design models in the locessing for perfect results.	essional photo ed ment their semes a a professional sinting settings photographic stu ults	ter's work. ingle-lens reflex ca	they can use	them for their publications		
Building from this basis graphic studio. Subsequently they will encortfolio. The course enables them ernziele / Kompetenzen // Introduction to photog // Learning the different // Professional lighting of // Digital image post-pro orhergehende Module intips://idm.incom.org iteratur- und Quellenhinwenttps://idm.incom.org	raphy and working with camera functions / light design models in the locessing for perfect results.	essional photo ed ment their semes a a professional sinting settings photographic stu ults	ter's work. ingle-lens reflex ca	mera. Mögli All C	them for their publications		
Building from this basis graphic studio. Subsequently they will exportfolio. The course enables them ernziele / Kompetenzen // Introduction to photog // Learning the different // Professional lighting o // Digital image post-pro	raphy and working with camera functions / light design models in the occessing for perfect results www.gestaltung.hs-maleise	essional photo ed ment their semes a a professional sinting settings photographic stu ults	iting tools, so that ter's work. ingle-lens reflex ca dio	mera. Mögli All C	them for their publications		

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CE 1.5 B.A. INDUSTRIAL DESIGN

^{Aodul} LAB - Research thro	ugh Design				Code BID_CE 1.5	
ingangsvoraussetzunger	11 3 1111111111	nung (SPO)			Anzahl der Studierend	en
Successful completion					8-10	
	Pflichtmodu	 I			Fachsemester	3-7
	Wahlpflichtn	nodul	X		Wintersemester	X
	Wahlmodul				Sommersemester	X
		<i>/////</i>				
rt	SWS		Credits		Prüfungsleistung	
Project, Tutorials	3		5		Attendance record	
/orkload						
45 In-person (3 W						
90 Independent ex						
15 Preparation of	results for portfolio / p	resentation				
150 Stunden						
130 Stunden						
haltsbeschreibung						
		fi i. t i .				
'/ LAB for practical and	aesthetic explorations	s reflective of desi	gn science			
,,,,,,,,,, , ,,,,,,,,,,,,,,,,,,,,,,,,,			7//////////////////////////////////////	roator donth ai	nd evaloring them. Design	
· · · · · · · · · · · · · · · · · · ·	cting qualitative empi	rical design meth	ods, using them in g		nd exploring them: Design	
Experience Design: sele Research, Co Creation,	cting qualitative empi Design Thinking, Inter	rical design meth vention, Into Thin	ods, using them in g gs, Eye tracking, UX i	methods		
Experience Design: sele Research, Co Creation, // Development of test s	cting qualitative empi Design Thinking, Inter cenarios for the every	rical design meth vention, Into Thin day life and work	ods, using them in g gs, Eye tracking, UX i	methods		
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval	cting qualitative empi Design Thinking, Inter cenarios for the every uation with eye tracki	rical design meth vention, Into Thin; day life and work ng	ods, using them in g gs, Eye tracking, UX of of the future // Test	nethods ing of embodio		t year
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval Technical exploration: e the focus should be on	cting qualitative empi Design Thinking, Inter cenarios for the every uation with eye tracking experimenting with cur Augmented Reality and	rical design meth vention, Into Thin; day life and work ng rent technologies	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid do	nethods ing of embodic esign concepts	ed things / prototypes with prototypes. In the firs	it year
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval Technical exploration: e the focus should be on Intermedial knowledge	cting qualitative empi Design Thinking, Inter cenarios for the every uation with eye tracking experimenting with cur Augmented Reality and concepts:	rical design meth vention, Into Thin day life and work ng rent technologies d NUI / Gestural Ir	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid do nteraction. // Explor	nethods ing of embodic esign concepts	ed things / prototypes with prototypes. In the firs	it year
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval fechnical exploration: e the focus should be on intermedial knowledge // Research and explora	cting qualitative empi Design Thinking, Inter cenarios for the every uation with eye tracking experimenting with cur Augmented Reality and concepts: tion of speculative, co	rical design meth vention, Into Thin day life and work ng rent technologies d NUI / Gestural Ir nstructive hybrid	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid do nteraction. // Explor	nethods ing of embodic esign concepts	ed things / prototypes with prototypes. In the firs	it year
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval Technical exploration: e the focus should be on Intermedial knowledge // Research and explora // Design science-based	cting qualitative empi Design Thinking, Inter cenarios for the every uation with eye tracking experimenting with cur Augmented Reality and concepts: tion of speculative, co	rical design meth vention, Into Thin day life and work ng rent technologies d NUI / Gestural Ir nstructive hybrid	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid do nteraction. // Explor	nethods ing of embodic esign concepts	ed things / prototypes with prototypes. In the firs	it year
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval Technical exploration: e the focus should be on Intermedial knowledge // Research and explora // Design science-based ernziele / Kompetenzen	cting qualitative empi Design Thinking, Inter cenarios for the every uation with eye tracking experimenting with cur Augmented Reality and concepts: tion of speculative, co	rical design meth vention, Into Thin day life and work ng rent technologies d NUI / Gestural Ir nstructive hybrid description	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid de nteraction. // Exploi	nethods ing of embodic esign concepts ation with mol	ed things / prototypes with prototypes. In the firs pile augmented reality	
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval Technical exploration: e the focus should be on Intermedial knowledge // Research and explora // Design science-based ernziele / Kompetenzen Individual reflective con	cting qualitative empi Design Thinking, Inter icenarios for the every uation with eye tracking experimenting with currous Augmented Reality and concepts: tion of speculative, condition and concepts and concepts.	rical design meth vention, Into Thin day life and work ng rent technologies d NUI / Gestural In nstructive hybrid description	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid de nteraction. // Exploi interaction concepts	nethods ing of embodic esign concepts action with mol	ed things / prototypes with prototypes. In the firs pile augmented reality e LAB, research-based lear	rning
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval Technical exploration: e the focus should be on Intermedial knowledge // Research and explora // Design science-based ernziele / Kompetenzen Individual reflective con takes centre stage, Sub	cting qualitative empi Design Thinking, Inter scenarios for the every uation with eye tracking experimenting with curn Augmented Reality and concepts: tion of speculative, con I documentation and consolidation and special jects dealt with include	rical design meth vention, Into Thin day life and work ng rent technologies d NUI / Gestural Ir nstructive hybrid description lisation of decisio le in particular th	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid de iteraction. // Exploi interaction concepts in-making and resea e meshing of digitall	nethods ing of embodic esign concepts action with mol	ed things / prototypes with prototypes. In the firs pile augmented reality	rning
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval Technical exploration: e the focus should be on Intermedial knowledge // Research and explora // Design science-based ernziele / Kompetenzen Individual reflective cortakes centre stage, Subcultural, communicativ	cting qualitative empi Design Thinking, Inter Intercention for the every uation with eye tracking experimenting with currous Augmented Reality and concepts: tion of speculative, control of documentation and control of isolidation and special jects dealt with include e and formal aesthetic	rical design meth vention, Into Thin day life and work ng rent technologies d NUI / Gestural In nstructive hybrid description lisation of decision te in particular the	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid de iteraction. // Exploi interaction concepts in-making and resea e meshing of digitall	nethods ing of embodic esign concepts action with mol	ed things / prototypes with prototypes. In the firs pile augmented reality e LAB, research-based lear	rning
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval Technical exploration: e the focus should be on Intermedial knowledge // Research and explora // Design science-based ernziele / Kompetenzen Individual reflective con takes centre stage, Sub cultural, communicativ // Consolidation of desi	cting qualitative empi Design Thinking, Inter Intercention of the every uation with eye tracking experimenting with currous Augmented Reality and concepts: tion of speculative, condition of speculative, condition and special piects dealt with include and formal aesthetic gn science-based wor	rical design meth vention, Into Thin day life and work ng rent technologies d NUI / Gestural In nstructive hybrid description lisation of decision te in particular the	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid de iteraction. // Exploi interaction concepts in-making and resea e meshing of digitall	nethods ing of embodic esign concepts action with mol	ed things / prototypes with prototypes. In the firs pile augmented reality e LAB, research-based lear	rning
Experience Design: sele Research, Co Creation, // Development of test s // User testing and eval Technical exploration: e the focus should be on Intermedial knowledge // Research and explora // Design science-based ernziele / Kompetenzen Individual reflective cor takes centre stage, Sub cultural, communicativ // Consolidation of desi // Evaluation and testir	cting qualitative empi Design Thinking, Inter scenarios for the every uation with eye tracking experimenting with cur Augmented Reality and concepts: tion of speculative, control of documentation and of asolidation and special jects dealt with include e and formal aesthetic gn science-based working - eye tracking	rical design meth vention, Into Thing day life and work ng rent technologies d NUI / Gestural In nstructive hybrid description lisation of decision le in particular th e transformation p	ods, using them in g gs, Eye tracking, UX of the future // Test and testing hybrid de iteraction. // Exploi interaction concepts in-making and resea e meshing of digitall	nethods ing of embodic esign concepts action with mol	ed things / prototypes with prototypes. In the firs pile augmented reality e LAB, research-based lear	rning
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CE 1.2

CE 1.3

CE 1.4

CE 1.5

CE 1.6

CE 1.7

Specialisation - LABs







ingang	svoraussetzungen / Stud	dienprüfungsordnung (SPO)			Anzahl der Studierende	n
	ssful completion of the				8-10	
		Pflichtmodul			Fachsemester	3-7
		Wahlpflichtmodul	X		Wintersemester	X
		Wahlmodul			Sommersemester	X
Art		SWS	Credits		Prüfungsleistung	
Project	t, Tutorials	3	5		Attendance record	
Vorkloa	d					
45	In-person (3 WHS x 1	5 weeks)				
90	Independent exercise	? \$				
15	Preparation of results	s for portfolio / presentatio	n			
150	Stunden					
nhaltsh	eschreibung					
		gy and its use in the design	n chain			
RP s _CA _RP	tion and/or further dev systems used in 3 versi D model P model ta sheet		or for GG for the			
RP s _CA _RP	systems used in 3 versi D model ' model		or for UG for the			
RP s _CA _RP _Da	systems used in 3 versi D model P model ta sheet e / Kompetenzen	ons:	or for UG for the			
RP s _CA _RP _Da	systems used in 3 version model model model ta sheet e / Kompetenzen gration of rapid prototy tery of construction gui	ons: ping in CAD technologies	or for CG for the			
RP s _CA _RP _Da	systems used in 3 versi D model model ta sheet e / Kompetenzen gration of rapid prototy tery of construction gui bination of rapid proto	ping in CAD technologies idelines (CG) for RP typing and model building		Mäglich	a Folgamodula	
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RP s _CA _RP _Da	eystems used in 3 version model model model ta sheet e / Kompetenzen gration of rapid prototy tery of construction gui bination of rapid proto	ping in CAD technologies idelines (CG) for RP typing and model building			e Folgemodule	
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CE 1.1

CE 1.2

CE 1.3

CE 1.4

CE 1.5

CE 1.6

CE 1.7







LAB -	Computational De	esign					BID_CE	1.7	
ingang	gsvoraussetzungen / S	tudienprüfungsordnu	ing (SPO)				Anzahl de	er Studierende	n
Succes	ssful completion of th	ne 2nd semester					8-10		
		Pflichtmodul		<u> </u>			Fachsem	ester	3-7
		Wahlpflichtmo	odul -	χ			Wintersei	mester	X
		Wahlmodul		<u>-</u>			Sommers	semester	X
			-						444444
rt		SWS			Credits		Prüfungs		
Project	t, Tutorials	3			5		Attenda	nce record	
orkloa									
45	In-person (3 WHS)								
90	Independent exerci								
15	Preparation of resu	ults for portfolio / pro	esentation						
150	Stunden								
naitsb	peschreibung								
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CE 1.5

CE 1.6

CE 1.7







Nodul Digital Sketching					Code BID_CE 2.1	
	n / Studienprüfungsordn	ung (SPO)			Anzahl der Studierend	len
Successful completion	of the 2nd semester				8-10	
	Pflichtmodul		-		Fachsemester	3-7
	Wahlpflichtm	iodul	X		Wintersemester	X
	Wahlmodul				Sommersemester	X
rt	SWS		Credits		Prüfungsleistung	
Project, Tutorials	3		5		Attendance record	
orkload						
	/HS x 15 weeks)					
90 Independent e						
	results for portfolio / pr	resentation				
150 Stunden						
la albaha a albaha ila wasi						
haltsbeschreibung						
e.g. Illustrator and Photo Introduction to complete Digital processing of Preparation: develope Post-processing of I Exercise: technical of Development of a distribution of Technical perspectivity	outerised drawing techn f paper sketches oment of a colour palett ine drawings Irawing, 2D representat gital presentation (Inde e construction with bac	e and layer co ion sign, export i	omposition			
g. Illustrator and Photo Introduction to composition of pigital processing of Preparation: develope Post-processing of Development of a diagram of Technical perspectivation of Photoshop, important Provided Prov	outerised drawing techn f paper sketches iment of a colour palett ine drawings Irawing, 2D representat gital presentation (Inde e construction with bac esentation drawing it import and export opt	e and layer co ion sign, export in ekground	omposition n PDF) otoshop, layout techniq		ols (e.g. graphics tablets)	and vector
e.g. Illustrator and Pho Introduction to com Introduction to com Digital processing o Preparation: develop Post-processing of I Exercise: technical o Development of a di Technical perspectiv Development of a pr Photoshop, importal ernziele / Kompetenzen Students should be ab or pixel graphics progr	outerised drawing techn f paper sketches iment of a colour palett ine drawings Irawing, 2D representat gital presentation (Inde e construction with bac esentation drawing it import and export opt le independently create ammes.	e and layer co ion sign, export in skground ions • Pho high quality s	omposition n PDF) otoshop, layout techniq sketches and rendering	s with digital to	ols (e.g. graphics tablets)	and vector
e.g. Illustrator and Pho Introduction to comp Digital processing of Preparation: develop Post-processing of I Exercise: technical of Development of a di Technical perspectiv Development of a pr Photoshop, importan Ernziele / Kompetenzen Students should be ab or pixel graphics progr	outerised drawing techn f paper sketches iment of a colour palett ine drawings Irawing, 2D representat gital presentation (Inde e construction with bac esentation drawing it import and export opt le independently create ammes.	e and layer co ion sign, export in skground ions • Pho high quality s	omposition n PDF) otoshop, layout techniq sketches and rendering	s with digital to	he Folgemodule	and vector
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Specialisation - Applied Design Tools







Imple	mentation Strate	gies					BID_C	E 2.2	
	svoraussetzungen / S ssful completion of t	Studienprüfungsordnu he 2nd semester	ng (SPO)				Anzahl 8-10	der Studierende	en
		Pflichtmodul					Fachse	mester	3-
		Wahlpflichtmo	odul	X			Winters	semester)
		Wahlmodul		<u> </u>			Somme	ersemester)
rt		SWS		C	redits		Prüfun	gsleistung	
	t, Tutorials	3		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	5			lance record	
Vorkloa	id								
45	In-person (3 WHS	x 15 weeks)							
90	Independent exerc	cises							
15	Preparation of res	ults for portfolio / pre	esentation						
150	Stunden								
nhaltsh	eschreibung								
		er rec		441 :- 41 / 4					
(mock- Examp (film, p	le assembly for test photography, mood b	inicance of different finished model, funct ing the interaction of poard, text, graphics, e model building mat	ional model model and d drawing, ext	etc.), other prese hibition lay	entation tools out etc.),		alth preservat	ion	
(mock- Examp (film, p	up, volume model, the assembly for test obotography, mood b	finished model, funct ing the interaction of poard, text, graphics,	ional model model and d drawing, ext	etc.), other prese hibition lay	entation tools out etc.),		alth preservat	ion	
(mock- Examp (film, p Develop	eup, volume model, ile assembly for test shotography, mood by pment of alternative e / Kompetenzen	finished model, functing the interaction of poard, text, graphics, e model building mat	ional model of model and of drawing, externals in view	etc.), other prese hibition lay w of enviro	entation tools out etc.), nmental prote	ction and he		ion	
(mock- Examp (film, p Develor Pavelor Raisin; Raisin;	e / Kompetenzen g awareness of the	finished model, funct ing the interaction of poard, text, graphics,	ional model of model and of drawing, exterior erials in view forms of expression of expression of the model in the	etc.), other prese hibition lay w of environ ression for e design pro	entation tools out etc.), nmental protect communicatin	ction and he	duct design,		ealth
(mock- Examp (film, p Develop ernziele Raisin; Raisin; Increas	e / Kompetenzen g awareness of the	finished model, functing the interaction of poard, text, graphics, a model building mat use of the available fine importance of the f how best to deal wi	ional model of model and of drawing, exterior erials in view forms of expression of expression of the model in the	etc.), other prese hibition lay w of environ ression for e design pro and model	entation tools out etc.), nmental protect communicatin ocess, I building in a	etion and he	duct design, eserves both re	esources and he	ealth
(mock- Examp (film, p Develop ernziel Raisin; Raisin; Increas	e / Kompetenzen g awareness of the g of awareness of th	finished model, functing the interaction of poard, text, graphics, a model building mat use of the available fine importance of the f how best to deal wi	ional model of model and of drawing, exterials in view forms of expression model in the thin materials	etc.), other prese hibition lay w of environ ression for e design pro and model	entation tools out etc.), nmental protect communicatin ocess, I building in a	g a new pro way that pro	duct design, eserves both re	esources and he	ealth
(mock- Examp (film, p Develop ernziel Raisin; Raisin; Increas	e / Kompetenzen g awareness of the g of awareness of the sing of awareness o eehende Module 3, BID_2.5	finished model, functing the interaction of poard, text, graphics, a model building mat use of the available fine importance of the f how best to deal wi	ional model of model and of drawing, exteriors of expression model in the thin materials in materials.	etc.), other prese hibition lay w of environ ression for e design pro and model	entation tools out etc.), nmental protect communicatin ocess, I building in a	g a new pro way that pro	duct design, eserves both re	esources and he	ealth
(mock- Examp (film, p Develor ernziele Raisin Raisin Increas Ortherge BID_1.	e / Kompetenzen g awareness of the g of awareness of the sing of awareness o eehende Module 3, BID_2.5	finished model, functing the interaction of poard, text, graphics, a model building mat use of the available fine importance of the f how best to deal will be www.gestaltung.hs-materials.	ional model of model and of drawing, exteriors of expression model in the thin materials in materials.	etc.), other prese hibition lay w of environ ression for e design pro and model	entation tools out etc.), nmental protect communicatin ocess, I building in a	g a new pro way that pro	duct design, eserves both re	esources and he	ealth
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Specialisation - Applied Design Tools







^{lodul} Computational De	sign Advanced					Code BID CE 2	2.3	
	en / Studienprüfungsord	nung (SPO)					r Studierender	//////////////////////////////////////
	n of the 2nd semester					8-10		
	Pflichtmod	ul	<u> </u>			Fachseme	ester	3-
	Wahlpflicht	modul	χ			Wintersem	nester	X
	Wahlmodul					Sommerse	emester	Х
rt	SWS			Credits		Prüfungsle	pistunα	
Project, Tutorials	3			5		Attendan		
/orkload	<u> </u>							
45 In-person (3	WHS x 15 weeks)							
90 Independent	exercises							
15 Preparation	of results for portfolio /	presentation						
150 Stunden								
haltsbeschreibung	rse, students consolidat							
Students work on a s design task. Each student can bri choose an appropriat The choice of the tecl	ubject area that is releving their own area of into e and meaningful link be unical systems is theref	erest to bear a	and conso	lidate their know I and technical s	vledge of coo	and put it into p	s. The aim is to	
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Students work on a sidesign task. Each student can brichoose an appropriat The choice of the tech knowledge available	ng their own area of into e and meaningful link b inical systems is theref in the Institute.	erest to bear a between conte ore redefined	and conso	lidate their know I and technical s ester and aims t	vledge of coc systems. o expand an	and put it into p	s. The aim is to	
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Modul UIIE	mbodied Interac	tion			Code BID_CE 2.4	
		Studienprüfungsordnung (SPO) the 2nd semester, BID students	S		Anzahl der Studierenden 8-10	
		Pflichtmodul	<u> </u>		Fachsemester	3-7
		Wahlpflichtmodul	Χ		Wintersemester	X
		Wahlmodul	<u>.</u>		Sommersemester	X
Art		SWS		Credits	Prüfungsleistung	
Project	t, Tutorials	3		5	Attendance record	
Vorkloa	nd					
45	In-person (3 WHS	S x 15 weeks)				
90	Independent exer	cises				
15	Preparation of re	sults for portfolio / presentation	n			
150	Stunden					

Inhaltsbeschreibung

The increasing complexity and diversity of physically networked products and associated digital services (including IoT, natural user interfaces, tangible interfaces, mobiles, installations) makes the ability to deal securely with digitally augmented design in conception and planning a necessity. The graphical representation of information on screens and also physical input devices and the way they interact are at the heart of design dealing with people and products, objects and installations. The objective of the UI I Embodied Interaction seminar is to teach the design of physical interaction with materials and objects, spaces and information from our everyday and working lives in terms of conception, presentation, animation and interaction. Theoretical and practical foundations for Embodied Systems [building on the 2nd semester of the BA in Industrial Design] are conveyed, in order to develop an understanding of synergetic design involving usage scenarios, reactive materialities and feedback principles in the product. The focus is on a forward-thinking, speculative or experience-driven design of practices of prosocial action with interactive products in space.

Lernziele / Kompetenzen

The communication of design and conceptual principles for Embodied Systems should cement the ability to make decisions in regard to design matters, as well as to cultivate independent expertise and style competence in design. The requisite skills are systematically acquired through technical introductions, design principles and tools and applied examples of Embodied Interaction Design assignments in order to consolidate what has been learned. Exercises are used to practice the development of simulation techniques and prototyping strategies for the design of hybrid interaction concepts. The creation of information and operating structures in interaction scenarios, in order to better plan and simulate their functional and material characteristics and ergonomic handling.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_2.2	BID_P3.1/P4.1/P5.1 plus all CE	All CE
Online-Präsenz des Moduls https://idm.incom.org www.gestalt	ung.hs-magdeburg.de	
Literatur- und Quellenhinweise https://idm.incom.org		
Ansprechpartner:innen	Anmeldeformalität	ten
Prof. Steffi Hußlein	Registration list	

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CE 2.1

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Specialisation - Applied Design Tools







ingangsvoraussetzungen /					BID_CE 2.5	
-,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Studienprüfungsordnung	g (SPO)			Anzahl der Studierende	en
Successful completion of					8-10	
	Pflichtmodul	·////			Fachsemester	3-7
	Wahlpflichtmod	ul X			Wintersemester	X
	Wahlmodul				Sommersemester	X
	Wallingaal					
rt	SWS		Credits		Prüfungsleistung	
Project, Tutorials	3		5		Attendance record	
/orkload						
45 In-person (3 WHS	3 x 15 weeks)					
90 Independent exer	cises					
15 Preparation of re-	sults for portfolio / pres	entation				
150 Stunden						
haltsbeschreibung						
/ Basics of 2D CAD (Auto	av					
	e design chain from the roduct (3D) with technic					
the fully constructed pr						
product design ernziele / Kompetenzen	roduct (3D) with technic	al drawing (2D) o				
the fully constructed product design ernziele / Kompetenzen // Proficiency in working a // Learning to integrate to // Proficiency in defining a	across programmes from across programmes with echnical packages in the	al drawing (2D) o n 2D to 3D n surface and volu e design outline	f a pared-down			
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the fully constructed product design ernziele / Kompetenzen // Proficiency in working a // Learning to integrate te // Proficiency in defining a design outline //orhergehende Module BID_2.6	across programmes from across programmes with echnical packages in the geometric interfaces bell since the control of the cont	al drawing (2D) of a 2D to 3D a surface and volue design outline tween package and anyon arrow the surface and tween package are anyon at the surface and the surface are also anyon	f a pared-down me modelling d		lgemodule	
the fully constructed product design ernziele / Kompetenzen // Proficiency in working a // Learning to integrate te // Proficiency in defining a design outline errorhergehende Module BID_2.6 enline-Präsenz des Moduls https://idm.incom.org w	across programmes from across programmes with echnical packages in the geometric interfaces bell since the control of the cont	al drawing (2D) of a 2D to 3D a surface and volue design outline tween package and anyon arrow the surface and tween package are anyon at the surface and the surface are also anyon	f a pared-down me modelling d		olgemodule	
the fully constructed product design ernziele / Kompetenzen // Proficiency in working a // Proficiency in working a // Learning to integrate te // Proficiency in defining a design outline forhergehende Module BID_2.6 Intline-Präsenz des Moduls https://idm.incom.org w iteratur- und Quellenhinwe	across programmes from across programmes with echnical packages in the geometric interfaces bell since the control of the cont	al drawing (2D) of a 2D to 3D a surface and volue design outline tween package and anyon arrow the surface and tween package are anyon at the surface and the surface are also anyon	f a pared-down me modelling d	All CE	olgemodule	
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Modul Motion Design I Ani	mation				Code BID CE 2.6	
ingangsvoraussetzunger		ung (SPO)			Anzahl der Studierend	den
Successful completion	of the 2nd semester				8-10	
	Pflichtmodul				Fachsemester	3-7
	Wahlpflichtm	nodul)			Wintersemester	X
	Wahlmodul				Sommersemester	X
rt	SWS		Credits		Prüfungsleistung	
Project, Tutorials	3		5		Attendance record	
'orkload						
45 In-person (3 W	HS x 15 weeks)					
90 Independent ex	kercises					
15 Preparation of	results for portfolio / p	resentation				
150 Stunden						
haltsbeschreibung						
	er-based animation and nes and outlines with (
/ Programme surface, // Structure of glass ar // Development and pre	small animation, structed bottle, material and	ture of table and graphic projection	chairs, illumination is, scene layout, moi	·/////=///////////=/////	ness as an example	
/ Programme surface, // Structure of glass ar // Development and pre	small animation, structed bottle, material and	ture of table and graphic projection	chairs, illumination is, scene layout, moi	·/////=///////////=/////	ness as an example	
// Lecture in presentati // Programme surface, // Structure of glass ar // Development and pre // Animation	small animation, struc Id bottle, material and sentation of a presenta	eture of table and graphic projection ation drawing, sign	chairs, illumination is, scene layout, mou nificant import and e	export options		
// Programme surface, // Structure of glass ar // Development and pre // Animation ernziele / Kompetenzen // Acquisition of advan // Mastery of design m apid prototyping. // Visualisation of desig	small animation, structed bottle, material and sentation of a presentation of a pres	eture of table and graphic projection ation drawing, signation drawing, signation drawing to the desired transfer and animation.	chairs, illumination is, scene layout, mot nificant import and e chniques, e.g. in the	export options export options export options		nodels via
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Specialisation - Applied Design Tools

CE 2.8







Bachelor Discourse ingangsvoraussetzungen Successful completion o				BID_CE 2.7	
Successiui completion (·0)		Anzahl der Studierende 10-20	en
	ii tiie ziiu seiiiestei			10-20	
	Pflichtmodul			Fachsemester	
	Wahlpflichtmodul	X		Wintersemester	X
	Wahlmodul			Sommersemester	X
rt	SWS	Credits		Prüfungsleistung	
Project, Tutorials	3	5		Attendance record	
orkload					
45 In-person (3 Wi	HS x 15 weeks)				
105 Independent ex	ercises				
What can and should de The course discusses th	discourse explores the topics esign achieve and how can the type and scope as well as rook or further studies (Master de	ese requirements be reflect elevance of a BA thesis. In	ed in the design pro particular, the poss	cess?	ork
arnziela / Kompetenzen	<u></u>	<u></u>			
ernziele / Kompetenzen // Finding of a suitable	topic for a BA thesis				
// Finding of a suitable // Help with deciding up	topic for a BA thesis oon the individual direction th rofessional practice and/or fu	-			
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// Finding of a suitable // Help with deciding up // Integratability with po	oon the individual direction th rofessional practice and/or fu Sinnvoll	rther Master's-level studies	and academic car	ers.	
/ Finding of a suitable / Help with deciding up / Integratability with portion prhergehende Module BID_4.2 Inline-Präsenz des Module	oon the individual direction the rofessional practice and/or further single sin	zu kombinieren mit .1, BID_7.2, BID_7.3	and academic car	ers.	
// Finding of a suitable // Help with deciding up // Integratability with poor orhergehende Module BID_4.2 nline-Präsenz des Modu	oon the individual direction the rofessional practice and/or further signal practice and signal practice an	zu kombinieren mit .1, BID_7.2, BID_7.3	and academic car	ers.	
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Module from th	e ESID compulsory	elective range	e (RA FIE	G. and McGn. I	ngineering)	BID_CE 2.8	
	ungen / Studienprüfung					Anzahl der Studierende	n
Successiui compie	etion of the 2nd semes	ter		<u> </u>		10-20	
	Pflichtr	modul	<u></u>	-		Fachsemester	
	Wahlpf	lichtmodul	X			Wintersemester)
	Wahlm	odul				Sommersemester	
t	SWS			Credits		Prüfungsleistung	
roject, Tutorials	3			5		Attendance record	
orkload							
45 In-person	(3 WHS x 15 weeks)						
105 Independ	ent exercises						
Stunden haltsbeschreibung	*						
		npulsory elective	es offered	by the ESID BA pr	ogrammes in Ele	ectrical Engineering and	
Mechanical Engin				z, 2012 21. p.	o B. a		
		ally in the Facul	tv. whilst c	oordination is un	dertaken within	the institute by the modul	e
eaders.			•			·	
	the opportunity for stu	dents to broade	n their pro	ject work in a foc	used way to inclu	ide engineering content a	nd
he module offers	the opportunity for stu	dents to broade	n their pro	ject work in a foc	used way to inclu	ude engineering content a	nd
he module offers	the opportunity for stu	dents to broade	n their pro	ject work in a foc	used way to inclu	ude engineering content a	nd
he module offers	the opportunity for stu	dents to broade	n their pro	ject work in a foc	used way to inclu	de engineering content a	nd
he module offers	the opportunity for stu	dents to broade	en their pro	ject work in a foc	used way to inclu	ide engineering content a	nd
he module offers	the opportunity for stu	dents to broade	n their pro	ject work in a foc	used way to incli	ide engineering content a	nd
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he module offers kills.	nzen			ject work in a foc	used way to inclu	ide engineering content a	nd
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he module offers kills. ernziele / Kompete / Acquisition of s / Choice of modu	nzen pecialist skills from tho les as a complement to	e field of engine o project work	ering	ject work in a foc	used way to inclu	ide engineering content a	nd
he module offers kills. ernziele / Kompete / Acquisition of s / Choice of modu	nzen pecialist skills from tho les as a complement to	e field of engine o project work	ering	ject work in a foc	used way to inclu	ide engineering content a	nd
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he module offers kills. ernziele / Kompete / Acquisition of s / Choice of modu / Networking with	pecialist skills from the les as a complement to a students from engine dule	e field of engine o project work ering programm Sinnvoll zu	ering les kombiniere	n mit	Mögliche		nd
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Specialisation - Applied Design Tools

CE 3.5 CE 3.6 Specialisation - Artistic Design Tools

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CE 3.1

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ingangsvoraussetzungen / SI Successful completion of th		O)		
Successful completion of tr	ne 2nd semester	<u>.,</u>	Anzahl der Studierende	en
			8-10	
	Pflichtmodul		Fachsemester	3-7
	Wahlpflichtmodul	X	Wintersemester	X
	Wahlmodul		Sommersemester	X
rt	SWS	Credits	Prüfungsleistung	
Project, Tutorials	3	5	Attendance record	
/orkload			, inconduito rosora	
45 In-person (3 WHS x	(15 weeks)			
90 Independent exerci				
	ults for portfolio / presentat	ion		
150 Stunden				
<u> </u>				
haltsbeschreibung				
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ernziele / Kompetenzen Students are taught to expl // Foundation of a coherent // Acquisition of transdiscip // Training teams to adopt of // Design of own learning a	ore ever more complex task generation of ideas plinary perspectives in crea creative/innovation-fosteri	ition		
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Specialisation - Artistic Design Tools

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CE 3.6







^{lodul} Advanced Experiment	al Design				Code BID CE 3.2	
<u> </u>	Studienprüfungsordnung (S	;PO)			Anzahl der Studierende	en
Successful completion of	the 2nd semester				8-10	
	Pflichtmodul	- ///			Fachsemester	3-7
	Wahlpflichtmodul	X			Wintersemester	X
	Wahlmodul				Sommersemester	X
rt	SWS		Credits		Prüfungsleistung	
Project, Tutorials	3		5		Attendance record	
orkload						
45 In-person (3 WHS	S x 15 weeks)					
90 Independent exer	rcises					
15 Preparation of re	sults for portfolio / present	ation				
1EO Churcher						
150 Stunden						
haltsbeschreibung						
need not necessarily, lead be the result. The course is intended to obvious. In this way, tradi	I to the design of objects. F	etical way, as try For example, inte a variety of topic	ing things out ta erventions in pub cs, materials, ma	kes precedend lic space, per ethods and me	ce over studying. It may, but formances or installations of the diagram of the di	may ely
need not necessarily, lead be the result. The course is intended to obvious. In this way, tradi	s done in a completely pract I to the design of objects. F enable students to try out	etical way, as try For example, inte a variety of topic	ing things out ta erventions in pub cs, materials, ma	kes precedend lic space, per ethods and me	formances or installations of the detection of the detect	may ely
need not necessarily, lead be the result. The course is intended to obvious. In this way, tradi design strategies. ernziele / Kompetenzen	s done in a completely prace I to the design of objects. F enable students to try out itional approaches are scru	tical way, as try for example, inte a variety of topic atinised, as are i	ing things out ta erventions in pub cs, materials, me ndividual design	kes precedent lic space, per ethods and me habits, in ord	formances or installations of the definition of	may ely
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need not necessarily, lead be the result. The course is intended to obvious. In this way, tradiclesign strategies. Pernziele / Kompetenzen Theoretical examination Reflection upon one's of Working in transdiscip Development of own definition and portfor Presentation and Presentation Presentation and Presentation	s done in a completely pract I to the design of objects. F enable students to try out itional approaches are scru n of the topic of experimen own way of working linary teams esign strategy and design s olio Sinnvo BID_F	tical way, as try for example, inter a variety of topic attinised, as are interest as a reinterest. tation in design style	ing things out ta	kes precedent lic space, per ethods and me habits, in ord al exploration	formances or installations of dia that are not immediate ler to discover new, fruitful of creative possibilities	may ely
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Specialisation - Artistic Design Tools

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CE 3.4

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Modul Printing Tecl	Printing Techniques						Code BID_CE 3.3		
ingangsvorauss	setzungen / Studier		ung (SPO)				Anzahl der Studierenden 8-10		en
		Pflichtmodul					Fachse	mester	3-
		Wahlpflichtm	iodul	χ			Winters	semester	X
		Wahlmodul		<u></u>			Somme	ersemester	X
rt		SWS			Credits		Prüfun	gsleistung	
Project, Tutoria	ls	3			5		Attend	lance record	
/orkload									
45 In-per	son (3 WHS x 15 v	veeks)							
90 Indepe	endent exercises								
15 Prepai	ration of results fo	or portfolio / p	resentation						
150 Stunde	n								
nhaltsbeschreib	ung								
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CE 3.6 Specialisation - Artistic Design Tools

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CE 3.1

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CE 3.3

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CE 3.5







	Modul Lab - Printing					Code BID_CE 3.4	
ingangsvoraussetzungen	/ Studienprüfungsordn	ung (SPO)			Anzahl der Studierend	len	
Successful completion of	f the 2nd semester				8-10		
	Pflichtmodul				Fachsemester	3-7	
	Wahlpflichtm	odul)			Wintersemester	X	
	Wahlmodul				Sommersemester	X	
rt	SWS		Credits		Prüfungsleistung		
Project, Tutorials	3		5		Attendance record		
Vorkload							
45 In-person (3 WH							
90 Independent exe	ercises						
15 Preparation of re	esults for portfolio / p	resentation					
150 Stunden							
nhaltsbeschreibung							
Print:LAB							
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develop a convincing gratest backgrounds made is serial one-off pieces. A limited number of free the semester with a brief error with a brief err	prhic position in a tea from paper, wood, plas projects can be super f project outline/idea i uired from the Print:S erial one-off piece.	m of experts. We continued the stice and textiles. We continued the stice and realised in the Incom Works TUDIO practically	reate our templates We explore dealing w I in the Print:LAB. A space of the Print:LA and master the real	digitally, in and ith repetition are pplications may AB.	alogue form or photograp id variance and the possi be made before the begi phic print project from th	hically and bilities of nning of	
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Specialisation - Artistic Design Tools

CE

CE 3.1

CE 3.2

CE 3.3

CE 3.4

CE 3.5

CE 3.6







Modul					Code BID CE 3.5	
Graphic Illustration						
ingangsvoraussetzungen / Successful completion of		ing (SPO)			Anzahl der Studierende 8-10	en
	Pflichtmodul				Fachsemester	3-7
	Wahlpflichtmo	odul X			Wintersemester	X
	Wahlmodul				Sommersemester	X
rt	SWS		Credits		Prüfungsleistung	
Project, Tutorials	3		5		Attendance record	
orkload 45 In-person (3 WHS	S x 15 weeks)					
90 Independent exer	cises					
15 Preparation of re	sults for portfolio / pr	esentation				
150 Stunden						
nhaltsbeschreibung						
Drawing Room 2 - figurin				a racentence		
figures, landscapes and s colours. Body, landscape artistic discourses. The a the hand from the simple	and space are contex im is, in a vivid drawi reproduction of natur	We explore proporti tualised and analysing process, to depi al forms and to ac	ons, study anatom sed in the context o ct a multitude of g hieve varied possib	ies, and render of art-historical raphical truths	e surfaces, structures and positions and contempora, to emancipate the eye al pretation. The expanded for	nd
figures, landscapes and s colours. Body, landscape artistic discourses. The a the hand from the simple	space form our focus. and space are contex im is, in a vivid drawi reproduction of natur	We explore proporti tualised and analysing process, to depi al forms and to ac	ons, study anatom sed in the context o ct a multitude of g hieve varied possib	ies, and render of art-historical raphical truths	surfaces, structures and positions and contempora to emancipate the eye an	nd
figures, landscapes and s colours. Body, landscape artistic discourses. The a the hand from the simple the concept of drawing de	pace form our focus. and space are contex im is, in a vivid drawi reproduction of natur emonstrates new rout	We explore proporti tualised and analys ng process, to depi ral forms and to ac es for our artistic d	ons, study anatom sed in the context o ct a multitude of g hieve varied possib	ies, and render of art-historical raphical truths	surfaces, structures and positions and contempora to emancipate the eye an	nd
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figures, landscapes and scolours. Body, landscape artistic discourses. The athe hand from the simple the concept of drawing described by t	pace form our focus. and space are contex im is, in a vivid drawi reproduction of natur emonstrates new route nded drawing experti- eption abilities in relation of the nature stu h materials through to cal techniques, explor analysis of art historic itemporary artistic dis	We explore proportitualised and analysing process, to depiral forms and to access for our artistic descriptions. se. tion to figure, land dy as a way of appesting of (un)familiation and leaving ocal positions. scourse.	ons, study anatom sed in the context of ct a multitude of ghieve varied possible esign process. scape and space, roaching reality, iar drawing tools, of possible "comformer mit	ies, and render of art-historical raphical truths illities of interp t zones".	surfaces, structures and positions and contempora, to emancipate the eye as pretation. The expanded for	nd
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figures, landscapes and s colours. Body, landscape artistic discourses. The a the hand from the simple the concept of drawing de	pace form our focus. and space are contex im is, in a vivid drawi reproduction of natur emonstrates new route anded drawing expertiception abilities in relation of the nature stuth materials through the call techniques, explore analysis of art historical temporary artistic discovered by the call techniques and the call techniques are supported by the call techniques and the call techniques are supported by the cal	We explore proportitualised and analysing process, to depiral forms and to access for our artistic descriptions. se. tion to figure, land dy as a way of appesting of (un)familiation and leaving coal positions. scourse.	ons, study anatom sed in the context o ct a multitude of g hieve varied possit esign process. scape and space. roaching reality. iar drawing tools. of possible "comfor	ies, and render of art-historical raphical truths cilities of interp t zones". Möglich All CE	surfaces, structures and positions and contempora, to emancipate the eye as pretation. The expanded for	nd

Specialisation - Design theory CE 4.3

CE 4.1

CE 4.2

COMPULSORY ELECTIVE POOL - MODULE SHEET







Modul					Code		
Cultu	ral History				BID_CE 4.1		
Eingang	gsvoraussetzungen /	Studienprüfungsordnung (SPO)			Anzahl der Studierenden		
Succe	ssful completion of	the 2nd semester		8-10			
		Pflichtmodul	///		Fachsemester	3-7	
		Wahlpflichtmodul	X		Wintersemester	X	
		Wahlmodul			Sommersemester	X	
Art		SWS		Credits	Prüfungsleistung		
Projec	t, Tutorials	3		5	Attendance record		
Workloa	ad						
45	In-person (3 WHS	x 15 weeks)					
90	Independent exer	cises					
15	Preparation of res	sults for portfolio / presentation	n				
150	Stunden						

Inhaltsbeschreibung

The question on which the course is based is the following: how does cultural development work, which framework conditions foster innovations, how is culture shaped?

It is not a matter of compiling a linear timeline, but rather of identifying cause and effect, the parallelism of events and becoming aware of one's own attachment to a specific cultural environment.

Reference narratives emerge for defined periods of time, which show the interaction of politics / society, innovative ideas / inventions and cultural forms of expression. Relevant objects and artefacts / stylistic features of a time period form the anchor point.

In creatively interesting topics, the examination of epochs and ethnicities is linked with current issues and media.

Lernziele / Kompetenzen

// Course participants will experience the interaction of culture and cultural forms of expression as an expression of the zeitgeist. This background knowledge opens up culture as a brain pool for creative ideas and form finding.

// The students learn, initially following specifications, later independently, to develop references and to present and defend their findings in short talks and presentations. Approaches to interdisciplinary work are prepared under the heading of "reference narrative"?.

// The understanding of the complex causal network between societies and their forms of expression is examined through contemporary topics and transcribed to the present time in small exercises. // Experience of historical relationships // Derivation of context-relevant developments in form and content // Development of expanded concept of culture // Interdisciplinary thinking and working // Culture as a brain pool // Study of sources // Presentation techniques and speaking naturally // Team skills and teamwork

vornergenende iviodule	Similyoli zu kombinieren mit	Mogliche Folgemodule
BID_1.6	BID_P3.1/P4.1/P5.1. BID_4.2	All CE
Online-Präsenz des Moduls		
https://idm.incom.org www.gesta	altung.hs-magdeburg.de	
Literatur- und Quellenhinweise		
https://idm.incom.org		
Ansprechpartner:innen	Anmeldeformal	litäten
Insa Arndt	Registration I	ist
Hinweise		

Specialisation - Design theory

CE

CE 4.1

CE 4.2







Modul					Code	
Academic writing skil	lls				BID_CE 4.2	
Eingangsvoraussetzungen / Successful completion of	Studienprüfungsordnung (SPO) the 2nd semester				Anzahl der Studierende 8-10	en
	Pflichtmodul				Fachsemester	3-
	Wahlpflichtmodul	X			Wintersemester	X
	Wahlmodul				Sommersemester	X
ırt	SWS		Credits		Prüfungsleistung	
Project, Tutorials	3		5		Attendance record	
/orkload						
45 In-person (3 WHS	S x 15 weeks)					
90 Independent exer	rcises					
15 Preparation of res	sults for portfolio / presentatio	ın				
150 Stunden						
haltsbeschreibung						
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CE 4.3 Specialisation - Design theory

CE 4.1

CE 4.2

COMPULSORY ELECTIVE POOL – MODULE SHEET







Modul Advanced Design Discourse				Code BID_CE 4.3	
<u> </u>	n / Studienprüfungsordnung (SPC		Anzahl der Studierenden		
Successful completion			8-10		
	Delichters				
	Pflichtmodul	<u> </u>		Fachsemester	3-
	Wahlpflichtmodul	X		Wintersemester	Х
	Wahlmodul			Sommersemester	X
Art	SWS	Credits		Prüfungsleistung	
Project, Tutorials	3	5		Attendance record	
Vorkload					
45 In-person (3 W	HS x 15 weeks)				
90 Independent e	xercises				
15 Preparation of	results for portfolio / presentat	ion			
150 Stunden					
<u> </u>					
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Hinweise

https://idm.incom.org

Ansprechpartner:innen Marion Meyer

Borries, Friedrich von I Kasten, Benjamin: Stadt der Zukunft - Wege in die Globalopolis. Frankfurt/Main 2019 // Banz, Claudia [Hg.]: Social Design. Gestalten für die Transformation der Gesellschaft. Bielefeld 2016 // Papanek, Victor DESIGN FOR THE REAL WORLD REV/: Human Ecology and Social Change, Chicago, 1985 // Buckminster Fuller, Richard: Bedienungsanleitung für das Raumschiff Erde und andere Schriften. // Martschenko, Maren: Design ist mehr als schnell mal schön, 2020

Anmeldeformalitäten

Registration list

Module Group **Practical Experience BID**

ractical experience	r
Internship	6.1
Period abroad	6.2

MODULE SHEET 6.1.

B.A. INDUSTRIAL DESIGN



W	üfungsordnung (SPO) emester flichtmodul //ahlpflichtmodul //ahlmodul	Credits 30	BID_6.1 Anzahl der Studierende Fachsemester Wintersemester Sommersemester Prüfungsleistung Documentation	6* X X
Art S Practical experience	rflichtmodul Vahlpflichtmodul Vahlmodul WS		Wintersemester Sommersemester Prüfungsleistung	Х
Art S Practical experience Workload 640 Industrial placement (at le	Vahlpflichtmodul Vahlmodul WS		Wintersemester Sommersemester Prüfungsleistung	Х
Art S Practical experience Workload 640 Industrial placement (at le	Vahlmodul WS		Sommersemester Prüfungsleistung	
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Practical experience Workload 640 Industrial placement (at le				
Workload 640 Industrial placement (at le	east 16 weeks x 40 hour			
640 Industrial placement (at le	ast 16 weeks x 40 hour			
		s)		
200 Intomomp roport and tank		<u>, </u>		
in cooperation with established des The internship experiences can be g Preferably the internship should las The minimum duration is 16 weeks. A written report must be produced a	sign agencies is also po gained in a wide variety st for a duration of 6 mo about the internship, w udent's own performan	ssible. of locations. onths in total and be continue hich contains information on ce in relation to the course co	the activities carried out, the experience ontent from the Institute's curriculum.	
Lernziele / Kompetenzen // Training in written and oral canv. // Collecting of practical profession // Experience of working in a coopel // Reflection on the experience gain	nal experience in design rative team under real	-related areas conditions	ırse	
Vorhergehende Module All modules so far	Sinnvoll zu ko	ombinieren mit	Mögliche Folgemodule BID_7	
	Sinnvoll zu ko	ombinieren mit		
All modules so far				
All modules so far Online-Präsenz des Moduls https://idm.incom.org www.gesta				
All modules so far Online-Präsenz des Moduls				
All modules so far Online-Präsenz des Moduls https://idm.incom.org www.gesta Literatur- und Quellenhinweise			BID_7	

Pr

6.1

6.2

MODULE SHEET 6.2.

B.A. INDUSTRIAL DESIGN



Modul Perio	od Abroad (practical exp	Code BID_16.2				
Eingan	gsvoraussetzungen / Studie	Anzahl der Studierende	en			
Succe	essful completion of the 2r	nd semester				
		Pflichtmodul			Fachsemester	6*
		Wahlpflichtmodul	X		Wintersemester	X
		Wahlmodul	<u> </u>		Sommersemester	Х
Art		SWS		Credits	Prüfungsleistung	
				25 + 5	Documentation	
Worklo	ad					
750	Semester abroad (min.	25 CP)				
150	Report to the Institute					
900 Inhalts	Stunden - beschreibung					
Count Moreo	tless international coopera	itions are in place and en udents the chance to par	nable stude	nts to choose from a w	mpleted in place of an internship. ide range of study programmes abr of for International Design Education	
Lernzie	ele / Kompetenzen					
The Ir	nstitute for Industrial Desi	gn places particular valu	ie on the ac	equisition of intercultur	al competences. To this end, Magde	2 -
				·	universities which allow students	

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule	
-	-	BID_11	
Online-Präsenz des Moduls			

Intercultural skills, which naturally also entail the acquisition of foreign language skills, are increasingly seen as success factors for designers. The global labour market demands that people working in different cultural contexts should have excellent communication skills. This enables them to recognise the rules, rituals and behavioural codes of other cultures and to use them in their creative and design work. One objective of the education we provide is to give students an awareness of issues of this kind as they pertain to design. Students should become familiar with the way these differences have a practical impact on international cooperation and not

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Literatur- und Quellenhinweise

https://idm.incom.org

Anmeldeformalitäten Ansprechpartner:innen

part in a wide variety of exchange programmes throughout Europe and worldwide.

least be able to reflect in depth on the ways in which other cultural groups think and act.

In coordination with Prof. Meyer Prof. Marion Meyer

Hinweise

*The semester abroad is incorporated in the 6th semester, but can optionally also be completed from the 3rd semester. Within the framework of the Learning Agreement, 25 credit points must be obtained abroad, whilst 5 credit points are obtained through the writing of a report for the home university.

6.2

Module Group Bachelor Degree BID

Completion of Bachelor degree	BT
Bachelor thesis	7.1
Bachelor colloquium	7.2
Bachelor reflection	7.3

MODULE SHEET 7.1/7.3





BT

7.1

7.2

7.3

	elor Thesis (Praction	BID_7.1, BID_7.3 Anzahl der Studierenden					
	gsvoraussetzungen / Stu sition of 180 credits						
		Pflichtmodul	X			Fachsemester	7//1
		Wahlpflichtmodul	<u></u>			Wintersemester	X
		Wahlmodul				Sommersemester	X
			4444444				
rt		SWS		Credits		Prüfungsleistung	
	t, Colloquium	2		15		Design project, paper	, oral exa
orkloa		10 15 1 1					
30	Consultations (2 Wh	IS x 15 weeks)					
510	Independent work						
			stitutions and	d other organisati	ons.		
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MODULE SHEET 7.2.

B.A. INDUSTRIAL DESIGN



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JOB PROFILE B.A. INDUSTRIAL DESIGN

THE KEY AEAS OF INDUSTRIAL DESIGN AT MAGDEBURG

1. Consumer Goods Design

Consumer goods are industrial products that are designed for individual consumption.

Consumer goods design relates to products that are mass produced on an industrial scale. Alongside the reliably tasteful design of products, through their involvement in industrial production processes, industrial designers also fulfil further complex requirements. They devise innovative concepts and ideas for a new product and develop it against the background of the manufacturing technologies used, fitness for purpose, marketability and, to an increasing extent, environmental sustainability.

Starting with a problem, innovative design studies are developed from analyses, concepts and outlines. The results may be improved hardware, software and service solutions.

2. Capital Goods Design

Capital goods are complex technical products that are designed to meet external demands. When designing products of this nature, the following aspects must be taken into account:

industrial design and construction are closely integrated (simultaneous engineering).

- _The design process must begin during the early development phases, otherwise what is produced is merely a shell or offers only cosmetic changes.
- _The design requirements are complex and the creative leeway is small. It is not normally the users who make the investment decisions themselves. The interaction of people with the product is intensive (work processes).
- _The design quality is only one aspect within the marketing mix. The moral service life has hardly any connection to fashion trends (durability).



JOB PROFILE B.A. INDUSTRIAL DESIGN

THE KEY AEAS OF INDUSTRIAL DESIGN AT MAGDEBURG

3. Interaction Design

Interaction Design complements and augments traditional design training. This course takes into account the fact that these days almost every complex product requires an interface. Designing the use process has thus become the starting point of all product design.

The technological foundations of Interaction Design that are conveyed in the BA in Industrial Design enable students to understand the basic principles of computer-aided systems, to assess the effects and potential of modern information technologies and to take them into account and actively exploit them when designing future products.

The Interaction Design field of study presents projects that fall explicitly into the area of creative interaction between products and the potential of new information technologies. The role of the aspiring designer is to freely discover and invent new opportunities and applications but at the same time to weigh up the limitations and risks responsibly. The interaction between man and object/machine and thus the positive user experience are at the heart of this design approach. Designing the use process involves finding new or transferring existing behavioural and explanatory models to new usage scenarios.

Project topics generally incorporate three areas, on the one hand "intelligent" products, such as digital, portable communication devices. On the other hand there is the integration of digital technology in previously analogue working environments. These two areas are supplemented by electronic media products, such as web portals and internet based tools.

Design is an interdisciplinary profession, and this also applies increasingly to Interaction Design. Team skills and the ability to assert oneself are taught through interdisciplinary projects with aspiring computer scientists and electronics specialists.



JOB PROFILE B.A. INDUSTRIAL DESIGN

WHAT IS SPECIAL ABOUT INDUSTRIAL DESIGN AT MAGDEBURG?

Every student develops a personalised course profile

The study programme in the Institute of Industrial Design is set up in such a way that students are able to combine modules in Consumer Goods Design, Capital Goods Design and Interface Design. Multi-specialisation projects enable students to gain valuable dual qualifications. By varying the weighting of the different areas of specialisation, students are able to develop individual degree profiles.

New career opportunities for designers

An advantage of this universal approach is to open up new career opportunities for designers, e.g. in software design. Secondly it offers a new route into traditional design professions. Process-oriented design and knowledge of the possibilities of computer-assisted systems is a decisive advantage in product development. The knowledge acquired in information technology helps with forecasting the development of device genres, hybrids or alternatives and designing well-informed product studies and scenarios.

Project-based learning, interdisciplinarity and independence

The structure of the project-based programme prepares students for the interdisciplinary nature of normal design practice. This is a key prerequisite for students aiming to set up in independent practice in future.



JOB PROFILE B.A. INDUSTRIAL DESIGN

CAREER PROSPECTS AS AN INDUSTRIAL DESIGNER

Prospects

The universal approach of the training with its proximity to the engineering sciences, the high level of supervision and the intensity of the practice-oriented, interdisciplinary training, plus the sum of the skills conveyed make graduates of the Institute of Industrial Design highly sought-after employees both at home and abroad.

In particular, the ability to be at home, both at the atomic level (hardware) and in the world of bits and bytes (software, interface, interactive systems), is much sought after and highly valued in practice.

This means that Industrial Designers trained at Magdeburg are employed in some of the world's best-renowned companies and design studios.

Regional Network

Industrial Design is an important factor within the 11 sub-sectors of the cultural and creative industries. With a 4.9% share of the total economy, the turnover of the creative industries in Magdeburg is significantly above the state (1.3%) and national average (2.6%). This was the finding of a 2011/12 study by the "Cologne-Leipzig Office for Cultural Industry Research". Significantly more than 500 companies are already based in Magdeburg. The majority of these companies are involved in the design industry (over 100).

The sector is continuing to grow strongly. Students are prepared for self-employment through specific courses. A highly cooperative scene ensures specialist exchange of expertise and experience and mutual support.

In the city centre, in Leibnitzstrasse, several start-ups have their offices alongside one another.

Organisational structures on the scene include the "Creative Industry Saxony-Anhalt" association
(www.kreativewirtschaft-sachsen-anhalt.de) and the Rothehorn Group
(www.rothehorn.de).