

## Graphic Design & Visual Communication (B.A.)

Modules	1st Semester	FOT	HPW	ECTS	Modules	2nd Semester	FOT	HPW	ECTS
Introduction to Graphic Design I 31054000	Introduction to Graphic Design I 31054010	S/P	4	5	Basic Design 2 GD&VC 31059000	Basic Design 2 GD&VC 31059010	S/P	4	5
					Introduction to Graphic Design 2 & Study Presentation I 31060000	Introduction to Graphic Design 2 31060010	S/P	4	5
Digital Design Basics 31055000	Digital Design Basics 31055010	S/P	4	5	31061000	Basics of Web Design 31061010	S/P	4	4
					Word and Image 31062000	Word and Image 31062010	S/P	4	4
Typography and Layout 31056000	Typography and Layout 31056010	S/P	4	5	Marketing for Designers 31063000	Marketing for Designers 31063010	S/P	4	5
Basic Design 1 GD&VC 31053000	Basic Design 1 GD&VC 31053010	S/P	4	5	Introduction to Graphic Design 2 & Study Presentation I 31060000	Study Presentation 1 31060020	Pr		2
Design History 31057000	Design History 31057010	L	4	5	General Vocational Preparation	Choice of one GVP Module		2	2,5
Photography and Image Processing 31058000	Photography and Image Processing 31058010	S/P	4	5		Choice of one GVP Module		2	2,5
			24	30				24	30
Modules	3rd Semester	FOT	HPW	ECTS	Modules	4th Semester	FOT	HPW	ECTS
Graphic Design Project 1 31064000	Graphic Design Project 1 31064010	S/P	12	15	Graphic Design Project 2 31068000	Graphic Design Project 2 31068010	S/P	12	15
					Intercultural Design 31069000	Intercultural Design 31069010	S/P	4	5
Interaction & Interface Design 31065000	Interaction and Interface Design 31065010	S/P	4	5	Theory of Design 31070000	Theory of Design 31070010	S/P	4	5
Strategy Making 31066000	Strategy Making 31066010	S/P	4	5	Electives GD&VC 31071000	Data Visualisation 31071010	S/P	4	5
Motion Graphics and Animation 31067000	Motion Graphics and Animation 31067010	S/P	4	5		Advanced Typography 31071020			
			24	30				24	30

Compulsory courses

Elective courses

**FOT** Form of teaching  
**HPW** Hours per week  
**ECTS** European Credit Transfer System

**E** Exercise  
**L** Lecture  
**S** Seminar  
**P** Project  
**Pr** Presentation

Version: 2022

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Modules	5th Semester	FOT	HPW	ECTS	Modules	6th Semester	FOT	HPW	ECTS
Interdisciplinary Design Project 31072000	Interdisciplinary Design Project 31072010	S/P	8	10	Employability and Entrepreneurship 31076000	Employability and Entrepreneurship 31076010	S/P	4	5
					Applied Design Research 31075000	Applied Design Research 31075010	S/P	4	5
Research Methods GD&VC & Study Presentation 2 31073000	Research Methods GD&VC 31073010	S	2	3	Bachelor Thesis GD&VC 31077000	Bachelor Thesis GD&VC 31077010			8
	Study Presentation 2 31073020	Pr		2		Bachelor Thesis Seminar GD&VC 31077020	S	2	2
Internship 31074000	Internship 31074010	I		15	Bachelor Design Project GD&VC 31078000	Bachelor Design Project GD&VC 31078010	S/P	8	10
			10	30				18	30

Compulsory courses

Elective courses

**FOT** Form of teaching  
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