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hochschule
darmstadt
fachbereich
media



Anlage 5 Modulhandbuch des Studiengangs

Motion Pictures Bachelor of Arts

des Fachbereichs Media
der Hochschule Darmstadt - University of Applied Sciences

vom 30.05.2023

Zugrundeliegende BBPO vom 30.05.2023 (Amtlichen Mitteilungen Jahr 2024)

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1100MD1 Media Design 1

1 Modulname

Media Design 1

1.1 Modulkürzel

1100MD1

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Basic Principles of Media Design

Filmhistory

1.4 Semester 1

1.4.1 Empfohlenes Semester

1. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Theory: Film Studies

- History of moving images
- Film language
- Narration/storytelling/cinematographic codes
- Basics of cinematography
- Composition of time: montage
- Sound in video & film

Practical: Design Basics of Motion Pictures

- Principles of still composition: photography & framing
- Modelling with light: available and constructed light
- Characters and objects in space and time
- Montage, mis en scène, découpage
- Perspective, angle, depth of field
- Trucking, blocking
- Storytelling: plot and subplot
- Storyboarding
- Principles of audio-visual composition: image & sound
- Blue/green screen shooting
- Visual effects and post production

3 Ziele

Learning Outcomes/Competencies

The Media Design Module "MD1" provides a foundation for all media design activities in the field of Motion Pictures. The student is introduced to theories, methods and practical processes involved in time-based media production. The module encourages students to adopt an analytic, creative and ethical approach to the development of concepts of basic media design problems.

The module integrates theoretical and practical aspects of design processes of Motion Pictures. The students gain awareness of the issues associated with the development of ideas and the use of appropriate forms of genre and media specific expression within the contemporary digital media landscape.

On successful completion of this module the student will be able to:

- Analyse and evaluate media artefacts with regard to fundamental genre and design principles
 - Describe the scope of creative activities and methods within a typical media project
 - Show basic abilities in developing design concepts for media products in the chosen specialisation and presenting them in a clear and coherent manner
 - Analyse and evaluate time-based media artefacts in terms of their use of space, time, motion, sound and interaction
 - Demonstrate an awareness of audiences in the communication and interpretation of ideas
-

4 Lehr- und Lernformen

Teaching Methods

- Vorlesung/Lecture

The module integrates essential methods of problem-based learning. The range of teaching methods includes impulse lectures, coaching of individual practical assignments and short, group-based project activities within Motion Pictures. The student-centred methodical approach creates an interactive learning environment, which encourages learners to explore their creative potential and to integrate professional design thinking in their creative practice.

Through individual and group-based work the students develop essential methodical, practical and intellectual skills in the specialized field of media design. Carefully selected assignments and projects involve students in design problems that promote the acquisition of critical knowledge, problem solving proficiency, self-directed learning strategies and teamwork capacity.

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h, **Contact Hours** 4 SWS + 1 SWS, **Self-Study** 90 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Final presentation and written documentation (70%)

7 Notwendige Kenntnisse

Necessary Skills

None

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 1st Semester

Frequency of Module Winter Term

10 Verwendbarkeit des Moduls

Application Area Module none

11 Literatur

Literature

none

1200FB1 Film Basics 1

1 Modulname

Film Basics 1

1.1 Modulkürzel

1200FB1

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Film Basics

Submodule - Montage- Research-Scientific Work and Feedback Culture

1.4 Semester 1

1.4.1 Empfohlenes Semester

1. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.
-

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Introduction into:

- The origins and meanings of "Culture", "Media" and "Communication", introducing into their historical developments and their relationship to technological and social developments
- The history of technology and their impact on audio-visual medias' designs, contents and communication development
- The history of arts and design, their semiotics and their relation to contemporary media;
- Theories, models and terms describing and analysing media, communication, culture, art, design, and relating them to e.g., identity, gender, power and socio-political structures
- Scientific and scholarly methods appropriate for culture and media

The culture industry: creation, production, consumption; high, mass and popular culture.

3 Ziele

Learning Outcomes/Competencies

On successful completion of Film Basics 1 including the submodules editing, research and scientific work/feedback culture the student will be able to:

Editing

Analyse and evaluate media artefacts with regard to fundamental genre and design principles

Describe the scope of creative activities and methods within a typical media project

Show basic abilities in developing montage concepts for media products in the chosen specialisation and presenting them in a clear and coherent manner

Analyse and evaluate time-based media artefacts in terms of their use of space, time, motion, sound and interaction

Demonstrate an awareness of audiences in the communication and interpretation of ideas

Research

To gather basic facts and existing expertise around the chosen topic and put them into the context of one's own cinematic idea

To get to know people and places

To clarify access and legal particularities

To learn to limit oneself to what is important

To become known and trusted by potential participants

To communicate your motives and goals for your film project

To learn to recognise who is representative of what in order to make an appropriate selection in the further course of the project

To observe many typical activities in order to grasp the significance and symbolism of events.

Scientific Research

Analyse texts from art and cultural theory

Distinguish scientific methods

Discusses scientific methods

Compose own small texts

Feedback Culture

Learn to give constructive feedback

Analyse the nature of creative work

That criticism requires tact and respect, especially face to face

Indicative Submodule Contents

Film Basics 1

The Film Basics Submodule "FB1" complements and accompanies MD 1. It contains basics from the areas of editing, research and scientific work/feedback culture.

Montage

In the submodule Montage, basic rules and concepts of film editing are taught in a practice-oriented way using contemporary film excerpts. In addition to the rules of perception and dramaturgy, the conventions of film editing will be dealt with. It will be worked out how cuts from one shot to another work and what

role shot sizes, axes, image focal points etc. play in this. An overview of the narrative effect of different resolutions will be given.

What happens in the editing room and in post-production? What influence do machines and material have, what happens to the raw film, the patterns, what do sound and image reports say, how is the material checked? In the first seminar section, students gain comprehensive knowledge of the possibilities and methodology of linear editing.

Editing and sound, the students first grasp the process of montage from the scenic resolution of camera and direction to the fine cut and final cut. This enables - not least through today's digital editing systems - diverse types of cinematic articulation.

Research

This submodule focuses on the analysis of reality and the accompanying reciprocal relationship in front of and behind the camera.

The students use intensive research in a specific thematic environment as a basis for their later film work. They learn to approach people, institutions, landscapes and social milieus with an open mind and social groups with their value systems, mentalities and principles of lifestyle.

The next step for students is to transfer the findings of the research into the form of an exposé or concept. Filmmaking requires unorthodox ways of thinking; progress in one area affects decisions you have made in another, so you have to constantly rearrange your overall concept. This flexibility of thought is what students have to learn and endure.

Scientific Work

The submodule is an introduction to Scientific Work and begins with the reading of introductory texts from art and cultural theory with the aim of writing first texts of one's own.

In continuation, various scientific methods - mainly humanities methods (e.g. logical empiricism / pragmatism, semiotics / philosophy of language), but also natural science methods - are introduced and discussed on the basis of selected texts.

Scientific methods - discusses how they are used to understand scientific.

A method is understood as a certain attitude towards the phenomena surrounding us and their description. Subsequently, methods for finding topics, for obtaining and preparing information and for scientific writing and presenting are taught

Feedback Culture

Students are introduced to theories and methods of speaking about time-based media production. The module encourages students to adopt an analytical, creative and ethical approach. Students gain an awareness of identifying the true nature of a film work, as well as illuminating the inner workings of a work in order to later make constructive suggestions on how to enhance the potential of a project.

Theory: Film Basics 1 Studies

- History of editing moving images
- Film language
- Narration/storytelling/cinematographic codes
- Basics of storytelling
- Basics of research
- Principles of feedback culture
- Basics of Scientific Work
- Composition of space: mise en scène
- Sound in video & film

Practice: Film Basics 1 Motion Pictures

- Principles of still composition: photography & framing
- Montage, mis en scène, découpage
- The basic principle of assembly - The principle of continuity
- 180° rule
- Dialogue editing
- Visual scenes
- Parallel montage, match cut, jump cut - The hard cut, the aperture
- Composition of time: montage
- Rhythm and formal language

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar
- Übung/Exercise/Practical/Tutorial

5 Arbeitsaufwand und Credit Points

5.1.1 10 CP

5.1.2 Workload and Contact Hours

Workload 300 h

Contact Hours 6 SWS/96 h + 3 SWS/48 h

Self-Study 156 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Final presentation and written documentation (70%)

7 Notwendige Kenntnisse

Necessary Skills

None

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 1st Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

The Conversations: Walter Murch and the Art of Editing

Walter Burch - Rule of six

1300MT1 Media Technology 1

1 Modulname

Media Technology 1

1.1 Modulkürzel

1300MT1

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Basics of Media Technology

1.4 Semester 1

1.4.1 Empfohlenes Semester

1. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Contents of this module may contain but are not limited to the following aspects:

- Physics of light: dualism particle/wave, wavelength, refraction, reflection, decay
 - Metering light (lux, lumen, colour temperature, ...)
 - Colour balancing, additive and subtractive mixture
-

- Exposure, dynamic range, exposure value, shutter speed, aperture
- Optical systems and lenses, focus, focal depth
- Imaging sensor technology
- Physics of sound: frequencies, reflection, absorption, decay
- Measuring sound (SPL, Hertz, Decibel scales)
- Video standards (Pal, NTSC, aspect ratio, resolution, framerate)
- Audio and video compression basics

3 Ziele

Learning Outcomes / Competencies

Media Technology 1 lays the foundation for understanding physics and informatics in relation to recording and processing video- and audio material. On successful completion of this module the student shall be able to:

- Explain the principles and limitations of audio-visual human perception
- Understand physics in relation to light and sound
- Understand basics of logic in regard to informatics
- Use computer and specific audio- / video software as tools
- Understand media related hardware and their use
- Understand and use image-, video and sound recording
- Understand the usage, purpose and application of different types of digital media

4 Lehr- und Lernformen

Teaching Methods

- Vorlesung/Lecture
- Übung/Exercise/Practical/Tutorial

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 3 SWS + 2 SWS

Self-Study 75 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Written exam (70%)

7 Notwendige Kenntnisse

Necessary Skills

None

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 1st Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

none

1400MM1 Media Management 1

1 Modulname

Media Management 1

1.1 Modulkürzel

1400MM1

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Basics of Film and Media Business and Project Management

1.4 Semester 1

1.4.1 Empfohlenes Semester

1. Semester

1.5 Modulverantwortliche(r)

Schwering, Herbert ,Prof.

-

1.6 Weitere Lehrende

Baumann, Elke

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

- Overview of the film and media industry in Germany and Europe (15%)
 - Overview of the professions in film and television production (15%).
 - Basics of project management and production planning (10 %)
 - Introduction to the five phases of film production: 1. idea and story development, 2. financing and pre-production, 3. shooting, 4. post-production. 5. exploitation, distribution (40 %)
 - Cooperation in media productions: Set etiquette, Safety on set, Children and teenagers on set, Green film shooting (10%).
 - Basic legal aspects of film production: labour law, copyright law, contract law, insurance (10%)
-

3 Ziele

Learning Outcomes/Competencies

The Media Production Module "MM1" provides a basic knowledge of the structure and history of media industries and media business with a strong focus on TV and film.

The variety of professions in media business, Film & TV production and distribution. It also provides a foundation for communication and cooperation in heterogeneous project-teams and basic methods of project management. The student is introduced to theories, methods and practical communication processes and skills knowledge involved in media- and film production

On successful completion of this module the student will be able to:

- Understand the structure, history and interdependencies of media business.
- Understand and apply basic tools to improve teamwork and social skills, such as effective verbal and nonverbal communication, conflict resolution, active listening, empathy, building relationships and respects.

Analysing and changing one's own communication behaviour (self-analysis and self-reflection)

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar
- Übung/Exercise/Practical/Tutorial

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 1 SWS/16 h + 1 SWS/32 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination Prerequisites: Practical work and presentation (40%)

Examination: Written exam (60%)

7 Notwendige Kenntnisse

Necessary Skills

None

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 1st Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

1500MPH1 Media Philosophy 1

1 Modulname

Media Philosophy 1

1.1 Modulkürzel

1500MPH1

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Media, Culture, Technology and Communication

1.4 Semester 1

1.4.1 Empfohlenes Semester

1. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Introduction into:

- The origins and meanings of "Culture", "Media" and "Communication", introducing into their historical developments and their relationship to technological and social developments
 - The history of technology and their impact on audio-visual medias' designs, contents and communication development
-

- The history of arts and design, their semiotics and their relation to contemporary media;
- Theories, models and terms describing and analysing media, communication, culture, art, design, and relating them to e.g., identity, gender, power and socio-political structures
- Scientific and scholarly methods appropriate for culture and media
- The culture industry: creation, production, consumption; high, mass and popular culture

3 Ziele

Learning Outcomes/Competencies

On successful completion of this module the student shall be able to:

- Discuss the basic origins, meanings as well as conceptual and terminological implications of the term's 'media', 'communication' and 'culture' in relation to audio-visual media;
- Demonstrate knowledge of milestones in audio-visual art and design history as well as the history of technology and apply them to contemporary audio-visual media;
- Demonstrate basic knowledge of the role and influence of visual and auditory communication modes and reception models in contemporary culture and media production;
- Demonstrate and apply knowledge of the interdependence of technological achievements, upcoming media, political and social ownership of media, role of recipient/user and the emergence of audio-visual media contents and subjects.
- Apply different terms and strategies to the analysis and interpretation of media and cultural artifacts as well as to their impact on recipients and users demonstrating a knowledge of semiotic, cultural, psychological and social contexts and influences;
- Discuss concepts and terms relevant to the creation, production and consumption of audio-visual media and cultural artefacts e.g., creator/author, artist/designer, recipient/consumer/user/participant, etc.
- Apply and evaluate scientific and scholarly methods to the analysis of audio-visual productions, their elaboration and their presentation.

4 Lehr- und Lernformen

Teaching Methods

- Vorlesung/Lecture
- Übung/Exercise/Practical/Tutorial

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150h

Contact Hours 1 SWS/15 h + 1 SWS/15 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work (40%)

Examination: Written exam (60%)

7 Notwendige Kenntnisse

Necessary Skills

None

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 1st Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

2100MP2 Media Project 2**1 Modulname**

Media Project 2

1.1 Modulkürzel

2100MP2

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Documentary Film Projects, with Submodule

Main Module: Project/problem-based learning

Sub-modules: Conception, Project Shaping, Film history

1.4 Semester 2**1.4.1 Empfohlenes Semester**

2. Semester

1.5 Modulverantwortliche(r)Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.**1.6 Weitere Lehrende**

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt**Content of Course**Documentary Films

In MP2, students grasp the theories and methods of documentary film, as well as the genre-specific requirements of documentary film and prepare a possible topic both in terms of content and visuals.

In the practical exercise, students learn how to develop, plan and carry out the shooting of a documentary film. The students produce a documentary film in a team or alone.

After the course, the students have illuminated a topic from a documentary perspective and approached a place and people on film. Furthermore, they are able to build up a documentary film dramaturgically and to approach interviewees from different areas of life in a critical, unbiased and open manner. They also benefit from the rich experience of responding constructively and cinematically to situations that cannot be planned, are spontaneous or dictated by reality or are changing.

Sub-modules Conception, Project shaping & Film History

Sub-module Conception

The filmic conception is preceded by research.

The students research the basis for their later filmic conception in a specific thematic environment. They learn to approach people, institutions, landscapes and social milieus with an open mind and to grasp social groups with their values, mentalities and principles of lifestyle.

Afterwards, the students have to transfer the findings of their research into the form of an exposé or concept. Filmmaking requires unorthodox ways of thinking; progress in one area affects decisions you have made in another, so you have to constantly rearrange your overall concept. This flexibility of thought is what students have to learn and endure.

Sub-module Project-Shaping

The Sub-module "Project shaping", in which active filmmakers make their practical experience and expertise directly available for current projects. The main areas represented here are editing, dramaturgy, story development, camera and directing. The module "Project Shaping" allows for topical input and fresh impressions from the practice of film and media production. In addition, networking, which is so important for the professional future, is promoted.

3 Ziele

Learning Outcomes/Competencies

On successful completion of Documentary Film including the submodules Conception, Project shaping & Film History the student will be able to:

- Understand and experience key characteristics of team-based projects, solve team problems; use relevant and appropriate etiquette in communicating with stakeholders
 - Apply basic principles of research such as: examine the topic and identify the audience, existing samples in contemporary or historic cinematography, the social and cultural environment, empathy, functional and technical conditions of the media project
 - Demonstrate methodical and practical skills in creating, visualizing and evaluating different ideas and concepts
-

- A basic rudimentary knowledge around the history of documentary film and the reception of individual film through the ages.
- Produce a short documentary film in an appropriate media language and with necessary technical skills
- Understand and solve the problems within a project team and within a project development process
- Understand and apply basic methods of project management
- Understand, and describe the basic elements of interview and conversation.
- Document the project development and the deliveries of the project Analyse and valuate media artefacts with regard to fundamental genre and design principles
- Describe the scope of creative activities and methods within a typical media project
- Show basic abilities in developing montage concepts for media products in the chosen specialisation and presenting them in a clear and coherent manner
- Analyse and evaluate time-based media artefacts in terms of their use of space, time, motion, sound and interaction
- Demonstrate an awareness of audiences in the communication and interpretation of ideas.

4 Lehr- und Lernformen

Teaching Methods

- Vorlesung/Lecture
- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 10 CP

5.1.2 Workload and Contact Hours

Workload 300 h

Contact Hours Media Project 4 SWS/60 h

Conception 1 SWS/15 h, Project shaping 2 SWS/30 h, Film history 2 SWS/30 h

Self Study Media Project 75 h

Conception 30 h, Film history 30 h, Project shaping 30 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work (30%)

Examination: Presentation (70%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of 1. semester

8 Empfohlene Kenntnisse

Recommended Skills

none

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 2nd Semester

Frequency of Module: Summer Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

Thomas Schadt - Das Gefu#hl des Augenblicks

2200FB2 Film Basics 2

1 Modulname

Film Basics 2

1.1 Modulkürzel

2200FB2

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Sound, Dramaturgy and Storytelling

1.4 Semester 2

1.4.1 Empfohlenes Semester

2. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Introduction into:

- The origins and meanings of "Culture", "Media" and "Communication", introducing into their historical developments and their relationship to technological and social developments
-

- The history of technology and their impact on audio-visual medias' designs, contents and communication development
- The history of arts and design, their semiotics and their relation to contemporary media;
- Theories, models and terms describing and analysing media, communication, culture, art, design, and relating them to e.g., identity, gender, power and socio-political structures
- Scientific and scholarly methods appropriate for culture and media
- The culture industry: creation, production, consumption; high, mass and popular culture

3 Ziele

Learning Outcomes/Competencies

Film Basics 2

The Film Basic Submodule "FB1" complements and accompanies MP 2. It contains basics from the areas of film sound, dramaturgy & storytelling.

Film Sound

In the sub-module "Film Sound", students gain a comprehensive knowledge of sound recording and sound design, as well as their connection with film editing. The use of film music and sound design triggers emotions in the viewer and intensifies the cinematic story and plot. The content focuses on the topics of original sound recording on set, sound post production, dialogue editing and final film mixing. The module teaches the importance, methodology and techniques of film music composers, sound designers and foley artists. Experiments are conducted with noise, music, speech, sounds, score, music, atmosphere and moving image.

On successful completion of this submodule the student will be able to:

- Analyse and evaluate media artefacts with regard to fundamental genre and design principles
- Describe the scope of creative activities and methods within a typical media project
- Show basic abilities in developing montage concepts for media products in the chosen specialisation and presenting them in a clear and coherent manner
- Analyse and evaluate time-based media artefacts in terms of their use of space, time, motion, sound and interaction
- Demonstrate an awareness of audiences in the communication and interpretation of ideas

Dramaturgy & Storytelling

In the submodule Dramaturgy & Storytelling, students become familiar with the basic theories and methods of dramatic storytelling. Analysis of classic to experimental short

films, dramaturgies in documentary work, to the classic dramaturgy of mainstream cinema is followed by application.

Students explore techniques and tools for writing short screenplays. They gain in-depth knowledge around the cinematic aspects of characters, themes and structure and learn to fictionalise the processes, relationships, dynamics and developments found during their research.

On successful completion of this submodule the student will be able to:

- to gather basic facts and existing expertise around the chosen topic and put them into the context of one's own cinematic idea
- to get to know people and places
- to clarify access and legal particularities
- to learn to limit oneself to what is important
- to become known and trusted by potential participants
- To communicate your motives and goals for your film project
- To learn to recognise who is representative of what in order to make an appropriate selection in the further course of the project
- To observe many typical activities in order to grasp the significance and symbolism of events.

Indicative Submodule Contents

Theory: Film Basics 2: Studies

- History of editing moving images
- Film language
- Narration/storytelling/cinematographic codes
- Basics of storytelling
- Basics of research
- Principles of feedback culture
- Basics of Scientific Work
- Composition of space: mise en scène
- Sound in video & film

Praxis: Film Basics 2 Motion Pictures

- Principles of still composition: photography & framing
- Montage, mis en scène, découpage
- The basic principle of assembly - The principle of continuity
- 180° rule
- Dialogue editing
- Visual scenes
- Parallel montage, match cut, jump cut - The hard cut, the aperture
- Composition of time: montage
- Rhythm and formal language

4 Lehr- und Lernformen

Teaching Methods

- Vorlesung/Lecture
- Seminar/Seminar

The module integrates essential methods of problem-based learning. The range of teaching methods includes impulse lectures, coaching of individual practical assignments and short, group-based project activities within Motion Pictures. The student-centred methodical approach creates an interactive learning environment, which encourages learners to explore their creative potential and to integrate professional design thinking in their creative practice.

Through individual and group-based work the students develop essential methodical, practical and intellectual skills in the specialised field of media design. Carefully selected assignments and projects involve students in design problems that promote the acquisition of critical knowledge, problem solving proficiency, self-directed learning strategies and teamwork capacity.

5 Arbeitsaufwand und Credit Points

5.1.1 10 CP

5.1.2 Workload and Contact Hours

Workload 300 h

Contact Hours 4 SWS/64 h + 2 SWS/32 h

Self Study 204 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work (30%)

Examination: Presentation (70%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 2nd Semester

Frequency of Module: Summer Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

Die chinesische Sonne scheint immer von unten/ Achim Dunker

Story/ RobertMcKEE

Die Technik des Drehbuchs schreiben für Film und Fernsehen/ Eugene Vale

2300MT2 Media Technology 2

1 Modulname

Media Technology 2

1.1 Modulkürzel

2300MT2

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Basics of Media Technology

1.4 Semester 2

1.4.1 Empfohlenes Semester

2. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Contents of this module may contain but are not limited to the following aspects:

- Sensor technology II
 - Sampling of analogue image and audio data
 - Chrominance Subsampling / YCbCr conversion
 - Bit-Depth, Bit-Rate, sampling frequency
 - Compression: mathematical basics, lossy and lossless image and video compression, RLE, Entropy-Coding, Discrete Cosine Transform, MPEG (H.264, H. 265), JPEG
-

- Sound recording: physical backgrounds, types of microphones, polar patterns, single- and multi-channel recording, reverb, signal to noise ratio,
- Sound mixing and mastering basics, video and sound synchronisation, preparing and metering output levels for specific sound systems and types of media, LUFs, SPL, dB Leq(m),
- Sound processing and encoding, stereo and surround routing, frequency correction, Pulse Code Modulation, MP3, AC3

3 Ziele

Learning Outcomes / Competencies

Media Technology 2 builds upon the contents of the first semester to teach advanced knowledge about recording, processing and handling video- and audio material as well as advanced sound recording and processing. On successful completion of this module the student shall be able to:

- Understand the principles of analogue to digital conversion
- Understand methods and algorithms of digital processing of audio-visual data
- Understand and apply the basics of data compression
- Be able to setup and apply data encoding - and compression methods appropriately in video editing software as well as chose the right export formats
- Understand and perform sound recording for video
- Understand and perform sound processing, mixing and mastering

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 4 SWS/64 h

Self-Study 86 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Written exam (70%)

7 Notwendige Kenntnisse

Necessary Skills

None

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 2nd Semester

Frequency of Module: Summer Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

2400MPH2 Media Philosophy 2

1 Modulname

Media Philosophy 2

1.1 Modulkürzel

2400MPH2

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Diversity and Intercultural Communication in Globalized Media

1.4 Semester 2

1.4.1 Empfohlenes Semester

2. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.
-

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

- Introduction into the topics of diversity, gender and interculturality from a historical as well as from a contemporary perspective
 - Specification and exemplification of the topics towards their occurrence, influence and relevance in media
-

- Introduction into the aims, approaches and policies of major International Organizations such as UN or EU and their subdivisions to improve communication, collaboration, communal productivity/creativity and avoid or compensate disbalances.
- Introduction historical and systematic foundations of dealing with diversity
- Develop theoretical foundations and concepts of analysing diversity, heterogeneity, inequality, discrimination
- Specification concept of diversity using the example of gender, milieu differences, physical and psychological peculiarities, interculturality and others differences, perspectives of gender, queer, disability Studies

3 Ziele

Learning Outcomes/Competencies

This module introduces the students to the major challenges of professional practices in an economically globalized and socially highly diversified media arena.

After the successful completion of the module the students shall be able to

- Demonstrate and apply knowledge of central aspects of gender, diversity and intercultural issues and questions prevalent in contemporary societies related to the contents, production conditions, technologies and working situations in media
- Demonstrate and apply knowledge of the similarities and differences in diverse media cultures (presuming the roles as media makers, producers, performers and consumers) based on diversity and gender
- Apply appropriate terms and strategies to analyse issues of gender, diversity and intercultural communication in media, understand and discuss the origins and causes of disbalances and frictions of the issues, their ethical, humanitarian as well as economic implications
- Apply appropriate ways of meeting a standard of connecting the requirements of gender, diversity and interculturality with the aims and requirements of media production in the digital, globalized media world
- Apply a differentiated understanding of the structures and processes in which the social differences, hierarchies and inequalities.
- Acquire a willingness for self-reflection and evaluation of their own professional action
- Know the importance and possibilities of dealing constructively with diversity
- In of our society in terms of individuals, groups and social systems
- Recognise discrimination in diverse contexts analyse and critically from a media-relevant perspective reflect

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar
- Übung/Exercise/Practical/Tutorial

5 Arbeitsaufwand und Credit Points

5.1.1 2.5 CP

5.1.2 Workload and Contact Hours

Workload 75 h

Contact Hours 2 SWS/30 h + 1 SWS/15 h

Self Study 51 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (40%)

Examination: Written or oral exam (60%)

7 Notwendige Kenntnisse

Necessary Skills

None

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 2nd Semester

Frequency of Module: Summer Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 **Literatur**

Literature

Klang des Films - Peter Rabenalt

Linda J Cowgill Writing shortfilms

Robert McKee - Story

2500SuK2 SuK 2 fachbereichsübergreifende Grundlagen

1 Modulname

SuK 2 fachbereichsübergreifende Grundlagen

1.1 Modulkürzel

2500SuK2

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

SuK fachübergreifende Grundlagen/interdisciplinary basics

siehe SuK - Katalog

1.4 Semester 2

1.4.1 Empfohlenes Semester

2. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch/Deutsch

2 Inhalt

Course

siehe SuK - Katalog

3 Ziele

Learning Outcomes/Competencies

siehe SuK - Katalog

4 Lehr- und Lernformen

Teaching Method

- Vorlesung/Lecture

5 Arbeitsaufwand und Credit Points

5.1.1 2.5 CP

5.1.2 Workload and Contact Hours

Workload 75 h

Contact Hours 2 SWS/30h

Self Study 51 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

- Examination Prerequisites: Homework, practical work and demonstration (40%)
- Examination: Written or oral exam (60%)

7 Notwendige Kenntnisse

Necessary Skills

None

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 2nd Semester

Frequency of Module: Summer Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

none

3100MP3 Media Project 3

1 Modulname

Media Project 3

1.1 Modulkürzel

3100MP3

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Cinematografic Short film Project

Sub-module Conception

Sub-module Project shaping

Sub-module Film History

1.4 Semester 3

1.4.1 Empfohlenes Semester

3. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.

-

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Cinematographic short film project

- Recognise, name and argue cinematographic approaches
- Finding and developing an idea for a narrative short film
- Develop logline, exposé and film-script
- Create plausible characters
- Pitch your project
- Develop characters and conflicts in time.
- Building a larger film-team
- Being reliable, keep deadlines
- Make content driven cinematic decisions
- Communicate and stage actors
- Book driven casting, location and production decisions
- Experimenting to find the real possibilities of the footage in montage
- Critical discussion of edit and making content driven decisions
- Finalize and master a final cut
- Present, reflect, discuss critical the final short-film
- Learn from mistakes

Submodule Conception

- Individual team project coaching.
- Find and name the true content of your film.
- Reflect the personal reference of the content
- Discuss and develop critical in a small film team your film conception.
- Find new strategies to solve problems.
- Define a storytelling and camera perspective.
- Breakdown scenes in shots.
- Define cinematic approach
- Find the edge of material possibilities in the edit

Submodule Project shaping

- Coaching with industry professionals
- Broaden skills to make concept-based decisions
- Broaden storytelling, research and project development skills
- Development of a professional camera conception relating to a project.
- Strategies to stay creative under the pressure of a professional production
- Discuss with a industry dramaturg your short film conception
- Develop an appropriate and efficient cinematic approach with an industry DoP
- Find and solve Problems by making even uncomfortable or unconventional decisions in the discussion with an industry editor

Submodule film history

Film history consists / focuses each term of one of the following topics. During their study each student will have learned each content.

- 1st block – Developing cinema - birth of film as a seventh art form
 - Transition from silent – to sound- and to color up to the end of WWII
 - 2nd block – Rebellion - new waves and cinema around the globe
 - Europe: France, Italy, Czech Republic, Germany, Japan, USA ..., post war and politic
 - 3rd block - Big Names and No Names
-

- Kiarostami, Tarantino, Tarkovsky, Ida Lupin Terry Gilliam, Rogozin and others (focusing on German filmmakers)
- 4nd block Zwischen Hochglanz und Anspruch
- Filme der 80er und 90er Jahre, Einfluss von Musikvideo und Computergame auf das Kino.
- 5nd block Das neue Jahrtausend bis heute und Film als Kunst, Kunst als Film

3 Ziele

Learning Outcomes/Competencies

Cinematographic short film project

On successful completion of this module the student will be able to:

Overall Competencies:

- Apply analytical and methodological skills with more routine
- Transfer skills
- Apply problem solving skills
- Reflect their own process

Project competencies:

- Demonstrate creativity, initiative and experimentation in developing and progressing cinematographic ideas over the realisation of a narrative short film project.
- Apply project management techniques, tools and strategies throughout the lifecycle of a short film production
- Meet agreed deadlines and declared milestones of a film production
- Apply and decide contend-driven appropriate range of and cinematographic technics, in the production and postproduction of a project.
- Demonstrate the use of appropriate research, contend and project development, script writing, shooting and postproduction methods in the development and realisation of a project.
- Reflect and value the fished film, identify mistakes and develop new strategies for former productions.
- Project pitching skills
- Develop an improve Film project pitching skills

Conception competencies:

- The cinematic conception is preceded by the research. The students develop narrative content and transfer it into characters, locations, milieus, situations, scenes and dialogues.
- The students have to transfer stories into, loglines, synopses, characterizations, and film scripts.
- Students develop skills to describe their approach and motivation.
- Formal and cinematic decisions should be based on the needs of the characters, conflicts and dramaturgy of the story.
- Apply and develop conflicts, plot points, dramaturgy and catharsis

Project shaping competencies:

On successful completion of this module the student will be able to:

- Analyse and valuate short film conceptions and dramaturgy.
- Argue, discuss and develop cinematic script, camera, staging and montage conceptions with film industry professionals.
- Describe the scope of creative activities and methods within a typical short film project
- Show basic abilities in developing montage concepts for short film products in the chosen specialisation and presenting them in a clear and coherent manner
- Analyse and evaluate short films in terms of motion, sound, pacing, development of characters and conflicts.
- Demonstrate awareness of audiences in the communication and interpretation of ideas.
- Argue and discuss critical short film conceptions with film industry professionals.

Film history competencies:

The film history submodule provides orientation of the development of a moving image medium from the very beginning till now. Students should get to know what has been made, to get inspired, to learn and to enabled to reflect and value their own work in a critical way. Students develop knowledge and methods to promote and support self-determined and reflected participation in the cultural field of film in all its many forms.

- Develop awareness of the complexity and differentiation of the film medium.
- Reflection and classification of one's own actions and conceptions
- Develop film analysis skills, abstraction skills and awareness
- Recognize, name and argue cinematographic approaches
- Show basic abilities in specifying, analysing and classifying skills

4 Lehr- und Lernformen

Teaching Methods

- Vorlesung/Lecture
- Seminar/Seminar
- Projekt/Project

5 Arbeitsaufwand und Credit Points

5.1.1 10 CP

5.1.2 Workload and Contact Hours

Workload 300 h

Contact Hours Media Project 4 SWS/60 h

Conception 1 SWS/15 h, Project Shaping 2 SWS/30 h, Film history 1 SWS/15 h

Self Study Media Project 85 h

Conception 30 h, Project Shaping 35 h, Film history 30 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirement

Examination Prerequisites: Homework, practical work (30%)

Examination: Presentation (70%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2, except two elective modules

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 3d Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

Die Kunst der Filmregie: (On directing) : David Mamet

3200MT3 Media Technology 3**1 Modulname**

Media Technology 3

1.1 Modulkürzel

3200MT3

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Basics of Media Technology

1.4 Semester 3**1.4.1 Empfohlenes Semester**

3. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt**Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- Advanced camera setups for various media, multi camera synchronisation, timecode, stereoscopy rigging, 360° rigging setups
 - Camera motion and stabilisation systems, Steadicam, crane, rigs, dolly, crane, drone
 - Advanced lens focusing systems, preparation, metering, follow focus, remote controls
 - Highspeed recording setups, lighting, processing, data handling
 - Advanced lighting systems for large studio props and scenes, LED, HMI, tubes
-

- Live video recording and streaming setups, live editing systems and principles
- Specific monitoring and control systems, vector scope, wave form monitors
- Handling and processing of large amounts of data, transfer and streaming systems, HDSDI, BNC, HDMI, storage systems
- Advanced editing and processing systems, proxy editing,
- Practical use of large equipment on location, permissions, preparations, safety

3 Ziele

Learning Outcomes / Competencies

Media Technology 3 focuses on advanced camera and lighting technology as well as recording setups. On successful completion of this module the student shall be able to:

- Plan, prepare and use complex (multi-) camera systems, high speed recording and motion systems
- Plan, prepare and use lighting setups for large studio and on-location setups
- Understand the principles and application of camera motion, understand the different effects of each system
- Understand the requirements, preparations, resources and permissions necessary to use large camera and motion systems as well as lighting setups
- Be able to setup a streaming, handling and processing system for large amounts of data
- Integrate recording-, data processing- and editing setups into coming projects

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 4 SWS/60 h

Self Study 90 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Written exam (70%)

7 Notwendige Kenntnisse

Necessary Skills

none

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 3d Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

3300MM3 Media Management 3**1 Modulname**

Media Management 3

1.1 Modulkürzel

3300MM3

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Basics of Film and Media Business and Project Management

1.4 Semester 3**1.4.1 Empfohlenes Semester**

3. Semester

1.5 Modulverantwortliche(r)

Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt**Content of Course**

- Basics of film production
 - Professional fields in the production department
 - Basics of Calculation: 1. script extracts, 2. shooting schedule preparation 3. Calculation -Explanation of basic terms in the calculation process such as: Above the line/below the line, production plan, financing plan, cash flow plan, recoupment schedule
 - Financing of film and media projects (film funding, license fees, minimum guarantees, pre-sales, private equity, ea.
 - Deepening of legal aspects of film production by using case studies
 - Professional presentation of material and ideas, pitching techniques in film production.
-

3 Ziele

Learning Outcomes/Competencies

The Media Production Module "MM3" teaches the basics of film and media production. The different professions in the production department are introduced and the role of the producer is discussed. Teaching the basics of calculation. Legal basics in film production. The student is introduced to theories, methods and practical communication processes and skills knowledge involved in media- and film production. He/she independently tries out presentation and pitching techniques.

On successful completion of this module the student will be able to:

- Understand the structure of film production processes
- Understand and apply basic tools to improve teamwork and social skills, such as effective verbal and nonverbal communication, conflict resolution, active listening, empathy, building relationships and respects
- Analysing and changing one's own communication behaviour (self-analysis and self-reflection)

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 4 SWS/60 h

Self Study 90 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination Prerequisites: Practical work and presentation (40%)

Examination: Written exam (60%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-3, except two elective modules

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 3d Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

4100IP Industrial Placement

1 Modulname

Industrial Placement

1.1 Modulkürzel

4100IP

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Industrial Placement/Internship

1.4 Semester 4

1.4.1 Empfohlenes Semester

4. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

Baumann, Elke
Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

The industrial placement takes 18 weeks.

There will be accompanying studies at university before the industrial placement and after the industrial placement.

The course before the industrial placement gives information about the industrial placement and about the organisation of the industrial placement.

In the course after the industrial placement the students give a presentation about their projects in the industrial placement and about their experiences.

Students have to produce a detailed report about their internship.

The students work in the fields of:

- Concept, planning and/or production and/or postproduction of movie, video, TV and AV projects
- Concept, planning and/or production of multimedia projects
- Concept, planning and/or production of media systems

Management and marketing of multimedia products and media systems

3 Ziele

Learning Outcomes / Competencies

On successful completion of this subject the student will be able to:

- Understand and reflect the practical work of a producer or another person working in a film production
- Reflect new fields of application and new professional methods
- Integrate needs of practice incoming projects

Integrate methods of practice incoming projects

4 Lehr- und Lernformen

Teaching Methods

- BPS

5 Arbeitsaufwand und Credit Points

5.1.1 30 CP

5.1.2 Workload and Contact Hours

Workload 900 h

Contact Hours 2 SWS/30 h + 2 SWS/30 h

Self-Study, Internship 840 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: IP-Report, presentation of IP-Report (100%)

7 Notwendige Kenntnisse

Necessary Skills

Completion of all modules of the first and the second semester and the successfully completed basic internship.

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 4th Semester

Frequency of Module: Summer Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

5100MP5 Media Project 5

1 Modulname

Media Project 5

1.1 Modulkürzel

5100MP5

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Advanced Short film Project

Sub-module Conception

Sub-module Project Shaping

Sub-module Film History

1.4 Semester 5

1.4.1 Empfohlenes Semester

5. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Project

Film production in bigger and more specialized teams

On successful completion of this module the student will be able to:

- Analyse and evaluate media artefacts with regard to fundamental genre and design principles
- Describe the scope of creative activities and methods within a typical media project
- Show basic abilities in developing montage concepts for media products in the chosen specialisation and presenting them in a clear and coherent manner
- Analyse and evaluate time-based media artefacts in terms of their use of space, time, motion, sound and interaction
- Demonstrate an awareness of audiences in the communication and interpretation of ideas.
- Recognize, name and argue cinematographic approaches
- Finding and developing an idea for a short genre open short film
- Develop logline, exposé and film-script
- Create plausible characters
- Pitch your project
- Develop characters and conflicts in time.
- Building a larger film-team
- Being reliable, keep deadlines
- Make content driven cinematic decisions
- Communicate and stage actors
- Book driven casting, location and production decisions
- Experimenting to find the real possibilities of the footage in montage
- Critical discussion of edit and making content driven decisions
- Finalize and master a final cut
- Present, reflect, discuss critical the final short-film
- Learn from mistakes

Sub-module Conception

Individual team project coaching.

- Find and name the true content of your film.
- Reflect the personal reference of the content
- Discuss and develop critical in a larger film team your film conception.
- Find new strategies to solve problems.
- Define a storytelling and camera perspective.
- Breakdown scenes in shots.
- Define cinematic approach
- Find the edge of material possibilities in the edit

Sub-module Project shaping

- Coaching with industry professionals
- Broaden skills to make concept-based decisions
- Broaden storytelling, research and project development skills

- Development of a professional camera conception relating to a project.
- Strategies to stay creative under the pressure of a professional production
- Discuss with a industry dramaturg your short film conception.
- Develop an appropriate and efficient cinematic approach with an industry DoP
- Find and solve Problems by making even uncomfortable or unconventional decisions in the discussion with an industry editor

Sub-module film history

Film history consists / focuses each term of one of the following topics.

During their study each student will have learned each content.

1st block – Developing cinema - birth of film as a seventh art form

Transition from silent – to sound- and to color up to the end of WWII

2nd block – Rebellion - new waves and cinema around the globe

Europe: France, Italy, Czech Republic, Germany, Japan, USA ...

post war and politics

3rd block - Big Names and No Names

Kiarostami, Tarantino, Tarkovsky, Ida Lupin Terry Gilliam, Rogozin and others (focusing on German filmmakers)

4nd block - Zwischen Hochglanz und Anspruch

Filme der 80er und 90er Jahre, Einfluss von Musikvideo und Computergame auf das Kino.

5nd - block Das neue Jahrtausend bis heute und Film als Kunst, Kunst als Film

3 Ziele

Learning Outcomes / Competencies

The aim of the project is the development, production and completion of a professional and competitive motion picture genre open short film-project from brief through presentation. The focus is on research, script and concept development, professional cinematic methods, techniques and management of complex contemporary moving image production. Parallel ethical, social and legal aspect should be taken into consideration.

On successful completion of this module the student will be able to:

Overall Competencies:

- Lifelong learning skills
- Ability to develop and communicate a conception for a motion picture project
- Demonstrate sophisticated skills in the use of cinematographic language
- Ability for critical thinking concerning innovation, new formats and technologies
- Ability to transfer technical innovation into cultural and/or social innovations
- Ability to generate synergies by the cooperation of project members with different expertise
- Apply analytical and methodological skills with more routine
- Develop transfer skills
- Apply problem-solving skills
- Reflect on your own process

Project competencies:

- Demonstrate creativity, independence and inventiveness in the approach and methods used to develop, produce and finalise a project
- Management of a self-initiated project in a larger film team with differentiated areas of responsibility from brief through to presentation
- Make informed choices through a critical approach to information gained through appropriate research methods in the development and implementation of ideas for a project
- Effectively use synergy-effects learning from the members of a team
- Pitch a conception and present a project in a coherent and clear fashion, using a range of appropriate documentation and communication skills
- Teambuilding skills
- Conflict solving Skills
- Advanced dramaturgical skills
- Sophisticated understanding of cinematographic code
- Broaden the understanding of scenography
- Advanced skills of photography in cinematography
- Sophisticated skills and understanding of montage

Conception competencies:

- The cinematic conception is preceded by the research. The students develop narrative content and transfer it into characters, locations, milieus, situations, scenes and dialogues.
- The students have to transfer stories into, loglines, synopses, characterizations, and film scripts.
- Students develop skills to describe their approach and motivation.
- Formal and cinematic decisions should be based on the needs of the characters, conflicts and dramaturgy of the story.
- Apply and develop conflicts, plot points, dramaturgy and catharsis

Project shaping competencies:

On successful completion of this module the student will be able to:

- Analyze and evaluate short-film concepts and dramaturgy.
 - Argue, discuss and develop cinematic script, camera, staging and montage conceptions with film industry professionals.
 - Describe the scope of creative activities and methods within a typical short-film project
 - Show basic abilities in developing montage concepts for short-film products in the chosen specialization and presenting them in a clear and coherent manner
 - Analyze and evaluate short-films in terms of motion, sound, pacing, development of characters and conflicts.
 - Demonstrate awareness of audiences in the communication and interpretation of ideas.
-

- Argue and discuss critical short-film conceptions with film industry professionals.

Film history competencies:

The film history sub-module provides orientation of the development of a moving image medium from the very beginning till now. Students should get to know what has been made, to get inspired, to learn and to be enabled to reflect and value their own work in a critical way. Students develop knowledge and methods to promote and support self-determined and reflected participation in the cultural field of film in all its many forms.

- Develop awareness of the complexity and differentiation of the film medium.
- Reflection and classification of one's own actions and conceptions
- Develop film analysis skills, abstraction skills and awareness
- Recognise, name and argue cinematographic approaches
- Show basic abilities in specifying, analysing and classifying skills

4 Lehr- und Lernformen

Teaching Methods

- Vorlesung/Lecture
- Seminar/Seminar
- Projekt/Project

5 Arbeitsaufwand und Credit Points

5.1.1 10 CP

5.1.2 Workload and Contact Hours

Workload 300 h

Contact Hours Main Module Advanced Media Projects 4 SWS/ 60 h

Submodules Conception 1 SWS/15 h, Project shaping 2 SWS/30 h, Film history 1 SWS/30 h

Self-Study 90 h

Submodules Conception 20 h, Project shaping 50 h, Film history 20 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work (30%)

Examination: Presentation (70%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-4, except two elective modules

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency

Semester 5th Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

5200MT5 Media Technology 5

1 Modulname

Media Technology 5

1.1 Modulkürzel

5200MT5

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Basics of Media Technology

1.4 Semester 5

1.4.1 Empfohlenes Semester

5. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Contents of this module may contain but are not limited to the following aspects:

- Recording previz
 - Colour Spaces, Academic Colour Encoding System
-

- Matte painting
- Chroma-Key recording, application and processing
- Motion capturing setup and processing pipeline
- 2D Animation, 2D Visual Effects
- Compositing setup, design and processing
- 3D Modelling and Animation
- 3D Stereo Recording and projection
- Rigging and skinning, virtual lighting
- Virtual productions environment pipeline and processing
- Colour correction and colour grading
- Exporting and Rendering

3 Ziele

Learning Outcomes / Competencies

Media Technology 5 focuses on post production and visual effects. After successful completion, the student shall be able to:

- understand, explain and apply the setup of visual effects- and post processing pipelines in different use cases
- Understanding physics and virtual physics simulations
- Principles of technical VFX chains in different applications
- Understanding recording requirements and setups for different VFX and post processing pipelines
- Use of specialized software and hardware for VFX purposes
- Studio setups and technology in relation to various VFX scenarios
- Digital colour post production
- Preparation of masters for specific output devices

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 4 SWS/60 h

Self-Study 90 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Written exam (70%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-4, except two elective modules

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 5th Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

5300MM5 Media Management 5

1 Modulname

Media Management 5

1.1 Modulkürzel

5300MM5

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Basics of Film and Media Business and Project Management

1.4 Semester 5

1.4.1 Empfohlenes Semester

5. Semester

1.5 Modulverantwortliche(r)

Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

- Calculation of own film or media project with the help of calculation software such as Movie Magic or Sesam
 - Analysis of the screenplay and creation of screenplay excerpts
 - Techniques and requirements in creating shooting schedules. Making shooting schedules using software such as Fuzzle Check. Creation of a production and post-production plan, planning team size and technology
 - Film financing in Germany. The different instruments of German and European film funding. Presentation of the funding schemes and their funding areas
 - Advanced presentation and pitching techniques
-

3 Ziele

Learning Outcomes / Competencies

The Media Production Module "MM5" teaches the basics of production using the example of own student media or film projects. The work steps learned are deepened and completed with the creation of an own calculation. The analysis of the screenplay, the creation of screenplay extracts and the preparation of a shooting schedule are in the focus. The basics of film financing and the various financing elements are taught. Advanced presentation and pitching techniques are practiced.

The student is introduced to theories, methods and practical communication processes and skills knowledge involved in media- and film production

On successful completion of this module the student will be able to:

- Understand the basics of film production costs and different financing options.
- Understand and apply basic tools to improve teamwork and social skills, such as effective verbal and nonverbal communication, conflict resolution, active listening, empathy, building relationships and respects.
- Analysing and changing one's own communication behavior (self-analysis and self-reflection)

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150h

Contact Hours 4 SWS/60 h

Self-Study 90 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination Prerequisites: Practical work and presentation (40%)

Examination: Written exam (60%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-4, except two elective modules

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 5th Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

Chris Jones, Genevieve Jolliffe: The Guerilla Film Makers Handbooks

Eckhard Wending: Filmproduktion. Eine Einführung in die Produktionsleitung.

Fabian Post: Film- Herstellungsleitung. Eine Einführung in die Praxis.

Bastian Cleve: Film Production Management.

Myrl A. Schreiman: Creative Producing from A to Z. The Indie Producers Handbook.

Ralph S. Singleton: Filmscheduling.

Markus Yagapen: Filmgeschäftsführung

6100MP6 Media Project 6

1 Modulname

Media Project 6

1.1 Modulkürzel

6100MP6

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Advanced Film Concept Development Project

Sub-module Conception

Sub-module Film History

Sub-module Project shaping

1.4 Semester 6

1.4.1 Empfohlenes Semester

6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

This project focuses on concept development and pre-production of a short narrative film, experimental film or a documentary film either individual or in teams of several students. First approach is catalyst (motivation, wound, encounter, assignment...), research. Based and content characters and conflict the students develop their idea to logline, exposé and script. There is a although a focus pitching the idea in front of a bigger audience on the point. In addition there is a small narrative film exercise to train developed staging skills.

There is a focus on developing skills of pre-production are breakdown, schedule, budget, fund raising, financing, teambuilding, casting, fund raising, spine, perspective/, tone, common editing strategies and presentation.

Project

- Manage a self-initiated idea or contend from brief through pitch to final presentation of the script.
- Demonstrate creativity, independence and inventiveness in the approach and methods used to develop and setup a project
- Make informed choices through a critical approach to information gained through appropriate research methods in the development and implementation of ideas for a project
- Demonstrate an awareness of audiences in the communication and interpretation of ideas.
- Effectively use synergy-effects learning from the members of a team
- Pitch a conception and present project in a coherent and clear fashion using a range of appropriate documentation and communication skills
- Analyze and valuate media artefacts with regard to fundamental genre and design principles
- Describe the scope of creative activities and methods within a typical media project
- Demonstrate an awareness of audiences in the communication and interpretation of ideas.
- Recognize, name and argue cinematographic approaches
- Finding and developing an idea for a short genre open short film
- Develop logline, exposé and film-script
- Setup and stage dialogs with Actors
- Create plausible characters and conflicts in time.
- Building a larger film-team
- Being reliable, keep deadlines
- Make contend driven cinematic decisions
- Present, reflect, discuss critical the contend and concepts

Sub-module Conception

Individual team project coaching.

- Find and name the true contend of your film.
- Reflect the personal reference of the contend
- Discuss and develop critical in a lager film team your film conception.
- Find new strategies to solve problems.
- Define a storytelling and camera perspective.
- Breakdown scenes in shots.
- Define cinematic approach

Sub-module Project shaping

- Coaching with industry professionals
- Broaden skills to make concept-based decisions
- Broaden storytelling, research and project development skills
- Development of a professional camera conception relating to a project.
- Strategies to stay creative under the pressure of a professional production
- Discuss controversy with an industry dramaturg your short film conception.
- Develop an appropriate and efficient cinematic approach with an industry DoP
- Advanced cinematography breakdown of the film script
- Find and solve Problems by making even uncomfortable or unconventional decisions in the discussion

Sub-module film history

Film history consists / focuses each term of one of the following topics. During their study each student will have learned each content.

- 1st block – Developing cinema - birth of film as a seventh art form
- Transition from silent – to sound- and to color up to the end of WWII
- 2nd block – Rebellion - new waves and cinema around the globe
- Europe: France, Italy, Czech Republic, Germany, Japan, USA ...
- post war and politics
- 3rd block - Big Names and No Names
- Kiarostami, Tarantino, Tarkovsky, Ida Lupin Terry Gilliam, Rogozin and others (focusing on German filmmakers)
- 4nd - block Zwischen Hochglanz und Anspruch
- Filme der 80er und 90er Jahre, Einfluss von Musikvideo und Computergame auf das Kino.
- 5nd - block Das neue Jahrtausend bis heute und Film als Kunst, Kunst als Film

3 Ziele

Learning Outcomes / Competencies

The focus of this project is the concept development and pre-production of a short film, experimental film or documentary film.

On successful completion of this module the student will be able to:

Overall Competencies:

- Lifelong learning skills
- Ability to develop and communicate a conception for a motion picture project
- Ability for critical thinking concerning innovation, new formats and technologies
- Ability to transfer technical innovation into cultural and/or social innovations
- Ability to generate synergies by the cooperation of project members with different expertise
- Apply analytical and methodological skills with more routine
- Transfer skills
- Apply problem solving skills
- Reflect their own process

Project competencies:

- Demonstrate sophisticated skills in the use of cinematographic language
- Develop teambuilding skills

- Broaden conflict solving skills
- Develop advanced dramaturgy skills
- Sophisticated understanding of cinematographic code
- Improve research skills
- Cinematography concept development
- Broaden creative writing skills
- Character and conflict development
- Broaden pitching skills
- Develop reflection and discussion skills
- Broaden staging and communication with actors
- Film pre-production knowledge such as location, casting, funding and financing skills
- Improve problem and conflict solving skills in a film team
- Holding deadlines

Conception competencies:

- The cinematic conception is preceded by the research. The students develop narrative content and transfer it into characters, locations, milieus, situations, scenes and dialogues.
- The students have to transfer stories into, loglines, synopses, characterizations, and film scripts.
- Students develop skills to describe their approach and motivation.
- Formal and cinematic decisions should be based on the needs of the characters, conflicts and dramaturgy of the story.
- Apply and develop conflicts, plot points, dramaturgy and catharsis

Project shaping competencies:

On successful completion of this module the student will be able to:

- Analyze and evaluate short film conceptions and dramaturgy.
- Argue, discuss and develop cinematic script, camera, staging and montage conceptions with film industry professionals.
- Describe the scope of creative activities and methods within a typical short film project
- Show basic abilities in developing montage concepts for short film products in the chosen specialisation and presenting them in a clear and coherent manner
- Analyse and evaluate short films in terms of motion, sound, pacing, development of characters and conflicts.
- Demonstrate awareness of audiences in the communication and interpretation of ideas.
- Argue and discuss critical short film conceptions with film industry professionals.

Film history competencies:

The film history submodule provides orientation of the development of a moving image medium from the very beginning till now. Students should get to know what has been made, to get inspired, to learn and to be enabled to reflect and value their own work in a critical way. Students develop knowledge and methods to promote and support self-determined and reflected participation in the cultural field of film in all its many forms.

- Develop awareness of the complexity and differentiation of the film medium.
 - Reflection and classification of one's own actions and conceptions
 - Develop film analysis skills, abstraction skills and awareness
 - Recognize, name and argue cinematographic approaches
 - Show basic abilities in specifying, analysing and classifying skills
-

4 Lehr- und Lernformen

Teaching Methods

- Vorlesung/Lecture
- Seminar/Seminar
- Projekt/Project

5 Arbeitsaufwand und Credit Points

5.1.1 10 CP

5.1.2 Workload and Contact Hours

Workload 300 h

Main Module: Contact Hours 4 SWS/60 h

Submodules: Contact Hours Conception 1 SWS/15 h, Project shaping 2 SWS/30 h, Film history 2 SWS/15 h

Main Module: Self-Study 90 h

Submodules: Self-Study Conception 20 h, Project shaping 50 h, Film history 20 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work (30%)

Examination: Presentation (70%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-5, except two elective modules

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 6th Semester

Frequency of Module: Summer Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

Stoffentwicklung/Autoren:

Samira Er Ouassil & Friedemann Karig: Erzählende Affen – Mythen, Lügen, Utopien – wie Geschichten unser Leben bestimmen.

Michael Schneider: Vor dem Dreh kommt das Buch. Ein Leitfaden für das filmische Erzählen.

Fritz Gesing: Kreativ schreiben. Handwerk und Techniken des Erzählens.

Sol Stein: Über das Schreiben. (deutsch) / Stein on writing. (english)

Dramatugie:

Roland Zag: The human factor.

Lothar Mikos: Film- und Fernsehanalyse

6200MT6 Media Technology 6

1 Modulname

Media Technology 6

1.1 Modulkürzel

6200MT6

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Media Technology

1.4 Semester 6

1.4.1 Empfohlenes Semester

6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Contents of this module may contain but are not limited to the following aspects:

- Advanced studio technology, metering and analysis hard – and software
 - Testing and evaluating the quality of cameras and optical systems via test charts / software, analysing lens aberrations, vignetting, moiré, colour representation, image noise, high ISO behaviour, dynamic range limits
 - Testing and evaluating the quality of microphones and recording equipment, frequency response analysis, directivity response analysis, high gain behaviour, dynamic range limitations
 - Analysing and evaluating lighting equipment, evaluating sufficiency and use cases, frequency spectrum gaps, colour temperature
 - Constructing test environments in the studio and / or on location to evaluate practical usability
-

- Developing methods, strategies in order to design complex technical concepts for demanding film productions, finding the best technical solutions to deliver the intended message of the project
- Compare and evaluate how different recording and post production methods, settings, hard- and software influence the content of the production

3 Ziele

Learning Outcomes / Competencies

MT6 is synchronized with Media Project 6 and builds on the previous MT modules and teaches students methods to design complex technical concepts in relation to the MP6 semester project. On successful completion of this module the student shall be able to:

- Understand, design and apply a wholesome technical concept and setup for a specific live action film, documentary or live media / mixed media / crossmedia production in relation to the content
- Understand limitations and effects using specific video-, lighting- and audio recording hardware in various situations
- Analyse the technical challenges and define technical requirements for specific productions
- Be able to test, measure and analyse camera-, sound- and lighting equipment and evaluate its sufficiency in relation to specific project requirements
- Understand how the technical specifications of the used technology might influence the realisation of specific project content
- Be able to develop out-of-the-box individual technical solutions, production pipelines and concepts to match project and content requirements

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150h

Contact Hours 4 SWS/60 h

Self-Study 90 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination Prerequisites: Homework, practical work and demonstration (30%)

Examination: Written exam (70%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-5, except two elective modules

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 6th Semester

Frequency of Module: Summer Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

none

6300MM6 Media Management 6

1 Modulname

Media Management 6

1.1 Modulkürzel

6300MM6

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Media Management

1.4 Semester 6

1.4.1 Empfohlenes Semester

6. Semester

1.5 Modulverantwortliche(r)

Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

- Case study of a feature-length film and discussion of the calculation and possible variants
 - HessenFilm and their different funding modules and the cooperation during the Bachelor
 - An overview of the public broadcasting system in Germany, private television and streaming services, changes in reception and markets
 - Exploitation chains, profitability and recoupment strategies in the film and media industry in Germany
 - Future career fields in the media industry, founding own companies and start-ups and working as a freelancer
-

3 Ziele

Learning Outcomes / Competencies

The Media Production Module "MM6" deepens the basics of calculation by means of a case study on a feature-length film. HessenFilm is used as an example to illustrate the different modules of film funding. The students work out and present different distribution channels for film and media productions (TV, streaming, cinema). The differences between public and private media systems are pointed out. Exploitation chains in the media industry and revenue models will be demonstrated. Important financial and legal steps for founding a company, start-ups and freelancing are shown as a professional perspective after graduation.

The student is introduced to theories, methods and practical communication processes and skills knowledge involved in media- and film production.

On successful completion of this module the student will be able to:

- Understand the structure and aspects of the calculation of media projects and their different options for funding and financing.
- Understand and apply basic tools to improve teamwork and social skills, such as effective verbal and nonverbal communication, conflict resolution, active listening, empathy, building relationships and respects

Analysing and changing one's own communication behavior (self-analysis and self-reflection)

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 **Workload and Contact Hours**

Workload 150 h

Contact Hours 4 SWS/60 h

Self-Study 90 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination Prerequisites: Practical work and presentation (40%)

Examination: Written exam (60%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-5, except two elective

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 6th Semester

Frequency of Module: Summer Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

Pitchen/Präsentieren:

Sibylle Kurz: Pitch It – Die Kunst, Filmprojekte erfolgreich zu verkaufen (3. Auf.)

Michael Wiese: Producer to producer. Insider tips for success in media.

Vertrieb/Marketing:

Mark Steven Bosko: The complete independent Movie marketing handbook.

7100MP7C Media Project 7 Conception Project**1 Modulname**

Media Project 7 Conception Project

1.1 Modulkürzel

7100MP7C

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Conception-Project

1.4 Semester 7**1.4.1 Empfohlenes Semester**

7. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

Baumann, Elke
Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch/Deutsch

2 Inhalt**Content of Course**

The student(s) submits a briefing document for a linear and/or interactive to a desired project coach. Once this brief has been accepted, the student then writes a planning document, containing:

- A project proposal
- The results of the necessary research, developing the project
- The description of a developed film concept for the project
- A project plan

Project Schedule:

- Application with briefing document
- Agreement on deliverables according to chosen subject with coach
- Delivery of research- and concept-plan
- Discussion sessions and review of preliminary results (group/peer reviews)
- Transfer of research in to conception based on contend driven argumentations and decisions
- Depending on the genre, character, conflict and contend development
- Exposé, treatment and film script development

Final Presentation (assessment)

3 Ziele

Learning Outcomes / Competencies

On successful completion of this subject the student will be able to:

- Use appropriate methodologies to explore the topic for an interactive or linear product; and/or
- Advanced creative writing skills
- Film character development
- Film dramaturgy
- Advanced film semiotic skills
- Research, reflection and contend driven argumentation for formal decisions
- The value of content, what is really important.
- Making your own decisions, knowing why and being able to argue or defend your choice
- Demonstrate the advantages of carrying out extensive and detailed user or situation research for a product; and/or
- Use appropriate methodologies with regard to research for product development; and/or
- Use appropriate methodologies with regard to market research; and/or
- Use appropriate methodologies with regard to product concept and development; and/or
- Use appropriate methodologies to plan the project organisation and financing of a media-project; and/or
- Identify and design for the cultural environment in which a product will be used or experienced

4 Lehr- und Lernformen

Teaching Methods

- Projekt/Project

5 Arbeitsaufwand und Credit Points

5.1.1 15 CP

5.1.2 Workload and Contact Hours

Workload 450 h

Contact Hours 1 SWS/15 h

Self-Study 435 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination Prerequisites: Conception

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-6 and Industrial Placement, except two elective modules

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 7th Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

7200MP7B Media Project 7 Bachelor Project and Documentation and Colloquium

1 Modulname

Media Project 7 Bachelor Project and Documentation and Colloquium

1.1 Modulkürzel

7200MP7B

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Bachelor Module

Bachelor Project and Documentation

Colloquium

1.4 Semester 7

1.4.1 Empfohlenes Semester

7. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

Baumann, Elke
Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch/Deutsch

2 Inhalt

Content of Course

Students may develop and realise a motion pictures production or media product. The work should demonstrate an understanding of how to apply a range of methods and tools in arriving at a professional solution.

Students may explore a concept from a cultural or market perspective that they wish to develop as a proposal to industry. Students developing ideas should cater for the cultural, technical, aesthetic and business aspects of a particular idea and explore all these aspects through sound research methods.

Students are encouraged to start specialisation within the field of motion picture production.

Projects can be the product of individual or team effort and in the case of team work the project proposed should outline clearly the areas of responsibility for each member of the team.

Project Schedule:

- Discussion sessions, review of preliminary ideas and preparation of pre- production
- Student presentation of Ideas (seminars; individual and group reviews)
- Rough cut Presentation and/or Paper Prototyping (group/peer reviews)
- Final cut Presentation and/or Prototype Presentation (group/peer reviews)

Final Presentation (assessment)

3 Ziele

Learning Outcomes / Competencies

On successful completion of this subject the student will be able to

- Discuss the design, cultural, technical and economic issues related to the project
- Show appropriate use of project management skills and tools in application of project resources and in meeting project milestones on time and to specifications
- Demonstrate judgement in the application of appropriate research and design methods in arriving at final solution(s) for the proposed project
- Demonstrate specialised technical, creative or conceptual skills and tools in the development, completion and presentation of the project outcomes

Show critical personal reflection and accountability in relation to learning from successful and unsuccessful project outcomes

4 Lehr- und Lernformen

Teaching Methods

- Projekt/Project
-

5 Arbeitsaufwand und Credit Points

5.1.1 15 CP

5.1.2 Workload and Contact Hours

Workload 450 h

Contact Hours 3 SWS/45 h

Self-Study 405

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: Bachelor Project and Documentation/Colloquium (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-6 and Industrial Placement, except two elective modules

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 7th Semester

Frequency of Module: Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820010ME01 Advanced Video Production

1 Modulname

Advanced Video Production

1.1 Modulkürzel

820010ME01

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Advanced Video Production

1.4 Semester 0

1.4.1 Empfohlenes Semester

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

This module is designed to build upon the students existing knowledge in linear and non-linear video production and post- production initiated in first year. The subject aims to provide students, who are specifically interested in the audio-visual aspects of multimedia design and production, with a higher level of knowledge regarding processes and techniques of capturing, manipulating and delivering video or film within a multimedia context.

Contents of this module may contain but are not limited to the following aspects:

Visual Research: Examination of established practices, styles, narratives and elements of visual language employed in film, TV, and multimedia.

Preproduction: Detailed writing of exposés, treatments, scripts and storyboards of a video or film composition illustrating the related narrative aspects; planning of the recording of film and video material as well as production of graphic elements to be included in the final production; creation of a comprehensive project management plan to chart the time allocated to the different stages of the research and production tasks involved in the overall life cycle of the assignment.

Recording and Capturing: Camera and shooting techniques applicable to a variety of environments and situations including day and night time recording, the use of different focal lengths and lens filters for creating atmosphere or correcting unbalanced natural or available light; advanced single and multichannel audio recording parallel to the shoot, techniques for minimising audio interference in an outdoor or live situation; advanced studio-based and outdoor lighting techniques; advanced studio-based recording techniques such as working with a green screen / chroma key; advanced content oriented recording techniques such as portrait composition guidelines for the interviewees appearance and clothing.

Post Production: Advanced techniques for storing and managing video resources; setting up a project for a range of different delivery environments; advanced editing techniques employed to support narrative, advanced compositing techniques and choreography of various visual graphic elements; the application of special effects.

Rendering and Output: Techniques for rendering as part of the production process; rendering a final composition in appropriate formats for a range of different delivery environments (for example, web, interactive and linear DVD, interactive and linear TV, film/projection).

Concept and Production: The student is required to choreograph a short video or film sequence (for example, 5 minutes) that is cohesive from an audio-visual aesthetic perspective. Media to be incorporated could include sound, 2D graphic elements, typography and basic 3D elements. The student is required to generate all, or a large proportion (re 80%), of the resources included in the composition. Also, at this level a greater emphasis is placed on the need for the student to incorporate a strong narrative and become familiar with finer concepts relating to the language of the moving image. With regard to the narrative the student may select from a range of topics provided by the lecturer or present a proposal for an independent idea to be passed by the lecturer. The assignment should incorporate title and credits sequences.

3 Ziele

Learning Outcomes/Competencies

On successful completion of this module the student shall be able to:

- Create detailed scripts, storyboards, dispositions and task listings for the production of a video and film composition
- Use a professional project management from brief and concept through to implementation and presentation
- Use a range of camera techniques to record/capture quality footage under a range of different circumstances like day time-, night time- and / or studio-based recording
- Design and integrate a range of visual media in a video and film editing environment using advanced compositing and post production techniques

Output a video or film composition to a range of delivery environments such as web (low and broadband), CD/DVD, film and TV

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 3, 5, 6 Semester

Frequency of Module: Each Semester

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820020ME02 Advanced Post Production**1 Modulname**

Advanced Post Production

1.1 Modulkürzel

820020ME02

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Advanced Post Production

1.4 Semester 0**1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

1.5 Modulverantwortliche(r)Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.**1.6 Weitere Lehrende**

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt**Content of Course**

This module is designed to build on the students' existing knowledge of linear and non-linear media production and post- production, initiated in first year. The subject aims to provide the student,

specifically interested in post-production techniques, to extend and develop existing knowledge and craft skills to a higher level with regard to processes and techniques relating to the capture, manipulation and delivery of video within a multimedia context.

Contents of this module may contain but are not limited to the following aspects:

Editing: To examine in detail established practices, styles, narratives and elements of audio-visual language employed in film, TV, and multimedia; To assemble editing, Jump cut, Match cut, subliminal cut, cross cut, montage sequence.

Concept Development and Planning: Creating a detailed concept of a video composition illustrating the narrative aspects of the composition throughout the whole production; producing a plan for the capture and production of video and graphic elements to be included in the final production; creating a comprehensive project management plan to chart the time allocated to the different stages of the research and production tasks involved in the overall lifecycle of the assignment.

Compositing: Animation, motion control and keying. Using either shot footage or library material. Layering effects and filters. Tracking motion and masking techniques. Multichannel and 3D effects applied for image correction or enhancement. Compositing as a creative tool. Audio mixing different recordings and effects within a post-production environment. Manipulation of audio tracks for correction or enhancement. Lights and cameras as effects tools within compositing. Merging 2D and 3D material.

Management in Post Production: Advanced techniques for storing and managing video resources; advanced content management; setting up a project for a range of different effects employed to support narrative, advanced compositing techniques and choreography of various visual graphic elements; the application of special effects.

Rendering and Output: Techniques for rendering as part of the production process; rendering a final composition in appropriate formats for a range of different delivery environments (for example, web, interactive and linear DVD, interactive and linear TV, film/projection)

Concept and Production: The student is required to choreograph a short video sequence (for example, 5 minutes) that is cohesive from an audio-visual aesthetic perspective. Media to be incorporated could include sound, 2D graphic elements, typography and basic 3D elements. The student is required to generate all, or a large proportion (re 80%), of the resources included in the composition. Also, at this level a greater emphasis is placed on the need for the student to incorporate a strong narrative and become familiar with finer concepts relating to the language of the moving image. With regard to the narrative the student may select from a range of topics provided by the lecturer or present a proposal for an independent idea to be passed by the lecturer. The assignment should incorporate title and credits sequences. The size and complexity of the overall practical assignment should be designed to allow the student finish the assignment within in the time allocated.

3 Ziele

Learning Outcomes/Competencies

On successful completion of this module the student shall be able to:

- Describe the process of post-production and identify its key uses within the overall production process
 - Create a detailed task listing for the postproduction of a video or film, employing advanced compositing and editing
-

- Design and integrate a range of visual media in a professional video-editing environment using advanced compositing and editing techniques
- Output a video composition to a range of delivery environments such as web (low and broadband), DVD, film and TV
- Produce a finished piece of video or film work individually or as part of a team

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods , Examination Duration and Examination Requirements

Examination: Presentation

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 3, 5, 6 Semester

Frequency of Module: Each Semester

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820030ME03 Advanced Montage

1 Modulname

Advanced Montage

1.1 Modulkürzel

820030ME03

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Advanced Montage

1.4 Semester 0

1.4.1 Empfohlenes Semester

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Advanced Montage Module Contents

The task is to communicate different perspectives and approaches in montage to inspire exploration and the development of an independent and individual position. The training is not focused in instructing editing rules but in showing montage as an open field with different approaches and methods

Advanced Montage Overview:

This module is designed to build on the students existing knowledge of editing initiated in first year (MD1, MD2). The subject aims to provide the student specific knowledge in dramaturgy, cinematographic language, storytelling, character development and audio-visual aspects.

In this project the students train how to:

- Explore editing and public presentation of short films, documentaries, commercials and music-videos
- Research and discuss advanced contemporary and historic cinematographic codes in order to reveal the students' "visual mind".
- Develop a working montage-conception, to communicate a given content with the exiting footage
- Build-up a sophisticated montage for dialogs
- Develop a final-cut conceptions by reflecting rough-cut versions
- Create a working dramaturgy in a time-based Media
- Apply the two methods collage and "mise en scene"
- Use information politics in storytelling
- Communicate by symbolism, analogies,
- Compressing and expanding time - drive, pace and timing,
- Basic knowledge in animation, postproduction and compositing.
- Decide between montage-methods collage and assemble and reduction,
- Work with pattern, texture and rhythm in montage
- How to develop criteria for selecting and eliminating footage
- Use classical and modern pattern in storytelling, story structure, characterisation, dramatic/narrative structure
- Apply sound design, mixing and basic SFX in the timeline

3 Ziele

Learning Outcomes/Competencies

On successful completion of this module the student shall be able to:

- Structure a workflow in postproduction
- Demonstrate and apply appropriate montage-methods, montage-theory and montage-technology
- Analyse, value and select Footage
- Make self-responsible decisions
- Develop and communicate a montage-conception
- Develop, present and argue cut variations
- Reflect critical the own work
- Apply sophisticated dramaturgy- and rhythm in the edit
- Adapt and modify the conception of a film to the real borders and possibilities of the shot footage.
- Discuss and analyse critical and in detail montage and dramaturgy
- Demonstrate a self-confident standing in a communicative teamwork
- Develop an own handwriting and position in montage-specific issues

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hour

Workload 150 h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 3., 5., 6. Semester

Frequency of Module: Each Semester

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820040ME04 Film Sound

1 Modulname

Film Sound

1.1 Modulkürzel

820040ME04

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Film Sound

1.4 Semester 0

1.4.1 Empfohlenes Semester

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Advanced Montage Module Contents

The training is not focused in instructing audiovisual rules but in showing film-sound as an open field with different approaches and methods

Film-Sound Overview:

The subject aims to provide the student specific knowledge in audio-visual aspects.

- Basic physics of acoustic waves
- Loudness and levels in TV and cinema
- Finalising and mastering,
- Basics of microphone-technologies
- Criteria for selecting and eliminating footage
- Arrangement of soundscapes and cinematic atmospheres to create a authentic and alive impression of a location
- Realisation of a Film sound conception as a analytical reflection of a plot
- The use of a sound archive
- Field Recording
- Use of Electronic and acoustic instrumentation in film sound
- Development of a working film-sound-conception, that supports the communication of a given content
- Sound technologies, timecode formats, recording technology, codecs, equalizer, compressor, expander, noise gates,
- Multichannel audio in TV and cinema,
- Stereophonic – microphones, technology and creative effects
- Mobile sound recording technology and the use of microphones on location
- Methods for dubbing dialogues
- Sound recording and the use of Microphones in Studio
- Sound editing and arraignment with digital nonlinear audio systems
- Basics of film and Tv mixing
- Foley
- Mickeymousing

3 Ziele

Learning Outcomes/Competencies

On successful completion of this module the student shall be able to:

- Develop, present and argue a film-sound-conception
- Conceive and realise an individual film-audio project
- Discuss and analyses critical audio conceptions of contemporary and historic cinema
- Master and finalize a film-audio project
- Describe and use studio and mobile recording techniques
- Apply analytical, methodological and transfer skills
- Cope with crises and failures
- Apply problem solving skill
- Demonstrate creativity, initiative and experimentation in audio-visual conceptions
- Use a sound-archive
- Arrange pictures, sound, atmo, words and music in a timeline in order to communicate a plot

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar
-

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Semester 3., 5., 6.Semester

Frequency of Module: Each Semester

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820050ME05 Creative Writing, Dramaturgy and Storytelling

1 Modulname

Creative Writing, Dramaturgy and Storytelling

1.1 Modulkürzel

820050ME05

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Creative Writing, Dramaturgy and Storytelling

1.4 Semester 0

1.4.1 Empfohlenes Semester

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

- Narratology
 - Dramaturgic concepts
 - Creative writing methods
 - Character development
 - Linear storytelling in film and animation
 - Nonlinear storytelling in film and animation
 - Interactive film and animation
 - Narration in games and interactive application
-

- Web documentaries
- Interactive Commercials

3 Ziele

Learning Outcomes/Competencies

This module aims to equip students with the essential knowledge and skills required to concept, write, design, prototype and evaluate narrative strategies for linear and interactive media. They will learn the principles of narration, dramaturgy and montage or interactive concepts which are fundamental for storytelling media.

On successful completion of this module the student shall be able to:

- Discuss and evaluate dramaturgic theories and strategies
- Discuss and evaluate linear and nonlinear storytelling in film, interactive film and game
- Understand and making use of dramaturgic and storytelling principles
- Concept, design/write and develop/realise linear and nonlinear stories
- Discuss and integrate interaction in linear media or narration in interactive media

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 **Workload and Contact Hours**

Workload 150 h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Semester 3., 5., 6. Semester

Frequency of Module: Each Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820060ME06 Directing

1 Modulname

Directing

1.1 Modulkürzel

820060ME06

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Directing

1.4 Semester 0

1.4.1 Empfohlenes Semester

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

In this course, students work together with aspiring and also professional actors.

Individual scenes are developed and staged with the actors. Through the feedback of the professors and also the actors, the students learn how to deal with actors and staging techniques.

- How do I talk to them? How is the interaction?
-

- How does collaboration work and what are the challenges of shooting?
- Based on feedback rounds and with the help of the cut scenes, an analysis of each student's work is made at the end.

3 Ziele

Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Gaining practical experience in working with and staging actors.
- Describe the theories' evolution from the mid-19th century until today
- Demonstrate and apply appropriate skills of reflection and specific methods of analysis of working with actor's
- Discuss and analyse scenes and screenplays together with actor's

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 **Workload and Contact Hours**

Workload 150h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Frequency of Module: Summer and Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

Schauspielführung in Film und Fernsehen von Judith Weston.

Verlag Zweitausendeins

820070ME07 Advanced Film Technology**1 Modulname**

Advanced Film Technology

1.1 Modulkürzel

820070ME07

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Advanced Film Technology

1.4 Semester 0**1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt**Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- Emerging camera technologies
 - New studio technologies (e.g., virtual studio)
 - Complex sound recording and processing
 - Motion capture and motion tracking
 - Visual effects (VFX)
 - Postproduction technologies
-

- Massive Data handling
- Emerging projection technologies (e.g. full dome. Immersive cinema)

3 Ziele

Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Apply scientific methods in exploring and analysing emerging film, AV and studio technologies, the user needs, socio-cultural contexts and corresponding markets
- Critically examine innovative forms of film, video and studio technology in their social-cultural-context
- Explore and investigate complex technologies in terms of their use for filmmaking, image design, story telling and pre- and postproduction workflow.

4 Lehr- und Lernformen

Teaching Methods

- Vorlesung/Lecture
- Seminar/Seminar
- Übung/Exercise/Practical/Tutorial

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 **Workload and Contact Hours**

Workload 150h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Frequency of Module: Summer and Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820080ME08 Transmedia Technology**1 Modulname**

Transmedia Technology

1.1 Modulkürzel

820080ME08

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Transmedia Technology

1.4 Semester 0**1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

Gruß, Wolfram

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt**Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- Social media platforms in transmedia projects
 - Mobile Applications and their use for expanded narration
 - User Participation and interaction in transmedia projects
-

- Control- and development tools for transmedia projects
- Expanded Cinema
- Electronics and devices usable for transmedia (i.e. Smart phones, iBeacon, GPS, Sensor technology)
- Emerging technologies and techniques in the field of transmedia

3 Ziele

Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Explore, analyse and understand contemporary forms of expanded narration
- Analyse and apply knowledge about existing transmedia projects and their use of media technology as a tool for cross- and trans medial narration.
- Develop own ideas and concepts for transmedia projects

Demonstrate and apply knowledge about the influence and possibilities of technology for expanded forms of story telling

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150 h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Frequency of Module: Summer and Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820090ME09 Media Marketing**1 Modulname**

Media Marketing

1.1 Modulkürzel

820090ME09

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Media Marketing

1.4 Semester 0**1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

Baumann, Elke

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch/Deutsch

2 Inhalt**Content of Course**

In this module students develop and perform a media event. For the event they implement and realise the whole marketing and funding process.

Contents of this module may contain but are not limited to the following aspects:

- Pieces to be exhibited: choose and arrange the pieces, choose and arrange the speeches, speakers, moderation
-

- Personal management: moderators, speakers, servant staff, technical staff, security people
- Exhibition rooms: prepare necessary rooms, design environments, prepare setup and break down, cleaning
- Technical equipment: organise the technical equipment, trouble shooting, camera, sound, microphones, cables, electrical capacity
- Catering: organize catering, servants
- Public relations: magazine, offer in newspapers, announcements, web-site
- Marketing and project management: funding, entrance fee, finance management, finance controlling, time table, project management, legal aspects

3 Ziele

Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Develop concepts of media events
- Design environments for media events
- Organize and realise media events
- Develop marketing and funding
- Develop public relation methods
- Organise all technical equipment of a media event

Prepare and fulfil all necessary legal aspects and contracts

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Frequency of Module: Summer or Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820100ME10 Media Producing

1 Modulname

Media Producing

1.1 Modulkürzel

820100ME10

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Media Producing

1.4 Semester 0

1.4.1 Empfohlenes Semester

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

Baumann, Elke

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch/Deutsch

2 Inhalt

Content of Course

Contents of this module may contain but are not limited to the following aspects:

- Project management within media production
 - Time management and handling deliverables within media production
 - Staff management and organising teams within media production

 - Finance management within media production
 - Fund raising and media promotion
-

3 Ziele

Learning Outcomes / Competencies

This module enables participants to manage the preproduction/concept, production/realisation and post production process of typical media projects. The module examines critical methods for the various processes and offers strategies that maximize resources and time frames. Management methods, timelines and project life cycles are examined with a focus on supporting business growth and project properties.

On successful completion of this module the student shall be able to:

- Identify separate processes and deliverables within the overall production timeline
- Identify methods and tools for the various processes
- Use strategies to maximise resources and control finance
- Use project management methods and tools to organise timelines and project life cycles
- Use human resource management methods to organise teams

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure and Frequency of Offer

Frequency of Module: Summer or Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820110ME11 Media and Entertainment Law**1 Modulname**

Media and Entertainment Law

1.1 Modulkürzel

820110ME11

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Elective Media and Entertainment Law

1.4 Semester 0**1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.
Schwering, Herbert ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch/Deutsch

2 Inhalt**Content of Course**

Introduction into

- The specific legal framework of Germany/Europe and their fundamental principles of assigning special protection to media and its diverse forms of expression
 - The concept of intellectual property in national and international media law
 - Copyright law and its legal implications for content creation and distribution in digital media
-

- General legal issues, standards and practices related to production and co-production of media products (financing, insurance, talent agreements, producer agreements, licensing etc.)
- Specific legal issues and practices in different sectors of entertainment/media industry (Animation, Game, Music, Software etc.)
- Revenue chains in the national and international media industries and typical legal frameworks
- Media law and media ethics: freedom of expression, right of publicity, protection of minors, basic principles in constitutional and european law", standards and codes of conduct in the media industries etc.
- Contracts in media law (function of contracts in the production process, typical contracts/case studies, and standards in contract language....)

3 Ziele

Learning Outcomes / Competencies

This module introduces students to the legal framework and legal issues in relation to digital media production. On successful completion of this module students should be able to:

- Identify and explain core concepts of media law (p. ex. „intellectual property, „copyright “, „right of publicity“ etc.)
- Demonstrate a working knowledge of basic standards and procedures of media law and regulation
- To be able to apply this knowledge to the different aspects and stages of content creation and production of in digital media
- Discuss the international dimension of media law
- Identify and explain basic elements of legal contracts in the context of media production

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Frequency of Module: Summer or Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820120ME12 Media Ethics and Philosophy**1 Modulname**

Media Ethics and Philosophy

1.1 Modulkürzel

820120ME12

1.2 Art

Pflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Media Ethics and Philosophy

1.4 Semester 0**1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

1.5 Modulverantwortliche(r)Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.**1.6 Weitere Lehrende**

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt**Content of Course**

A narrative of the milestones in the art of thinking: mythology, religion, theories of cognition, moral philosophy, anthropology, and aesthetic theories are discussed in major writings that shaped our understanding of human and nature and the concepts of human rights, ethics, and beauty.

Special emphasis is given to:

- The history of monotheistic religions (Judaism, Christianity, Islam) and their enduring influence on culture; the different approaches of idealism (Plato to Hegel), materialism (de la Mettrie to certain post-Marxist positions), and existentialism (Nietzsche to Sartre) and contemporary media philosopher's positions
- Aesthetic theories that justified and directed art, perception and production from the Renaissance to contemporary positions. - Mono-culturalism versus multi-culturalism. Globalization and the 'clash of cultures'; approaches and endeavors towards a diversity based communicational style of creativity and production
- Approaches to cultural analysis: self-reflection, observation and field research.

3 Ziele

Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Describe the development of ethical and aesthetic theories and discuss their relationship to contemporary media with particular reference to social responsibility, ethical behaviour, ecology, beauty, interpersonal values, intercultural relationships, sustainability, artistic freedom, freedom of speech
- Demonstrate the appropriate use of terms as well as methods of argumentation and reflection that advance beyond common sense; address and describe perspectives, structures, conflicts within different value systems and philosophies, applying them to media and suggesting possible ways to deal with them productively
- Discuss the cultural, social, political and moral implications of publishing to a virtually global audience

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Frequency of Module: Summer or Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820130ME13 Media Communication Theories

1 Modulname

Media Communication Theories

1.1 Modulkürzel

820130ME13

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Media and Communication Theories

1.4 Semester 0

1.4.1 Empfohlenes Semester

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Contents of this module may contain but are not limited to the following aspects:

- A narrative of milestones of major media and communication theories from the beginning of mechanical reproduction in the 19th century, the start-up of electric media at the beginning of the 20th century to the mid-century's media diversification and proliferation until the turn of century's theory models and discourses on digital media and its pre- and successors.
-

- Special emphasis will be given to historical aspects relating the media theories to their contemporary developments and changes of society, science, technologies as well as belief systems and value concepts

3 Ziele

Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Demonstrate and apply a knowledge of major contemporary media and communication theories
- Describe the theories' evolution from the mid-19th century until today
- Demonstrate and apply appropriate skills of reflection and specific methods of analysis of media and communication theories, their basic assumptions and methods
- Discuss and analyze the theories in relation to the developments of technologies, sciences and societal changes.

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 **Workload and Contact Hours**

Workload 150h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Frequency of Module: Summer or Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820140ME14 Media Philosophy-Film as a means of self-knowledge

1 Modulname

Media Philosophy-Film as a means of self-knowledge

1.1 Modulkürzel

820140ME14

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)

1.3.1 Verknüpfte Lehrveranstaltung(en)

1.3.2 Vorgesehene Veranstaltungen

Course

Media Philosophy-Film as a means of self-knowledge

1.4 Semester 0

1.4.1 Empfohlenes Semester

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Blümner, Bettina ,Prof.
Lauterbach, Thomas ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt

Content of Course

Contents of this module may contain but are not limited to the following aspects:

- Film as a means of self-knowledge? How does my perception and approach change depending on who or what I am looking at? How does the relationship between knowledge and ignorance change during
-

the filming process? In experiments, the students will film familiar people, meet strangers with the camera, film themselves and also explore the "screen" as a possibility of filmic narration. –

- What do I know about myself and others?
- What do I not know?
- What am I willing to reveal, what do I want to explore/know?
- What do I want to conceal?
- How open am I with myself and with the imagined audience?
- The results are presented and discussed; experience values are recorded

3 Ziele

Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Reflect on filmmaking as a creative process and self-knowledge
- Should be able to communicate and reflect their way of filmmaking
- Gain knowledge about media philosophy and history

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Frequency of Module: Summer and Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None

820150ME15 Media Philosophy-Art and Film**1 Modulname**

Media Philosophy-Art and Film

1.1 Modulkürzel

820150ME15

1.2 Art

Wahlpflichtfach

1.3 Lehrveranstaltung(en)**1.3.1 Verknüpfte Lehrveranstaltung(en)****1.3.2 Vorgesehene Veranstaltungen****Course**

Media Philosophy – Art and film

1.4 Semester 0**1.4.1 Empfohlenes Semester**

3., 5., 6. Semester

1.5 Modulverantwortliche(r)

Herzog, Alexander ,Prof.
Blümner, Bettina ,Prof.

1.6 Weitere Lehrende

-

1.7 Studiengangsniveau

Bachelor

1.8 Lehrsprache

Englisch

2 Inhalt**Content of Course**

Contents of this module may contain but are not limited to the following aspects:

- The Elective presents recent films by international visual artists. This time the focus is on serial formats, including those made under (post)pandemic conditions.
 - Artists such as Ellinor Aurora Aasgaard & Zayne Armstrong, Meriem Bennani, Jovana Reisinger, Melanie Bonajo and Brenda Lien (among others)
-

- Use image-based self-representation and self-promotion but also re-medialization techniques for their works.
- We will also explore how recent technological and media developments are incorporated into these often-multi-perspectival works by examining, for example, post-film representations of landscape/nature and environmental disasters.
- In the practical part, we will create our own filmic miniatures/digital formats/montages or develop a sketch for a serial format (soap, documentary soap etc.)

3 Ziele

Learning Outcomes / Competencies

On successful completion of this module the student shall be able to:

- Reflect on filmmaking as a creative process
- Getting to know artists, filmmakers and their filmmaking techniques and philosophy
- Gain knowledge about media philosophy and art

4 Lehr- und Lernformen

Teaching Methods

- Seminar/Seminar

5 Arbeitsaufwand und Credit Points

5.1.1 5 CP

5.1.2 Workload and Contact Hours

Workload 150h

Contact Hours 3 SWS/48 h

Self-Study 102 h

6 Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung

Assessment Methods, Examination Duration and Examination Requirements

Examination: Presentation (100%)

7 Notwendige Kenntnisse

Necessary Skills

Successful completion of all modules of semester 1-2

8 Empfohlene Kenntnisse

Recommended Skills

None

9 Dauer, zeitliche Gliederung und Häufigkeit des Angebots

Duration, Chronological Structure und Frequency of Offer

Frequency of Module: Summer and Winter Term

Duration 1 Semester

10 Verwendbarkeit des Moduls

Application Area Module

None

11 Literatur

Literature

None
