

Lehrgebiete/Module/Veranstaltungen	Credit Points/ Semesterwochenstunden								Prüfungsleistungen			Gewichtung	
	Gesamt		1. Sem.		2. Sem.		3. Sem.		Se m.	Prüfungsnote	Dauer in Min.	r Thesis	Ø x
	CR	SWS	CR	SWS	CR	SWS	CR	SWS					
Visiting Artists, Designers and Professors	12	4											
Multidisciplinary Design Project I	6	2	6	2					1	PLP		1	6
Multidisciplinary Design Project II	6	2			6	2			2	PLP		1	6
Creative Competence	34	32											
Cultural Design Competence													
Intercultural Design Contexts	2	2	2	2					1	PLH/PLR			4
Theories of Perception	2	2	2	2					1	PLH/PLR			
Philosophy, Ethics	2	2	2	2					1	PLH/PLR/PL	60		
Aesthetics / Semiotics	2	2	2	2					1	PLH/PLR/PL	60	1:1:1	
Design and Innovation													
Sustainability	2	2			2	2			2	PLH/PLR/PL	60		4
Research, Development und Usability	2	2	2	2					1	PLH/PLR/PL	60		
New Technologies, Materials & Processes	2	2			2	2			2	PLH/PLR/PL	60	1:1:1	
Identity Building													
Brand-, Corporate-, Product-Identity	2	2			2	2			1	PLH/PLR			2
Identity Switching, Gender Studies and Rituals	2	2			2	2			1	PLH/PLR			
Lifestyles, Trend Scouting, Market Research	2	2			2	2			1	PLH/PLR		1:1:1	
New Media Creation and Communication													
Innovative Media Systems	2	2			2	2			2	PLR/PLP			2
Media and Communication Strategy	2	2			2	2			2	PLH/PLR			
User centered Media and Media Creation	2	2			2	2			2	PLR/PLK	60	1:1:1	
Design Methodology													
Visioneering and Creative Strategies	4	2	4	2					2	PLR/PLK	60		4
Systems Theory	2	2	2	2					2	PLR/PLK	60		
Artistic Perception	2	2	2	2					2	PLH/PLR/PLP		1:1:1	
Creative Market Competence	6	6											
New Business Development	2	2			2	2			2	PLH/PLR			4
Innovative Marketing	2	2	2	2					1	PLH/PLR			
Creative CRM Client Relationship Management	2	2			2	2			2	PLH/PLR		1:1:1	
Creative Leadership	8	8											
Research and Analysis, Knowledge Management	2	2	2	2					1	PLH/PLR			4
Agency-, Design- and Teammanagement	2	2			2	2			2	PLH/PLR			
Trademark and Design Right	2	2			2	2			2	PLK	60		
Presentation and Event Management	2	2	2	2					1	PLH/PLR		1:1:1	
Thesis	30	0					30	0	3	MT			16
Gesamt	Gesamt		1. Sem.		2. Sem.		3. Sem.		Se m.				
	CR	SWS	CR	SWS	CR	SWS	CR	SWS					
Summe	90	50	30	24	30	26	30	0					