

Anlage 3b (Ma): Studien- und Prüfungsplan für den Master of Arts in Creative Direction MA-CD														
Module und Lehrveranstaltungen	Modul-/LV-Nummer	Gesamt		1. Sem.		2. Sem.		3. Sem.		Prüfungsleistungen			Gewichtung	
		Credits	SWS	Credits	SWS	Credits	SWS	Credits	SWS	Prüfungssemester	Prüfungsart ¹⁾	Klausurdauer in Minuten	Master Thesis	Øx
1. Visiting Artists, Designers and Professors														
Multidisciplinary Design Project I ²⁾	MDP2010									1.	PLP		1	6
Identity Building Project	MDP2011	8	4	8	4									
Intercultural Design Project	MDP2012	8	4	8	4									
Multidisciplinary Design Project II	MDP2020									2.	PLP		1	6
New Media Project	MDP2021	8	4			8	4							
Innovative Integrated Product	MDP2022	8	4			8	4							
Artistic Project	MDP2030	6	4	6	4					1.	PLP		1	4
2. Creative Competence														
Cultural Design Competence	CDC2010												1:1:1	4
Intercultural Design Contexts, Ethics ¹⁾	CDC2011	2	2	2	2					1.	PLH/PLR			
Theories of Perception ¹⁾	CDC2012	2	2	2	2					1.	PLH/PLR			
Aesthetics/Semiotics, Philosophy, Theory of Design ¹⁾	CDC2014	2	2	2	2					1.	PLH/PLR/PLK	60		
Design and Innovation	CDC2020												1:1	4
Research, Development, Knowledge Management ¹⁾	CDC2022	2	2	2	2					2.	PLH/PLR/PLK	60		
New Technologies, Materials & Processes, Sustainability, Usability ¹⁾	CDC2023	2	2			2	2			1.	PLH/PLR/PLK	60		
Identity Building	CDC2030												1:1:1	2
Brand-, Corporate-, Product-Identity ¹⁾	CDC2031	2	2			2	2			2.	PLH/PLR			
Identity Switching, Gender Studies+Rituals ¹⁾	CDC2032	2	2			2	2			2.	PLH/PLR			
Lifestyles, Trend Scouting, Market Re. ¹⁾	CDC2033	2	2			2	2			2.	PLH/PLR			
New Media Creation and Communication	CDC2040												1:1:1	2
Innovative Media Systems ¹⁾	CDC2041	2	2			2	2			2.	PLR/PLP			
Media and Communication Strategy ¹⁾	CDC2042	2	2			2	2			2.	PLH/PLR			
User centered Media and Media Creation ¹⁾	CDC2043	2	2			2	2			2.	PLR/PLK	60		
Design Methodology	CDC2050												1:1	4
Visioneering, Creative Strategies and Artistic Perception ¹⁾	CDC2051	2	2	2	2					1.	PLR/PLK	60		
Systems Theory ¹⁾	CDC2052	2	2	2	2					1.	PLR/PLK	60		
3. Creative Market Competence	CMC2010												1:1:1	4
New Business Development ¹⁾	CMC2011	2	2			2	2			2.	PLH/PLR			
Innovative Marketing ¹⁾	CMC2012	2	2	2	2					1.	PLH/PLR			
Creative CRM Client Relationship Manag. ¹⁾	CMC2013	2	2			2	2			2.	PLH/PLR			
4. Creative Leadership	CLS2010												1:1:1	2
Agency-, Design- and Teammanagement ¹⁾	CLS2012	2	2			2	2			2.	PLH/PLR			
Trademark and Design Right	CLS2013	2	2			2	2			2.	PLK	60		
Presentation and Event Management ¹⁾	CLS2014	2	2	2	2					1.	PLH/PLR			
5. Thesis	MAC2100	30	0					30	0	3.				16
Summe		90	50	30	24	30	26	30	0					54
¹⁾ Sind mehrere Prüfungsarten genannt, bestimmen die Prüfer Art und Anzahl der Prüfungsleistungen.														
²⁾ Der erfolgreiche Abschluss ist Voraussetzung für die Teilnahme am Multidisciplinary Design Project II des Folgesemesters.														