# Trier University of Applied Sciences • Department of Communication Design

**Prof. Anita Burgard**

BKD 1.2.3. Design Körper Raum I und II

Object Design and Spatial Communication Conception, design thinking and realization of products, packaging and exhibition design,

focusing innovation and sustainability.

BKD 1.1.1. Designing 3D Brand

Development Conception, design thinking and realization of brands, with a focus on brand signals in the application of packaging design.

BKD 2.4. Design Basics 3D

From two to three dimensions. Experimental works with paper. Experiences with three-dimensional techniques,

such as collaging, embossing, folding.

# Prof. Christopher Ledwig

BKD2\_6

IXD | UX | Interaction Design, User Experience Basics

Basics in man-machine-interaction, make use in own idea/concept, describe persona and scenario, create sitemap, design prototype

BKD1\_1\_3

NFC – Near Field Communication or IOT – Internet Of Things Showcase of technology, make use in own idea/concept, describe persona and scenario, create sitemap, design prototype

BKD1\_2\_8

AR – Augmented Reality or VR – Virtual Reality

Showcase of technology, use simple SDK software development kit, augment a given or your individual concept

BKD1\_2\_7

QS – Quantified Self

Track data of self, design static infographics, animate infographics, make infographics interactive, apply infographics to a media of choice

MKD\_

Crossmedia support for bachelor and master students

# Prof. Henriette Sauvant

Color and Shape: Basics in colordesign, painting and color concepts., exercises in visual perception, color scetching, water color and acrylic color, scetch book.

Requirements: Basic course of drawing.

BKD1\_Illustration /Buchgestaltung

Introduction to Illustration and Bookdesign; scetching, drawing, visual interpretation of a phrase or a word, image ideas, experiments and variation, working process and practice.

Requirements: Basic courses of drawing, color, Indesign, Photoshop.

BKD1\_Design Buch I und II:

Illustration and Bookdesign:

Illustration projects, book concepts, series of images. creating illustrations that capture mood and emotion throuhg striking symbolism and visual metaphors. paper, printing, bookbinding,and manufacturing.

Requirements: Basic courses of drawing, color, bookbinding, typograhy, Indesign, Photoshop.

MKD\_Master Buchkunst:

Masterclass Illustration and Bookdesign: Illustration and book concepts, artistic expression andbvisual message, series of images. graphic novel, illustrating literature, research, social-cultural questions.

Requirements: Basic courses of drawing, color, bookbinding, typograhy, Indesign, Photoshop.

# Prof. Anna Bulanda-Pantalacci

Experiment image

* Graphic and painterly representation of the act in relation to space and movement
* Application of different materials, composition exercises, alignment of contrasts,

Experimental design

* Field of free and applied art in correlation with design and science.
* Tools of expression are: drawing, painting, sculpture, photography, video, computer graphics, animation, installation,

Design principles 2D

* Training of perception in the artistic-creative process
* Implementation of teaching in practice: projects in social and cultural space, workshop work with focus on "posters".

Drawing perception Methods of visualization

* Examination of the used drawing materials
* Observation of nature and the environment
* Aiming for an individual conception and implementation

Master/ Artistic design in an intercultural and interdisciplinary context

* New perspectives in the field of artistic design at the international and transcultural level
* Knowledge of targeted research, research and development methods in the field of art and design
* Targeted use of psychological, historical and other topic-appropriate aspects in the development of one's own imagery

# Prof. Hermann Vaske

BKD 1 Entwurf Design Werbung

Basics and fundamentals of the creative process. How to get fresh creative ideas. From briefing to conception to completion.

BKD 1 Narrative Filme und TV Spots

Practical work in collaboration with advertising agencies and Clients. Devloping Narrative approaches for concetualizing, writing and producing TV spots.

BKD 1 Werbekampagne

Conceptual exercises in order to create memorable advertising campaigns. How to create a Portfolio that works.

BKD 2 Design Werbung

Creative advice and approaches of the worl's greatest creative people from the various creative disciplines

# Prof. Babak Asbagholmodjahedin

Zeichnen/ Entwurf I

A: Object Drawing: In the first part of the course we focus on the transfer of existing objects in pencil on paper. We first apply an exact, three-dimensional line construction. In the second step we add hatching that describes light, shadow and material of the object.

B: Basics of Image composition: The second part of the course deals with conceptual drawing and the basics of composition. Based on four exercises in the form of idea and layout sketches, we develop criteria for a clear, varied and pointed presentation of ideas and design concepts.

Zeichnen/ Entwurf II

A: Self Portrait Drawing: Basics of the representation of the human face; Basic rules of representation of human traits / temperaments / emotional states (portrait).

Analysis of the visual aspects of human characteristics and character types; Creation and presentation of the non-visible, from the physical to thepsychic.

B: Image conception: The principal concern is always to adequately visualize selected messages, to present them functionally and aesthetically in such

a way that the desired communicative effect is best guaranteed on the part of the recipients.

Zeichnen/ Entwurf III

A: Figure Drawing: Basics of the human figure drawing; Basic rules of representation of body language. Analysis of the visual aspects of human characteristics and character types.

B: Narration in Various Media: Examination of conventions of the image, the image series and the moving images Sketching and designing of image series and storylines Development of narrative structures and individual narrative compositional elements (Storyboard, person, location, plot and dramaturgy)

Zeichnen und Medien

* Drawing as an adequate medium for immediate and spontaneous formulation of mental and emotional content
* Sketchy as well as precise visualizations of complex concepts up to emotional, experimental and / or artistic expressions
* Development of a repertoire of artistic strategies
* Use of drawing in cross-media projects interaction, moving image, linear or nonlinear narrative structures.

# Prof. Andreas Hogan

BKD 2.1 Lettering Design / Typography I

Fundamental principles of typographical layout and composition, experimental type design and form conception, letter spacing, typographical series, calligraphic writing, lettermark design

BKD 2.10. Lettering Design / Typography II

Logotype design and exemplary application, type design, specimen book

BKD 1.2.1. Design Typography I / BKD 1.2.2. Design Typography II

Typographical projects in the field of corporate design, editorial design, poster design as well as advanced type design, experimental typography and typographical system