Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

MODULE HANDBOOK

B.A. INDUSTRIAL DESIGN

Last updated: 01.10.2022

MODULE PLAN BID

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modules	Courses	Type	T/A	Sem 1		Sem 2		Sem 3		Sem 4		Sem 5		Sem 6		Sem 7	
				WHS	CP	WHS	CP	WHS	CP	WHS	CP	WHS	CP	WHS	CP	WHS	CP
Projects				12	15	12	15	6	15	6	15	6	15	0	30	2	20
1.1	Design Basics 2D	SL, T	Po	4	5												
1.2	Design Basics 3D	SL, T	Po	4	5												
1.3	Design Basics Material	SL, T	Po	4	5												
2.1	Intro Project - Product Design	SL, T	Po			4	5										
2.2	Intro Project - Interaction Design	SL, T	Po			4	5										
2.3	Intro Project - Computational Design	SL, T	Po			4	5										
3.1/4.1/5.1	Project*	P, T	Po					6	15	6	15	6	15				
6.1/6.2	Internship phase / Period abroad*|**		IR/D											0	30		
7.1	Bachelor thesis (practical work and theory)	P	TP, DP													2	12
7.2	Bachelor reflection	P	D													0	5
7.3	Bachelor colloquium	Co	OE													0	3
2D Tools				8	10	4	5	4	5	0	0	0	0	0	0	0	0
1.4	Experimental Design	SL, T	Po	4	5												
1.5	Visualisation	SL, T	Po	4	5												
2.4	Fundamentals of Visual Communication	SL, T	Po			4	5										
3.2	Advanced Visual Communication	SL, T	Po					4	5								
Technologies				0	0	8	10	4	5	0	0	0	0	0	0	0	0
2.5	LAB - Materials	SL, T	Po			4	5										
2.6	Digital Product Design	SL, T	Po			4	5										
3.3	Technical Industrial Design	SL, T	Po					4	5								
Theory				4	5	0	0	0	0	4	5	4	5	0	0	4	5
1.6	Theory of Design	SL	TP	4	5												
4.2	Design Discourse and Academic Writing Skills	SL, T	Po							4	5						
5.2	Design Management	SL, T	Po									4	5				
7.4	Social Skills I Work Exhibition***	SL, P	AR													4	5
Compulsory Elective Pool				0	0	0	0	3	5	6	10	6	10	0	0	3	5
3.4	Specialisation module*	P, T	AR					3	5								
4.3	Specialisation module*	P, T	AR							3	5						
4.4	Specialisation module*	P, T	AR							3	5						
5.3	Specialisation module*	P, T	AR									3	5				
5.4	Specialisation module*	P, T	AR									3	5				
7:5	Specialisation module*	P, T	AR													3	5
Total				24	30	24	30	17	30	16	30	16	30	0	30	9	30

Key:

Type = Type of course
FT = Field trips
Co = Colloquium
LP = Laboratory practical courses
P = Project
S = Seminar
SL = Seminar-style lectures
Tu = Tutorial
L = Lecture

WHS = Weekly hours per semester
CP = Credit points

T/A = Type of assessment
Po = Portfolio or ePortfolio + oral examination

This may include: (see relevant module sheet)
D = documentation
DP = Design project
EC = Experimental coursework
GP = Group presentation
TP = Term paper
WE = Written examination
OE = Oral examination
IR = Internship / Practical report
Pre = Presentation
OP = Oral presentation
AR = Attendance record (ungraded)
SP = Scientific project

* Compulsory elective module
Over the study programme as a whole at least one module must be completed from each of the four specialisation groups in the compulsory elective pool.
In the 7th semester, one module from the compulsory elective pool must be selected as an appropriate accompaniment to the Bachelor thesis.

** The internship phase / period abroad may optionally be undertaken in either the 5th or 6th semester.

*** Students may spread the workload for this module across the entire study programme.
At the time of enrolling for the Bachelor examination this module must have been successfully completed.

EXAMINATION SCHEDULE BID

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Sem.	Modules	ID	Content / Notes	Leader	Type	T/A	Workload h	WHS	CP
1	**Design Basics 2D**	1.1	2D Design Fundamentals	Nikola Röthemeyer	SL, T	Po	150	4	5
	Design Basics 3D	1.2	3D Design Fundamentals	Bernhard Schmid-Wohlleber	SL, T	Po	150	4	5
	Design Basics Material	1.3	Model building I materials I experiments	Cora Gebauer	SL, T	Po	150	4	5
	Experimental Design	1.4	Research I experiment I creativity	Marion Meyer	SL, T	Po	150	4	5
	Visualisation	1.5	Basics of Adobe CC, sketching/scribbling	Thies Krüger	SL, T	Po	150	4	5
	Theory of Design	1.6a	History of design	Insa Arndt	SL	TP	75	2	5
		1.6b	History of the Media	Dr. Sandra Maria Geschke	SL	TP	75	2	
							900	**22**	**30**
2	**Intro Project - Product Design**	2.1	Introduction to project work with:	Bernhard Schmid-Wohlleber	SL, T	Po	150	4	5
	Intro Project - Interaction Design	2.2	Introduction to project work with:	Steffi Hußlein	SL, T	Po	150	4	5
	Intro Project - Computational Design	2.3	Introduction to project work with:	Dominik Schumacher	SL, T	Po	150	4	5
	Visual Communication Fundamentals	2.4	Fundamentals of visual communication	Matthias Schützelt	SL, T	Po	150	4	5
	LAB - Materials	2.5	Materials experiments and advanced model building	Cora Gebauer	SL, T	Po	150	4	5
	Digital Product Design	2.6	CAD I 3D printing Sketching / scribbling	Thies Krüger	SL, T	Po	150	2/2	5
							900	**24**	**30**
3	**Project***	3.1	Choice from project pool	All full-time lecturers	P; T	Po	300	6	15
	Visual Communication Consolidation	3.2	Advanced Visual Communication	Nikola Röthemeyer	SL, T	Po	150	4	5
	Technical Industrial Design	3.3	Fundamentals of Product Development, Workflow, Ergonomics, Standards	Thies Krüger	SL, T	Po	150	4	5
	Specialisation module*	3.4	Voluntary elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	5
							900	**17**	**30**
4	**Project***	4.1	Choice from project pool	All full-time lecturers	P,T	Po	300	6	15
	Design discourse and Academic writing skills	4.2	discourse skills and their bearing on the design process, scientific work	Marion Meyer, Constanze Langner	SL, T	Po	150	4	5
	Specialisation module*	4.3	Elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	5
	Specialisation module*	4.4	Elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	5
							900	**16**	**30**
5/6	**Project***	5.1	Choice from project pool	All full-time lecturers	P,T	Po	300	6	15
	Design Management	5.2	Design strategies, fundamentals of marketing	Jan Bäse	SL, T	Po	150	4	5
	Specialisation module*	5.3	Elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	5
	Specialisation module*	5.4	Elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	5
							900	**16**	**30**
5/6	**Practical experience***	6.1	Internship phase**	Thies Krüger		IR	900*	0	30*
		6.2	Period abroad**	Marion Meyer		D	900*	0	30*
							900	**30**	**30**
7	**Completion of Bachelor degree**	7.1	Bachelor thesis	All full-time lecturers	P	TP, DP	240	2	12
		7.2	Bachelor reflection	All full-time lecturers	WE	D	150	0	5
		7.3	Bachelor colloquium	All full-time lecturers	Co	OE	90	0	3
	Social Skills/ Work Exhibition***	7.4	Possible from the 1st semester: fair, exhibitions, university activities etc.	Dominik Schumacher	P,T	AR	150	4	5
	Specialisation module*	7.5	Elective module from compulsory elective pool	see CE pool	P,T	AR	150	3	5
							900	**9**	**30**

*|**|*** Key see page 2

COMPULSORY ELECTIVE POOL BID

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Sem.	ID	Modules	Leader	Course type	T/A	Workload h	WHS	CP
3 to 7	**Specialisation - Labs**					**150**	**3**	**5**
	CE 1.1	LAB - Advanced Materials	Cora Gebauer	P,T	AR	150	3	5
	CE 1.2	LAB - Modelling and Moulding Techniques	Cora Gebauer	P,T	AR	150	3	5
	CE 1.3	LAB - Typo	Matthias Schützelt	P, T	AR	150	3	5
	CE 1.4	LAB - Photography / film	Bernhard Schmid-Wohlleber	P,T	AR	150	3	5
	CE 1.5	LAB - Research through Design	Steffi Hußlein	P,T	AR	150	3	5
	CE 1.6	LAB - Rapid Prototyping	N.N.	P,T	AR	150	3	5
	CE 1.7	LAB - Computational Design	Dominik Schumacher	P,T	AR	150	3	5
3 to 7	**Specialisation - Applied Design Tools**					**150**	**3**	**5**
	CE 2.1	Digital Sketching	Thies Krüger	P,T	AR	150	3	5
	CE 2.2	Implementation Strategies	Cora Gebauer	P,T	AR	150	3	5
	CE 2.3	Computational Design	Dominik Schumacher	P,T	AR	150	3	5
	CE 2.4	UI I Embodied Interaction	Steffi Hußlein	P,T	AR	150	3	5
	CE 2.5	Advanced CAD	N.N.	P,T	AR	150	3	5
	CE 2.6	Motion Design I Animation	Florian Honigmann	P,T	AR	150	3	5
	CE 2.7	Bachelor Discourse	Marion Meyer	P,T	AR	150	3	5
	CE 2.8	Module from the ESID elective range	BID and EE/ME subject advisers	P,T	AR	150	3	5
3 to 7	**Specialisation - Artistic Design Tools**					**150**	**3**	**5**
	CE 3.1	Advanced Creativity Techniques	Marion Meyer	P,T	AR	150	3	5
	CE 3.2	Advanced Experimental Design	Marion Meyer	P,T	AR	150	3	5
	CE 3.3	Printing Techniques	Nikola Röthemeyer	P,T	AR	150	3	5
	CE 3.4	Lab - Printing	Nikola Röthemeyer	P,T	AR	150	3	5
	CE 3.5	Graphic Illustration	Nikola Röthemeyer	P,T	AR	150	3	5
3 to 7	**Specialisation - Design theory**					**150**	**3**	**5**
	CE 4.1	Cultural and Design History	Insa Arndt	P,T	AR	150	3	5
	CE 4.2	Academic writing skills	Marion Meyer, Constanze Langner	P,T	AR	150	3	5
	CE 4.3	Advanced Design Discourse	Marion Meyer	P,T	AR	150	3	5

Over the study programme as a whole at least one module must be completed from each of the four specialisation groups in the compulsory elective pool.
In the 7th semester, one module from the compulsory elective pool must be selected as an appropriate accompaniment to the Bachelor thesis.

Index of Modules BID

Module Group **Project Fundamentals** **BID**

Project fundamentals	FP
Design Basics 2D	1.1
Design Basics 3D	1.2
Design Basics Material	1.3
Intro Project - Product Design	2.1
Intro Project - Interaction Design	2.2
Intro Project - Computational Design	2.3

MODULE SHEET 1.1.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

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Modul
Design Basics 2D

Code
BID_1.1

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
none

Anzahl der Studierenden
20-25

Pflichtmodul	X	Fachsemester	1
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio and Presentation

Workload

60	In-person (4 WHS x 15 weeks)
70	Independent exercises
20	Preparation of results for portfolio / presentation

150 Stunden

Inhaltsbeschreibung

Drawing Room 1 – experimentation and searching, translation and invention, composition and narration

We start with a series of graphic experiments. We draw blind, with a needle and thread, scissors, brushes and an eraser. We challenge chance, invent, sense and feel the line, with our left hands, upside down and in motion. We heighten our perception, oppose the arbitrary and study nature in special places in this city. We test the possibilities and limits of analytical drawing and translate feathers, fur, clouds and texture onto our drawing table in graphical landscapes. By drawing and making collages we explore the way that we deal with line, form, colour, space, order, proportion and composition. Joyfully and experimentally we extend the vocabulary of our personal semiotic language, take ourselves on an excursion into the historical and present-day story of art and open up new pathways for our design process.

Lernziele / Kompetenzen

// Perception skills / seeing attentively, actively searching, graphical translation
// Abstraction skills / reduction capacity, “drawing means leaving out”
// Material research / unfamiliar drawing tools, nuanced line quality, paper quality
// Choice of subject / observer’s standpoint, detail, format extension
// Image structure / golden ratio, composition forms, triangular composition, asymmetric composition - L-shaped composition
// Paper division / line - area, concentration - dispersion, central motif - secondary motif, foreground - background, sharpness - blurriness
// contrast formation / colour, material, line, surface
// proportions / scale, perspective in the cultural and temporal context // specialist language / expanded drawing vocabulary

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
none	BID_1.2, BID_1.3	BID_2.4

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dipl. Des. Nikola Röthemeyer	Registration list

Hinweise

MODULE SHEET 1.2.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Design Basics 3D

Code
BID_1.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
none

Anzahl der Studierenden
20-25

Pflichtmodul	X	Fachsemester	1
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio and Presentation

Workload

60	In-person (8 WHS x 15 weeks)
70	Independent exercises
20	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Basic Patterns ... Toolbox for Designers
// What is the best way to approach a design task?
// There is usually more than one way of getting something done - and the same is true in design.
On the Product Design Basics course students will become familiar with some of these different methods and fill their toolbox with design tools that will help them select the right approach for a particular task.
// They will become familiar with the tools best suited to their own personal methods and discover their individual skills.
// This will be done by alternating between theoretical lectures and coordinating practical exercises.
// Areas of focus: design methodology, proportion and form studies, bionics, product
semantics
// Analysis of the semantic potential of existing products
// Experimental design of forms with the aim of conveying predefined information non-verbally

Lernziele / Kompetenzen

// Students gain an overview of the complexity of the design process
// they learn how to work methodically
// they become acquainted with basic structural principles and design techniques
// they become proficient in non-linear approaches
// they are able to develop a variety of different solutions
// they discover the most important model-building materials and techniques and become proficient in using them
// they learn how to present their work appropriately
// they acquire the ability to convey information non-verbally as part of the product design process
// they learn to understand the semantic connections between different forms and their significance in the user context

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
none	BID_1.1, BID_1.3	BID_2.1

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Bernhard Schmid-Wohlleber	Registration list

Hinweise

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MODULE SHEET 1.3.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Design Basics Material

Code
BID_1.3

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
none

Anzahl der Studierenden
20-25

Pflichtmodul	X	Fachsemester	1
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio

Workload

60	In-person (4 WHS x 15 weeks)
70	Independent exercises
20	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Familiarisation with the machines available for model building (drills, milling machines, saws, grinders), manual exercises on chamfering, edge radii, lenticular indentations, recesses and inlays, precision fits and precision are of primary importance. Familiarisation with a sheet material commonly used in model building (polystyrene), joining together of surfaces using paper studies created previously as a model.
Familiarisation with materials relevant to product design, their properties, extraction or production and history, manufacturing and industrial processing, plus uses in processed form (e.g. composite materials, board materials).
Consolidation of the knowledge of material properties through technical drawing taking into account the specific material properties (minimum bending radii>metal, draft angles >plastic injection moulding) etc.

Lernziele / Kompetenzen

The participants will discover what model building in the field of industrial design can achieve and understand the use of models in the design process.
They should learn about and practice manual and machine skills.
They should develop a sensitivity for dealing with 3-dimensional forms.
They should be able to apply the insights gained about materials and their processing methods in the context of a design process.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
none	BID_1.1, BID_1.2	BID_2.5

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dipl. Des. Cordula Gebauer	Registration list

Hinweise

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MODULE SHEET 2.1.

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Intro Project - Product Design – Interdisciplinary Project

Code: BID_2.1

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)

BID_1.1, 1,2, 1.3 Design tools and model building skills from the 1st semester, Adobe CC

Anzahl der Studierenden: 20-25

Pflichtmodul	X	Fachsemester	2
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio and Presentation

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation

150 Stunden

Inhaltsbeschreibung

Life Proof ... between pixels and atoms

In the 2nd semester students are given their first concrete design assignment. The course takes students through all of the important steps in a project through to the perfect finished model and a computer presentation of the project. An important aspect of this is learning to work in small design teams.
The link with the “Interaction Design” and “Physical Computing” modules - which run every semester with a common topic - enables students to experience, from as early as the 2nd semester, an holistic project spanning product and interaction design. The physical models are complemented by animated scenarios and interaction simulations and in this way result in a complete solution to the task.

Lernziele / Kompetenzen

// Identifying design problems
// Learning methodical ways of working
// Practising team work

// Depicting the design process using specific tasks as examples
// In-depth treatment of a complete design project
// Development of different concept threads
// Selection of concepts, development of different design threads
// Selection of designs, refinement and implementation of the chosen design

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.2	BID_2.2, BID_2.3	BID_3.1

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Bernhard Schmid-Wohlleber	Registration list

Hinweise

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MODULE SHEET 2.2.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Intro Project - Interaction Design – Interdisciplinary Project

Code
BID_2.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
BID_1.1, 1,2, 1.3 Design tools and model building skills from the 1st semester, Adobe CC

Anzahl der Studierenden
20-25

Pflichtmodul	X	Fachsemester	2
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio and Presentation

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

The Intro Project - Interaction Design seminar combines and at the same time using examples elucidates important phases in interface design in the form of stages that build upon one another, which are introduced and practically applied in exercises dealing with specific issues. In the first three stages, basic design skills are imparted and applied in the areas of a) simulation and animation, b) graphic visualisation of interactive spheres of action and c) information visualisation & UX design. At the half-way point of the seminar, the thematic link with the Product Design seminar enables the students to fully understand an assignment to develop interactive products and installations. To create and edit using the repertoire they have acquired. In this way, solution-oriented concepts will emerge in the creative space between functionally formed products (design model) and context scenario development of operating concepts (scenario and interaction formats).
The seminar is accompanied by a tutorial that provides the students with assistance in utilising different simulation and prototyping tools.

Lernziele / Kompetenzen

// UX Design Cycle: Basic understanding of all techniques for conceiving, planning and simulating interfaces
The objective of the course is to develop a broad repertoire of courses of action, communication and design strategies, to develop combinational solution-oriented thinking, to participate in the experiences and investigations of the other students and to acquire perception/curiosity, analysis/filtering and simulation/depiction skills.
Basic design competences in the areas of
// simulation and animation
// interactive spheres of action
// information visualisation & UX design (information architecture)
// scenario development and functional models in holistic interaction + product design

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
-	BID_2.1, BID_2.3	BID_3.1

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Steffi Hußlein	Registration list

Hinweise

MODULE SHEET 2.3.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Intro Project - Computational Design – Interdisciplinary Project

Code
BID_2.3

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
BID_1.1, 1,2, 1.3 Design tools and model building skills from the 1st semester, Adobe CC

Anzahl der Studierenden
20-25

Pflichtmodul	X	Fachsemester	2
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio and Presentation

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

The extension module to Computational Design Basics expands the knowledge of decentralised computer-aided systems and their enhanced possibilities for integrating input and output devices in different ways.
The application, research and experimental fields are presented in a lecture. In experiments the students research the possibilities offered by micro controller systems (for example Arduino) and apply them.
From the middle of the semester the knowledge acquired is applied to the Product Design project.

Lernziele / Kompetenzen

Students' initial Computational Design expertise is consolidated and expanded to include simple electrical engineering knowledge.
Current, voltage and resistance are learned about.
The limited field of action of the computer is enhanced by a variety of inputs (sensors etc.) and outputs (motors, light, acoustics etc.).
Experiential knowledge from experimentation both with hardware and software prototypes is acquired and consolidated.
The potential and possibilities of microcontroller technology for building prototypes are identified and applied.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.2	BID_2.1, BID_2.2	BID_3.1

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Dominik Schumacher	Registration list

Hinweise

MODULE SHEET 3/4/5.1

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Project (choice from the range of projects)

Code

BID_3.1, BID_4.1, BID_5.1

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)

Successful completion of the 2nd semester

Anzahl der Studierenden

5-10

Pflichtmodul	-	Fachsemester	3,4,5
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

P

3.1

4.1

5.1

Art	SWS	Credits	Prüfungsleistung
Project	6	15	Portfolio and Presentation

Workload

90	In-person (6 WHS x 15 weeks)
180	Independent work
30	Preparation of results for portfolio / presentation
300	Stunden

Inhaltsbeschreibung

At the beginning of every semester the students are able to choose from a range of projects covering the spectrum of capital goods design, consumer goods design and interaction design that are posted on the Institute's project exchange.
Defined project subject areas offer the possibility of working on solutions to specific and complex problems, in many cases with partners from professional practice, as a multi-disciplinary team.
Starting with a problem, analyses are undertaken and concepts and drafts for innovative design studies are developed.
The results may be improved hardware, software and service solutions.
The students develop and visualise innovative concepts and ideas for new products and systems, interaction scenarios, simulation technologies that are suitable for the subject concerned, and also produce suitable hardware and/or software prototypes.
Alongside design-specific drafting and conceptual methods, analytical skills for assessing user requirements are taught taking sustainability into consideration. The results may be novel conceptual solutions, improved usage scenarios, innovative solutions in terms of aesthetics and form, unconventional materials and processes, or combinations of the above.

Lernziele / Kompetenzen

Students learn to approach a project topic in an analytical and systematic way, to develop alternative solution strategies and to test these hypotheses with the help of suitable simulation technologies.
// Application of the knowledge and skills acquired within the context of a specific project.
// Consolidation of technological knowledge.
// Development of design studies with a high degree of practical relevance in close cooperation with partners from industry.
// Team skills - the project topic can be worked upon individually or in a team.
// Interdisciplinarity - the range of projects always includes a series of projects that can be worked upon in teams with other disciplines.
// Communication skills - the progress of the work undertaken is presented weekly by the entire project group.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
All modules from the 1st & 2nd semesters	All semester modules	BID_6, BID_7

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
All full-time lecturers	Registration list

Hinweise

Module Group **2D Tools** **BID**

MODULE SHEET 1.3.

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Visualisation

Code: BID_1.3

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO): none

Anzahl der Studierenden: 20-25

Pflichtmodul	X	Fachsemester	1
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation

150 Stunden

Inhaltsbeschreibung

Designers are often required to deliver and present multiple alternative ideas in a short period of time. This so-called ideation phase combines creativity and visualisation skills in equal measure.
This course explores different techniques in order to quickly present varied design approaches to a specific task.
The following skills are taught:

- quick analogue sketching using markers and pencils
- creative drawing techniques
- digital processing of sketches using 2D vector and pixel programmes
- preparation of presentations in a layout programme and publishing in PDF file format
- creation of supporting proportion models

Lernziele / Kompetenzen

Fast creation of varied idea sketches and presentations. The secure and confident handling of analogue and digital presentation tools.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
none	BID_1.2	BID_2.1, BID_2.4

Online-Präsenz des Moduls: https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise: https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Thies Krüger	Registration list

Hinweise

MODULE SHEET 1.4.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Experimental Design

Code
BID_1.4

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
none

Anzahl der Studierenden
20-25

Pflichtmodul	X	Fachsemester	2
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation

150 Stunden

Inhaltsbeschreibung

The course in Experimental Design puts creative action at the centre of the design process. Students are expected to directly confront material and materiality, media and context in the design process. The spectrum of methods and artistic forms of expression is consciously kept broad.

The particular feature here is that the design should be seen as an experimental concept and not so much as the end product of a stringent process. The objective is to communicate basic realms of possibility and ways of thinking in drafting and design to the students. In particular, the course aims to try out individual approaches to design practice.

Lernziele / Kompetenzen

// Theoretical examination of the topic of experimentation in design and experimental exploration of creative possibilities
// Reflection upon one's own way of working
// Working in transdisciplinary teams
// Development of own design strategies
// Oral presentation, presentation and portfolio

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
-	BID_1.1, BID_1.2, BID_1.3	BID_CEXX

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Marion Meyer	Registration list

Hinweise

MODULE SHEET 2.4.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Fundamentals of Visual Communication

Code
BID_2.4

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
BID_1.5

Anzahl der Studierenden
20-25

Pflichtmodul	X	Fachsemester	2
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

An overview is provided of semiotic and information theory, type and typography, format and layout, colour, text and image, photography and illustration. Comparative analyses of existing strategies are undertaken in the form of lectures, using historical and current examples. By exploring specific problems reflecting individual areas of visual communication, the students have the opportunity to apply the knowledge they have acquired and to consolidate it within the framework of consultations.
Building on the basic knowledge, the areas of use and potential in visual communication of arrangement systems using grids are conveyed. Through group work, students examine the basic structure and application of grids using exemplary designs and discuss the results of their analyses. The form of these presentations helps to foster their communication skills. A design task presents them with the opportunity to utilise the skills and knowledge they have acquired and to consolidate their own skills through consultations. The form of the consultations and presentations enables the students to gain an insight into the working methods of their fellow students and to reflect on what they themselves have achieved.

Lernziele / Kompetenzen

// Understanding of the basic fields of activity of visual communication
// Feel for the positioning of visual communication in the interlinked fields of the different design disciplines, art and media sciences
// Exploration of the media relevant to visual perception
// Development of context-related communication strategies
// Understanding of the areas of application of grid-based design methods
// Recognising the potential of the reduction of visual elements for creative order
// Skills for the structuring of text and images on surfaces and in space
// Typographic skills

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.1	BID_2.1, BID_2.2, BID_2.3	BID_3.2

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org, Stankowski, Duschek: Visuelle Kommunikation; Spiekermann: Über Schrift; Neutzling: Typo und Layout im Web

Ansprechpartner:innen	Anmeldeformalitäten
Matthias Schützelt	Registration list

Hinweise

MODULE SHEET 3.2.

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Advanced Visual Communication

Code: BID_3.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO): BID_1.5

Anzahl der Studierenden: 20-25

Pflichtmodul	X	Fachsemester	3
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Visual Communication 2 - Scenarios with Text and Images

Building on our specific expertise, we combine typographic and pictorial motifs to form a collective design grid. In magazine, minizine, poster, portfolio or storyboard format, narrative picture sequences (photos, drawings, printed graphics) are integrated both in terms of content and form with a typographic level. In the process-oriented design phase we negotiate in analogue and digital collage processes questions concerning composition, contrast effect, narration and materiality. The aim of our journey of design exploration is to master the work flow of a print production from the design concept to the print template and to utilize the insights gained from a current design discourse in a multidisciplinary fashion.

Lernziele / Kompetenzen

// Type / impact, legibility, distinguishing and comparing typefaces, mixing typefaces
// Text / effect, legibility, typesetting, typographical emphases, micro and macro-typography
// Schematic layout / type area, grid, headlines, text volume, grey scale, format, contrast effect, flow
// Layout with images / rhetoric of images, image-to-image relationship, image in text, text and image, image and colour
// Design grid / abstractions, reduction, ordering principles
// Visual communication / in the context of design, visual art and media science

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_2.4	BID_3.1, BID_CEXX	CEXX

Online-Präsenz des Moduls: https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise: https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dipl. Des. Nikola Röthemeyer	Registration list

Hinweise

Module Group **Technologies** **BID**

MODULE SHEET 2.5.

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

LAB - Materials

Code

BID_2.5

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)

Successful completion of BID_1.3

Anzahl der Studierenden

20-25

Pflichtmodul	X	Fachsemester	2
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio and Presentation

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation

150 Stunden

Inhaltsbeschreibung

_Familiarisation with the turning lathe as an important model building tool
_Production of a thread by hand
_Initial familiarisation with moulding methods
_Production of a rotating joint by casting the thread
_Familiarisation with and application of traditional manual craft techniques (e.g. Japanese wood joinery)
_Application of the materials skills and knowledge learned, their processing and joining possibilities and combination with one another
_Experimental use of materials

Lernziele / Kompetenzen

The focus on joining techniques and material combinations should provide the participants with the opportunity to purposefully use these functions for the design process.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.3	BID_2.1, 2.2, 2.3, BID_2.4, BID_2.6	BID_3.1, BID_CEXX

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen

Dipl. Des. Cora Gebauer

Anmeldeformalitäten

Registration list

Hinweise

MODULE SHEET 2.6.

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Digital Product Design

Code: BID_2.6

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO): Successful completion of the 1st semesters

Anzahl der Studierenden: 20-25

Pflichtmodul	X	Fachsemester	2
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation

150 Stunden

Inhaltsbeschreibung

// working together on prescribed digital tutorials
// sequential exercises in modelling technology
// execution of a complete design chain from the first sketch by hand to rendering and technical drawing derivation using a prescribed sample exercise.
// sequential exercises in advanced modelling technology with freeform surfaces
// execution of a complete design chain from the first sketch by hand to complex freeform surface modelling and model creation using a prescribed sample exercise

Lernziele / Kompetenzen

// Overview of CAD systems
// Acquisition of the basics of CAD / modelling with basic geometries
// Integration of computer-aided CAD modelling in the design chain
// Mastery of complex freeform surface modelling

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.3, BID_1.5	BID_2.1, 2.2, 2.3	BID_3.1, BID_3.3, BID_CEXX

Online-Präsenz des Moduls: https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise: https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
N.N.	Registration list

Hinweise

MODULE SHEET 3.3.

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Technical Industrial Design

Code: BID_3.3

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)

Successful completion of the 2nd semesters

Anzahl der Studierenden: 20-25

Pflichtmodul	X	Fachsemester	3
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio and Presentation

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation

150 Stunden

Inhaltsbeschreibung

When it comes to the realisation of a product, usually a design brief and functional and technical specifications are provided. The design brief sets out, for example, the styling demands, target group and ergonomic requirements. The functional specifications describe the technical package, set out production-related conditions and, where necessary, compliance with protection classes, DIN standards and, potentially, other technical requirements.

In this class we are concerned with taking style and construction into equal consideration and developing design solutions on the basis a specific task.

Lernziele / Kompetenzen

The participants should be enabled to independently carry out a complex product development and design task whilst at the same time taking into consideration technical, structural and style requirements. In addition, students should know where they can research relevant DIN standards and protection classes.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
none	BID_3.1, BID_3.2, BID_CEXX	BID_4.1, BID_CEXX

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Thies Krüger	Registration list

Hinweise

Module Group **Theory** **BID**

Theory	**Th**
Theory of Design - History of design	1.6a
Theory of Design - History of the Media	1.6b
Design Discourse and Academic Writing Skills	4.2
Design Management	5.2
Social Skills I Work Exhibition	7.4

MODULE SHEET 1.6A

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Theory of Design – History of Design

Code: BID_1.6a

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO): none

Anzahl der Studierenden: 20-25

Pflichtmodul	X	Fachsemester	1
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Seminar-style lecture	2/4	2.5	Term paper

Workload

30	In-person (4 WHS x 15 weeks)
45	Preparation of and follow-up work on classroom-based sessions and writing of term paper

75 Stunden

Inhaltsbeschreibung

Design history is concerned with cultural contexts and explores cultural phenomena and societal processes. An awareness of the historic foundations and conditions of design and its contexts plus their analysis and activation form the necessary prerequisites for a differentiated understanding of design. The cultural environment, the zeitgeist, is analysed, among other things, in view of its technical and ideological relevance to the development of metaphor, style and technique. The course is based on an umbrella topic that is important for contemporary design and interesting in terms of cultural history. The topic should be suited to considering historical object forms over a long development period, analysing them in all their complexity and, in their current form, understanding the relationship between them and the present day.

Lernziele / Kompetenzen

// The students learn to examine what has over centuries been an effective and constantly reinterpreted form. Material, function and utility value gain their innovative capability from the historical context. The translation to the present day makes culture effective as a living brain pool.
// Alongside factual knowledge, the students gain experience in interdisciplinary thought and connections. They understand design as a subjective reflection. Transfer to the individual experience and development horizon is supported.
// Analysis of historical interconnections // Acquisition of new knowledge and integration in innovative design decisions // Application of the extended concept of culture // Interdisciplinary thinking and working // Culture and brain pool // Study of sources
// Oral presentation, presentation techniques and speaking naturally // Team skills and work
// Text work, working with related sciences, research // Discourse skills

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
none	All modules from the 1st semester	BID_4.2

Online-Präsenz des Moduls: https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise: https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Insa Arndt	Registration list

Hinweise

MODULE SHEET 1.6B

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Theory of Design - History of the Media and Forms in the Cultural Context

Code: BID_1.6b

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO): none

Anzahl der Studierenden: 20-25

Pflichtmodul	X	Fachsemester	1
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Seminar-style lecture	2/4	2.5	Term paper

Workload

30	In-person (2 WHS x 15 weeks)
45	Preparation of and follow-up work on classroom-based sessions and writing of term paper

75 Stunden

Inhaltsbeschreibung

Design is a process of shaping that takes place in cultural contexts, is fed by them and which in turn they may influence.
Considering cultural spheres as a framework of different stakeholder networks helps us to understand that Industrial Design represents an interface discipline between man, medium and society, which obtains its power from the interaction between societal development and the way of life of individuals on the one hand, and from technological development on the other.
A look at the history of the media and design reveals the complexity of socio-technical connections. The students learn to systemically decode these in terms of their "made" character and mechanism and from their analytical observation to develop standards that enable a critically reflexive assessment and thus a responsible shaping of technology-based design processes and product developments at the level of interdisciplinary theoretical approaches - especially against the background of the development of new media and ever more complex human-object relationships.
With the help of approaches from applied cultural theory, including stakeholder network theory and anthropological spatial theory, and knowledge from media impact and dispositive research, product-related design is shown to be an effective process in the design of society and the development of an individual self-image and, for example, in relation to their own initial design projects, translated illustratively into practice.

Lernziele / Kompetenzen

// The students learn to deal intensively with the concepts of design, form, medium and culture and in the process gain an understanding of the extensive interconnectedness of people and things taking historical and current contexts as examples and in relation to the self-images and world views that are developed therein.
// The students become familiar with theoretical approaches to intelligent use and gain experience in interdisciplinary thinking and connections. They gain an understanding of design as a shaping process with a complex effect. Transfer to the individual experience and development horizon is supported.
// Consideration of the history of media forms in the context of cultural development
// Acquisition of new knowledge and integration in innovative design decisions // Application of the expanded concept of culture
// Interdisciplinary thinking and working // Culture and brain pool // Team skills and teamwork
// Use of sources // Text work, working with related sciences, research
// Discourse skills

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
none	All modules from the 1st semester	BID_4.2

Online-Präsenz des Moduls: https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise: https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dr. Sandra Maria Geschke	Registration list

Hinweise

MODULE SHEET 4.2.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Design Discourse and Academic Writing Skills

Code
BID_4.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 3rd semester

Anzahl der Studierenden
20-25

Pflichtmodul	X	Fachsemester	4
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

The course in Design Discourse deals with the importance of discourse skills, their origin and impact on the design process. Transcultural and transdisciplinary dimensions are important areas of discussion and also critical analysis of one's own concepts, patterns of argumentation and derivation strategies. Current societal events, scientific findings and trends will be integrated in the course and placed in the context of design activity.
The textualisation of this discourse in academic papers and scientific results requires effective presentation according to general principles in compliance with guidelines and standards. It requires a structured methodology taking into account specific formats of the work to be written such as term papers, Bachelor and Master theses and scientific articles (original works, reviews etc.).
The course conveys basic working principles of good academic writing. Both theoretical principles and practical instructions for writing academic papers are provided by the course, in which practical exercises are integrated.

Lernziele / Kompetenzen

// Basis of communicative skills in professional design discourse
// Promotion of transdisciplinary and transcultural skills
// Development of communication skills in teams
// Defining and delimitation of topics
// Collection and evaluation of data in order to answer specific questions
// Literature research, proper quotation, precise indication of sources
// Structuring of academic papers
// Writing of abstracts // Methodology description // Evaluation and description of findings
// Generation of conclusions // Formats of specific papers // Knowledge of publication processes

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.6	BID_4.1, BID_CEXX	BID_5.2, BID_7.4

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Marion Meyer, Dr. Constanze Langner	Registration list

Hinweise

MODULE SHEET 5.2.

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Design Management

Code: BID_5.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)

Successful completion of the 4th semester

Anzahl der Studierenden: 20-25

Pflichtmodul	X	Fachsemester	5
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Portfolio

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent exercises
30	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Functions of design management
Design strategies
Composition and structures of design management
Responsibility in design management
Acquisition, briefing, estimation, tendering, contracts, order fulfilment, invoicing,
Contract law, copyright, intellectual property rights
Marketing basics, functions of marketing in product development,
Interface design and marketing
Effectiveness levels of design in corporate design

Lernziele / Kompetenzen

Imparting knowledge of the principles, functions and working methods of design management
Professional competence and status as a designer, either employed or self-employed

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
none	BID_5.1, BID_CEXX	BID_6

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Jan Bäse	Registration list

Hinweise

MODULE SHEET 7.4.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Social Skills | Work Exhibition

Code
BID_7.4

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
none

Anzahl der Studierenden
20-25

Pflichtmodul	X	Fachsemester	1-7
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Lecture, Tutorials	4	5	Attendance record

Workload

60	In-person (4 WHS x 15 weeks)
60	Independent social activities
30	Preparation of results for portfolio / presentation

150 Stunden

Inhaltsbeschreibung

The Social Skills module draws together the essential activities of the Institute of Industrial Design.
The module is pursued from the first semester onwards and can be completed in small sub-units and tasks.
Participation in at least one working group per semester is compulsory.
For example, topics such as trade fair presentations, end of semester exhibitions or political activities within the university are covered in the work groups. These include tasks such as the graphic design of all relevant media (print advertising, online advertising, exhibition graphics, flyers, signage) and spatial design.
Publicity work, student marketing, tours for school pupils, and the active acquisition of funding are all included, as well as mundane tasks such as order and cleanliness.
The social activities must be documented, reflected upon and ultimately presented.
Students are introduced to the module in the first semester and can spread the required workload across their entire course of studies.

Lernziele / Kompetenzen

The objective of the module is for students to learn to carry out tasks independently within a group.
Students take responsibility for their own area of activity, set themselves independent goals and learn to keep track of them, whilst following a self-directed schedule and reflecting on their own actions.
Their horizons are widened and they take the first steps in learning to work independently as a designer.
Social commitment to the organisational structure of which they are a part is promoted and the social life of the institute / university and thus of every individual student is improved.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
-	All modules	-

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Dominik Schumacher	Registration list

Hinweise

Module Group **Compulsory Elective Modules - Advanced** **BID**

Compulsory Elective Pool Specialisation Modules	**CE**
Specialisation module 3rd semester	3
Specialisation module 4th semester	4. 3
Specialisation module 4th semester	4.4
Specialisation module 5th semester	5.3
Specialisation module 5th semester	5.4
Specialisation module 7th semester	7

Areas of specialisation:

LABs	CE 1 x
Applied Design Tools	CE 2 x
Artistic Design Tools	CE 3 x
Design Theory	CE 4 x

One module is to be selected in the 3rd semester, and 2 modules in each of the 4th and 5th semesters must be selected from those available in the compulsory elective pool. In the 7th semester, one module from the compulsory elective pool must be selected as an appropriate accompaniment to the Bachelor thesis.

Across the entire course of studies, at least the following must be completed:
// 2 modules from the LABs specialisation and
// 2 modules from the applied design tools specialisation and
// 2 modules from the artistic design tools specialisation

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 1.1 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg-Stendal

Modul	Code
LAB - Advanced Materials	BID_CE 1.1

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Successful completion of the 2nd semester	8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Attending relevant materials trade fairs, symposia, lectures etc.,
collating current findings in the field of materials research, ideally involving procurement of materials,
evaluating the materials on the industrial scale and their inclusion in a production process
setting up of students' own series of experiments, logging them, documenting the process flow,
and where necessary testing the newly created materials in the laboratory,
feeding in the results to the materials library,
transferring material innovations into their own product design

Lernziele / Kompetenzen

development of wide-ranging materials knowledge reflecting the current state of research,
learning how to deal experimentally with materials in terms of sustainability and maintaining awareness of materials innovation in product design

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.3, BID_2.5	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dipl. Des. Cora Gebauer	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 1.2 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg-Stendal

Modul
LAB - Modelling and Moulding Techniques

Code
BID_CE 1.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung
By way of prescribed or self-set tasks, models are made in additively and subtractively processed materials (e.g. modelling materials, clay). Furthermore, knowledge is conveyed of various casting techniques for the purposes of reproduction, conservation or modification.

Lernziele / Kompetenzen
Acquisition of crafting skills,
Evaluation of the quality of surfaces,
Sensitization for proportions and form character
Taking into account of production-relevant requirements such as radii, draft angles etc.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.3, BID_2.5	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dipl. Des. Cora Gebauer	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 1.3 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg-Stendal

Modul	Code
LAB - Typo	BID_CE 1.3
Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Successful completion of the 2nd semester	8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

The implementation of the principle of functional adaptation of a visual message to its target is explored by looking at current examples. Taking one of the tasks completed in “Design Basics 2” as an example, students have the opportunity to use the knowledge they have acquired up to this point in a multidisciplinary way to develop a conceptual layout. This material forms the starting point for a more in-depth exploration of how visual language conveys content.

Lernziele / Kompetenzen

Supplemental to, and with reference to the chosen semester project, the following skills are worked upon:
// more advanced skills in the documentation of form-finding processes
// identification of an implied rhetoric
// certainty in the selection of visual information
// strategy development as a result of self-reflection
// proficiency in typographic skills for writing an academic paper

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_2.4, BID_3.2	BID_P3.1/P4.1/P5.1 BID_3.2 plus all CE	All CE

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org, Eisenman: Portfolio; Terstiege: Grafische Räume; Willberg, Forssmann: Lesetypografie

Ansprechpartner:innen	Anmeldeformalitäten
Matthias Schützelt	Registration list

Hinweise

This module aligns very closely with the priorities of individual students and forms the starting point for the development of their own communication strategies, tailored to their own study situation, be they planning to study abroad or undertake an internship.

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 1.4 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg-Stendal

Modul	Code
LAB - Photography / film	BID_CE 1.4
Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Successful completion of the 2nd semester	8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Students initially learn how to work with simple, and then later professional, cameras and are introduced to the basics of photography.
Building from this basis, the students will professionally light and photograph their models from the other modules in the photographic studio.
Subsequently they will edit the results with professional photo editing tools, so that they can use them for their publications and portfolio.
The course enables them to professionally document their semester's work.

Lernziele / Kompetenzen

// Introduction to photography and working with a professional single-lens reflex camera.
// Learning the different camera functions / lighting settings
// Professional lighting of design models in the photographic studio
// Digital image post-processing for perfect results

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
-	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Bernhard Schmid-Wohlleber	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 1.5 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg-Stendal

Modul	Code
LAB - Research through Design	BID_CE 1.5
Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Successful completion of the 2nd semester, BID students	8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

LAB for exploration of intermedial knowledge concepts in Embodied Interaction Design
// LAB for practical and aesthetic explorations reflective of design science
Experience Design: selecting qualitative empirical design methods, using them in greater depth and exploring them: Design Research, Co Creation, Design Thinking, Intervention, Into Things, Eye tracking, UX methods
// Development of test scenarios for the everyday life and work of the future // Testing of embodied things / prototypes
// User testing and evaluation with eye tracking
Technical exploration: experimenting with current technologies and testing hybrid design concepts with prototypes. In the first year the focus should be on Augmented Reality and NUI / Gestural Interaction. // Exploration with mobile augmented reality
Intermedial knowledge concepts:
// Research and exploration of speculative, constructive hybrid interaction concepts
// Design science-based documentation and description

Lernziele / Kompetenzen

Individual reflective consolidation and specialisation of decision-making and research skills. In the LAB, research-based learning takes centre stage, Subjects dealt with include in particular the meshing of digitally networked transformation and continuous social, cultural, communicative and formal aesthetic transformation processes.
// Consolidation of design science-based work
// Evaluation and testing - eye tracking
// Exploratory technology - mobile augmented reality
// Experimentation through prototyping - embodied interaction

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.2, BID_2.2, BID_2.3	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Steffi Hußlein	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 1.6 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg-Stendal

Modul	Code
LAB - Additive Manufacturing I Rapid Prototyping (RP)	BID_CE 1.6

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Successful completion of the 2nd semester	8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

// Introduction to RP technology and its use in the design chain
// Elaboration of construction guidelines (CG) for applied RP systems
// Creation and/or further development of a demonstrator for CG for the RP systems used in 3 versions:
_CAD model
_RP model
_Data sheet

Lernziele / Kompetenzen

// Integration of rapid prototyping in CAD technologies
// Mastery of construction guidelines (CG) for RP
// Combination of rapid prototyping and model building

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_2.6	Only in combination with BID_CE 2.5	All CE

Online-Präsenz des Moduls
https://idm.incom.org I www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
N.N.	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 1.7 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg-Stendal

Modul
LAB - Computational Design

Code
BID_CE 1.7

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Practical and theoretical work on the relevant interfaces of Computational Design is undertaken in the Computational Design laboratory. Development and research work is carried out with and on technology. The exercises result from the technical factors that are to be explored, thus giving them relevance for the students. The lab covers the entire spectrum of Computational Design right through to Physical Computing. On the one hand the lab is a place for exploration and research and on the other a place where students can develop approaches to and implement the technical challenges arising from their practical project work. From the middle of the semester, for this reason, the focus of the lab is on implementing the design projects from each student's project work.

Lernziele / Kompetenzen

The lab imparts specialist technical knowledge in advanced programming and electrical engineering.
Problems are structured and thus broken down into handy smaller problems.
Independent problem-solving skills are learned. (Structuring, troubleshooting, subdividing).
Independent exploration of different possible solutions.
Assessment of the respective advantages and disadvantages of the possible solutions identified.
Understanding the potential of the interrelationships between theoretical and practical knowledge, and the practical application of this knowledge. Exploration of the limits of what is currently achievable!

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_2.3	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Dominik Schumacher	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 2.1 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul	Code
Digital Sketching	BID_CE 2.1
Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Successful completion of the 2nd semester	8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Graphic idea development for products and objects using vector and pixel graphics programmes,
e.g. Illustrator and Photoshop

- Introduction to computerised drawing techniques using graphics tablets
- Digital processing of paper sketches
- Preparation: development of a colour palette and layer composition
- Post-processing of line drawings
- Exercise: technical drawing, 2D representation
- Development of a digital presentation (Indesign, export in PDF)
- Technical perspective construction with background
- Development of a presentation drawing
- Photoshop, important import and export options • Photoshop, layout techniques

Lernziele / Kompetenzen

Students should be able independently create high quality sketches and renderings with digital tools (e.g. graphics tablets) and vector or pixel graphics programmes.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.5	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Thies Krüger	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 2.2 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg-Stendal

Modul
Implementation Strategies

Code
BID_CE 2.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung
Communication of the significance of different types of model in the design process
(mock-up, volume model, finished model, functional model etc.),
Example assembly for testing the interaction of model and other presentation tools
(film, photography, mood board, text, graphics, drawing, exhibition layout etc.),
Development of alternative model building materials in view of environmental protection and health preservation

Lernziele / Kompetenzen
Raising awareness of the use of the available forms of expression for communicating a new product design,
Raising of awareness of the importance of the model in the design process,
Increasing of awareness of how best to deal with materials and model building in a way that preserves both resources and health

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.3, BID_2.5	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dipl. Des. Cora Gebauer	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 2.3 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Computational Design Advanced

Code
BID_CE 2.3

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

On the advanced course, students consolidate their knowledge in the field of computational design.
Students work on a subject area that is relevant to computational design through a project topic and put it into practice in a design task.
Each student can bring their own area of interest to bear and consolidate their knowledge of code-based systems. The aim is to choose an appropriate and meaningful link between content-related and technical systems.
The choice of the technical systems is therefore redefined each semester and aims to expand and / or consolidate the spectrum of knowledge available in the Institute.

Lernziele / Kompetenzen

The aim is to provide the students with the opportunity to deepen their specialist knowledge.
Complex, interactive/code-based systems are designed, developed and implemented.
Classification systems for object-oriented programming languages are explored in experiments and translated into applications.
The potential of code-based systems is explored.
Opportunities and risks are made tangible.
Structured programming is actively learned (writing, testing, debugging, documenting, structuring).
Time management is consolidated.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_2.3	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Dominik Schumacher	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 2.4 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
UI I Embodied Interaction

Code
BID_CE 2.4

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester, BID students

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

The increasing complexity and diversity of physically networked products and associated digital services (including IoT, natural user interfaces, tangible interfaces, mobiles, installations) makes the ability to deal securely with digitally augmented design in conception and planning a necessity. The graphical representation of information on screens and also physical input devices and the way they interact are at the heart of design dealing with people and products, objects and installations. The objective of the UI I Embodied Interaction seminar is to teach the design of physical interaction with materials and objects, spaces and information from our everyday and working lives in terms of conception, presentation, animation and interaction. Theoretical and practical foundations for Embodied Systems [building on the 2nd semester of the BA in Industrial Design] are conveyed, in order to develop an understanding of synergetic design involving usage scenarios, reactive materialities and feedback principles in the product. The focus is on a forward-thinking, speculative or experience-driven design of practices of prosocial action with interactive products in space.

Lernziele / Kompetenzen

The communication of design and conceptual principles for Embodied Systems should cement the ability to make decisions in regard to design matters, as well as to cultivate independent expertise and style competence in design. The requisite skills are systematically acquired through technical introductions, design principles and tools and applied examples of Embodied Interaction Design assignments in order to consolidate what has been learned. Exercises are used to practice the development of simulation techniques and prototyping strategies for the design of hybrid interaction concepts. The creation of information and operating structures in interaction scenarios, in order to better plan and simulate their functional and material characteristics and ergonomic handling.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_2.2	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org I www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Steffi Hußlein	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 2.5 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul	Code
Advanced CAD	BID_CE 2.5
Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Successful completion of the 2nd semester	8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

// Basics of 2D CAD (Autocad)
// Basics of parametric modelling 3D CAD
// Working across programmes with data interfaces and data transfer
// Execution of a complete design chain from the first sketch by hand to the fully constructed product (3D) with technical drawing (2D) of a pared-down product design

Lernziele / Kompetenzen

// Proficiency in working across programmes from 2D to 3D
// Proficiency in working across programmes with surface and volume modelling
// Learning to integrate technical packages in the design outline
// Proficiency in defining geometric interfaces between package and design outline

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_2.6	Only in combination with BID_CE 1.6	All CE

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. N.N.	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 2.6 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul	Code
Motion Design I Animation	BID_CE 2.6

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Successful completion of the 2nd semester	8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Introduction to computer-based animation and visualisation techniques,
creation of complex scenes and outlines with CAD, material effects, lighting effects and animation

// Lecture in presentation techniques, introduction to CAD visualisation techniques
// Programme surface, small animation, structure of table and chairs, illumination
// Structure of glass and bottle, material and graphic projections, scene layout, moulding using chess as an example
// Development and presentation of a presentation drawing, significant import and export options
// Animation

Lernziele / Kompetenzen

// Acquisition of advanced knowledge and skills in modelling techniques, e.g. in the case of complex free-form surfaces.
// Mastery of design methods in interaction with the digital medium of CAD during the design process and the creation of models via rapid prototyping.
// Visualisation of design outlines with texturing and animation.
// Digital film editing with scoring building on scenes and animation sequences created in CAD

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.5	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Florian Honigmann	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 2.7 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Bachelor Discourse

Code
BID_CE 2.7

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
10-20

Pflichtmodul	-	Fachsemester	7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
105	Independent exercises

150 Stunden

Inhaltsbeschreibung

The Bachelor' course in discourse explores the topics that are suitable for a BA thesis in the field of design.
What can and should design achieve and how can these requirements be reflected in the design process?
The course discusses the type and scope as well as relevance of a BA thesis. In particular, the possibility of integrating the work into future fields of work or further studies (Master degree) and fields of research is discussed.

Lernziele / Kompetenzen

// Finding of a suitable topic for a BA thesis
// Help with deciding upon the individual direction through reflection on the student's own areas of focus
// Integratability with professional practice and/or further Master's-level studies and academic careers.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_4.2	BID_7.1, BID_7.2, BID_7.3	-

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen
Prof. Marion Meyer

Anmeldeformalitäten
Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 2.8 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul	Code
Module from the ESID compulsory elective range (BA Elec. and Mech. Engineering)	BID_CE 2.8
Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Successful completion of the 2nd semester	10-20

Pflichtmodul	-	Fachsemester	7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
105	Independent exercises

150 Stunden

Inhaltsbeschreibung

Choice of a module from the range of compulsory electives offered by the ESID BA programmes in Electrical Engineering and Mechanical Engineering.
The range of electives is published centrally in the Faculty, whilst coordination is undertaken within the institute by the module leaders.
The module offers the opportunity for students to broaden their project work in a focused way to include engineering content and skills.

Lernziele / Kompetenzen

// Acquisition of specialist skills from the field of engineering
// Choice of modules as a complement to project work
// Networking with students from engineering programmes

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
-	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls

www.hs-magdeburg.de

Literatur- und Quellenhinweise

www.hs-magdeburg.de

Ansprechpartner:innen	Anmeldeformalitäten
In the Institute: BID academic advisor	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 3.1 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Advanced Creativity Techniques

Code
BID_CE 3.1

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

The course explicitly deals with none of the conventional creativity techniques. Instead, Advanced Creativity Techniques, deals with personal and consistent shifts in perspective, in order to find ideas and approaches that are not influenced by preconceived experiences, conventions, sense of style or opinions. “The tool kit is varied and ranges from “method acting” through to simulation of other cultural or contemporary contexts, in order to be able to examine a problem in new dimensions.

Unlike with the simple application of the existing rules of idea generation, students on this course are empowered to exploit their individual creative potential. Advanced Creativity Techniques aims to conduct the idea generation process in a radically innovative way in order to create genuinely new solutions.

Lernziele / Kompetenzen

Students are taught to explore ever more complex tasks through brief outlines.

// Foundation of a coherent generation of ideas
// Acquisition of transdisciplinary perspectives in creation
// Training teams to adopt creative/innovation-fostering processes
// Design of own learning and teaching environments
// Portfolio

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.4	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Marion Meyer	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 3.2 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Advanced Experimental Design

Code

BID_CE 3.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)

Successful completion of the 2nd semester

Anzahl der Studierenden

8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

The course in Advanced Experimental Design provides the opportunity
for students to test themselves, to go beyond their own limits. The course provides space for researching, discovering, inventing and improvisation. This is done in a completely practical way, as trying things out takes precedence over studying. It may, but need not necessarily, lead to the design of objects. For example, interventions in public space, performances or installations may be the result.

The course is intended to enable students to try out a variety of topics, materials, methods and media that are not immediately obvious. In this way, traditional approaches are scrutinised, as are individual design habits, in order to discover new, fruitful design strategies.

Lernziele / Kompetenzen

// Theoretical examination of the topic of experimentation in design and experimental exploration of creative possibilities
// Reflection upon one's own way of working
// Working in transdisciplinary teams
// Development of own design strategy and design style
// Presentation and portfolio

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.4	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Marion Meyer	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 3.3 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg-Stendal

Modul
Printing Techniques

Code
BID_CE 3.3

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Print:STUDIO

We learn about the theoretical and practical basics of traditional and experimental screen printing processes. Alternately, selected relief and gravure printing techniques as well as current low-tech printing processes are introduced. In small tutorials and workshops, we adopt materials and methods to enable us to realize individual graphic reproduction projects in the Print:LAB. With stencils, hand sketches, photos, structures and colour fields, we develop analogue and digital print templates, which we freely combine with one another in the image composition process. We open ourselves up to chance: we draw, print, roll, squeegee and layer colour and visualise our design position in experimental silk screens.

Lernziele / Kompetenzen

// Screen printing / principles of through-printing, craftwork, technology, theory, practice, experiments, creation of analogue and digital templates
// Relief and gravure printing / linocutting, woodcutting
// Low-tech printing / monoprint, stencil printing, stamp printing, material printing, rubbing, paper lithography

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.1, BID_2.4	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dipl. Des. Nikola Röthemeyer	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 3.4 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg-Stendal

Modul
Lab - Printing

Code
BID_CE 3.4

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Print:LAB

We implement graphic print projects with traditional and experimental silk screens, selected relief and gravure printing techniques or low-tech printing processes. Starting from a prescribed or freely-selected topic, we apply our knowledge from the Print:STUDIO and develop a convincing graphic position in a team of experts. We create our templates digitally, in analogue form or photographically and test backgrounds made from paper, wood, plastic and textiles. We explore dealing with repetition and variance and the possibilities of serial one-off pieces.

A limited number of free projects can be supervised and realised in the Print:LAB. Applications may be made before the beginning of the semester with a brief project outline/idea in the Incom Workspace of the Print:LAB.

Lernziele / Kompetenzen

We use the expertise acquired from the Print:STUDIO practically and master the realisation of a graphic print project from the design concept through to the serial one-off piece.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
CE_3.3	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dipl. Des. Nikola Röthemeyer	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 3.5 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Graphic Illustration

Code
BID_CE 3.5

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Drawing Room 2 - figuring and moving, constructing and contextualising, seeing and identifying

We try out studies of nature as a method of approaching reality and challenge our drawing skills. In alternating semesters, figures, landscapes and space form our focus. We explore proportions, study anatomies, and render surfaces, structures and colours. Body, landscape and space are contextualised and analysed in the context of art-historical positions and contemporary artistic discourses. The aim is, in a vivid drawing process, to depict a multitude of graphical truths, to emancipate the eye and the hand from the simple reproduction of natural forms and to achieve varied possibilities of interpretation. The expanded form of the concept of drawing demonstrates new routes for our artistic design process.

Lernziele / Kompetenzen

// More in-depth and extended drawing expertise.
// Sharpening of our perception abilities in relation to figure, landscape and space.
// Methodological application of the nature study as a way of approaching reality.
// Enhanced expertise with materials through testing of (un)familiar drawing tools.
// Development of graphical techniques, exploration and leaving of possible “comfort zones”.
// Contextualisation and analysis of art historical positions.
// Participation in the contemporary artistic discourse.
.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.3, BID_2.4	BID_P3.1/P4.1/P5.1 plus all CE	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Dipl. Des. Nikola Röthemeyer	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 4.1 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Cultural History

Code
BID_CE 4.1

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

The question on which the course is based is the following: how does cultural development work, which framework conditions foster innovations, how is culture shaped?
It is not a matter of compiling a linear timeline, but rather of identifying cause and effect, the parallelism of events and becoming aware of one's own attachment to a specific cultural environment.

Reference narratives emerge for defined periods of time, which show the interaction of politics / society, innovative ideas / inventions and cultural forms of expression. Relevant objects and artefacts / stylistic features of a time period form the anchor point.

In creatively interesting topics, the examination of epochs and ethnicities is linked with current issues and media.

Lernziele / Kompetenzen

// Course participants will experience the interaction of culture and cultural forms of expression as an expression of the zeitgeist. This background knowledge opens up culture as a brain pool for creative ideas and form finding.
// The students learn, initially following specifications, later independently, to develop references and to present and defend their findings in short talks and presentations. Approaches to interdisciplinary work are prepared under the heading of "reference narrative"?.
// The understanding of the complex causal network between societies and their forms of expression is examined through contemporary topics and transcribed to the present time in small exercises. // Experience of historical relationships // Derivation of context-relevant developments in form and content // Development of expanded concept of culture // Interdisciplinary thinking and working // Culture as a brain pool // Study of sources // Presentation techniques and speaking naturally // Team skills and teamwork

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_1.6	BID_P3.1/P4.1/P5.1. BID_4.2	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Insa Arndt	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 4.2 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Academic writing skills

Code
BID_CE 4.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

Academic writing skills are inseparable from academic work. Academic means that there is a systematic, methodical process that is comprehensible and leads to the same result.
For example, evaluations, comparisons, summaries of different contributions can be conducted scientifically and can be important parts of the further academic work. Solving design problems is an area that is also conducted scientifically and can be documented, for example, in the form of Bachelor's or Master's theses.

In this course, academic writing skills are linked step by step with academic writing and applied, beginning with the question and working through to the abstract.
Becoming familiar with the principle of academic working and writing, applying it and internalising it is the major part of the course and can ultimately be transferred to a wide variety of topics.

Lernziele / Kompetenzen

#Connection between academic writing and scholarly work
#Drafting of a suitable question
#Creation of a structure
#Execution and summary of extensive and simultaneously specific research
#Creation of a plan
#Specification and systematic application of methods and materials
#Presentation of the results and forecast/conclusion
#Creation of an index of sources
#Summary of the entire work in the form of an abstract

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_4.2	BID_P3.1/P4.1/P5.1	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Marion Meyer, Dr. Constanze Langner	Registration list

Hinweise

COMPULSORY ELECTIVE POOL – MODULE SHEET
CE 4.3 B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Advanced Design Discourse

Code
BID_CE 4.3

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 2nd semester

Anzahl der Studierenden
8-10

Pflichtmodul	-	Fachsemester	3-7
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Tutorials	3	5	Attendance record

Workload

45	In-person (3 WHS x 15 weeks)
90	Independent exercises
15	Preparation of results for portfolio / presentation
150	Stunden

Inhaltsbeschreibung

The course in Advanced Design Discourse is aimed at students wishing to explore the topic of design in greater depth in terms of discourse and critical reflection. Questions are worked through in this context. Beyond the experiences already gained in the basic theoretically oriented courses in “Design Discourse and Academic Writing Skills”, the students will be enabled to address their own discursive social and political topics and to relate this to their own projects or develop from them.
The course looks at the question of what role societal transformation processes will have on the design process.

Lernziele / Kompetenzen

// Consolidation of skills in professional design discourse
// Conducting of a critically creative design discourse in a changing society and the associated paradigm change
// The students learn to reflect anew on their own work against the background of these analyses
// Critical analysis and discourse on the topic of “quo vadis, design?”
// Literature study, media analysis, participation in conferences and symposia on relevant topics
// Documentation

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
BID_4.2	BID_P3.1/P4.1/P5.1	All CE

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Marion Meyer	Registration list

Hinweise

Borries, Friedrich von | Kasten, Benjamin: Stadt der Zukunft - Wege in die Globalopolis. Frankfurt/Main 2019 // Banz, Claudia [Hg.]: Social Design. Gestalten für die Transformation der Gesellschaft. Bielefeld 2016 // Papanek, Victor DESIGN FOR THE REAL WORLD REV/: Human Ecology and Social Change, Chicago, 1985 // Buckminster Fuller, Richard: Bedienungsanleitung für das Raumschiff Erde und andere Schriften. // Martschenko, Maren: Design ist mehr als schnell mal schön, 2020

Module Group **Practical Experience** **BID**

Practical experience	**Pr**
Internship	6.1
Period abroad	6.2

MODULE SHEET 6.1.
B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**
Hochschule Magdeburg·Stendal

Modul
Internship Phase (practical experience)

Code
BID_6.1

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)
Successful completion of the 4th semester

Anzahl der Studierenden

Pflichtmodul	-	Fachsemester	6*
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Practical experience	-	30	Documentation

Workload

640	Industrial placement (at least 16 weeks x 40 hours)
260	Internship report and talk
900	Stunden

Inhaltsbeschreibung

Independent search for suitable internship positions. Skills development for obtaining the preferred internship position. Practical design activity in free design studios or as a designer in design-related departments of a company. Experience of self-employment in cooperation with established design agencies is also possible.
The internship experiences can be gained in a wide variety of locations.
Preferably the internship should last for a duration of 6 months in total and be continuous.
The minimum duration is 16 weeks.
A written report must be produced about the internship, which contains information on the activities carried out, the experience gained, and an evaluation of the student's own performance in relation to the course content from the Institute's curriculum.
Following the internship, a short report must be published on the university's intranet (INCOM).

Lernziele / Kompetenzen

// Training in written and oral canvassing in order to secure an internship position
// Collecting of practical professional experience in design-related areas
// Experience of working in a cooperative team under real conditions
// Reflection on the experience gained during the practical activity in relation to the course

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
All modules so far	-	BID_7

Online-Präsenz des Moduls
https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise
https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Thies Krüger	Prior application and approval from Prof. Krüger

Hinweise

*The semester abroad is incorporated in the 6th semester, but can optionally also be completed in the 5th semester.

MODULE SHEET 6.2.

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Period Abroad (practical experience)

Code: BID_16.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)

Successful completion of the 2nd semester

Anzahl der Studierenden

Pflichtmodul	-	Fachsemester	6*
Wahlpflichtmodul	X	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
		25 + 5	Documentation

Workload

750	Semester abroad (min. 25 CP)
150	Report to the Institute
900	Stunden

Inhaltsbeschreibung

A period of time spent studying abroad is actively promoted by the Institute and can be completed in place of an internship. Countless international cooperations are in place and enable students to choose from a wide range of study programmes abroad. Moreover, the Institute offers students the chance to participate in the GIDE Project (Group for International Design Education) as part of an international consortium project.

Lernziele / Kompetenzen

The Institute for Industrial Design places particular value on the acquisition of intercultural competences. To this end, Magdeburg-Stendal University of Applied Sciences maintains countless partnerships with foreign universities, which allow students to take part in a wide variety of exchange programmes throughout Europe and worldwide.
Intercultural skills, which naturally also entail the acquisition of foreign language skills, are increasingly seen as success factors for designers. The global labour market demands that people working in different cultural contexts should have excellent communication skills. This enables them to recognise the rules, rituals and behavioural codes of other cultures and to use them in their creative and design work. One objective of the education we provide is to give students an awareness of issues of this kind as they pertain to design. Students should become familiar with the way these differences have a practical impact on international cooperation and not least be able to reflect in depth on the ways in which other cultural groups think and act .

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
-	-	BID_11

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
Prof. Marion Meyer	In coordination with Prof. Meyer

Hinweise

*The semester abroad is incorporated in the 6th semester, but can optionally also be completed from the 3rd semester.
Within the framework of the Learning Agreement, 25 credit points must be obtained abroad, whilst 5 credit points are obtained through the writing of a report for the home university.

Module Group **Bachelor Degree** **BID**

MODULE SHEET 7.1/ 7.3

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul	Code
Bachelor Thesis (Practical Work and Theory) and Colloquium	BID_7.1, BID_7.3

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)	Anzahl der Studierenden
Acquisition of 180 credits	

Pflichtmodul	X	Fachsemester	7
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project, Colloquium	2	15	Design project, paper, oral exam.

Workload

30	Consultations (2 WHS x 15 weeks)
510	Independent work

450 Stunden

Inhaltsbeschreibung

Through their Bachelor thesis, students provide evidence of the knowledge they have acquired during their studies in the form of an independently produced work. With this final thesis, they document their ability to address complex design problems and to reflect upon them. Specific topics are determined in coordination with the supervisors and following approval by the board of examiners Students may cooperate with companies, institutions and other organisations.
The work is undertaken with the support of the supervisors, however this support shall be limited to advice of a structural, content-related and design-relevant character, so that the independent nature of the work is clearly evident. Students work on their topics in a specified time frame with the resources available to them. The thesis comprises a theory section and a practical section. The written part of the work corresponds to the requirements of an academic paper. The results are presented in a colloquium (oral examination) and can be presented in the Institute's exhibition of work.

Lernziele / Kompetenzen

// The topic to be dealt with in the Bachelor thesis should, as a complex product development, call upon all of the skills and knowledge acquired during the course of studies.

// A clearly structured approach, from the analysis and concept through to the implementation should be a feature of the design solution presented.

// The students should be able to independently present and exhibit their thesis in an oral examination with all of the media that they require to do so.

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
All modules from the 1st to 6th semester	BID_7.2, BID_7.4, BID_7.5	-

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
All full-time lecturers	As per incom checklist or www.gestaltung.hs-magdeburg.de

Hinweise

MODULE SHEET 7.2.

B.A. INDUSTRIAL DESIGN

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

Modul

Bachelor reflection

Code

BID_7.2

Eingangsvoraussetzungen / Studienprüfungsordnung (SPO)

Acquisition of 180 credits

Anzahl der Studierenden

Pflichtmodul	X	Fachsemester	7
Wahlpflichtmodul	-	Wintersemester	X
Wahlmodul	-	Sommersemester	X

Art	SWS	Credits	Prüfungsleistung
Project	0	5	Documentation

Workload

150	Independent work

150 Stunden

Inhaltsbeschreibung

The students document and reflect upon the skills and competences that they have acquired during their studies and, in submitting their Bachelor thesis in printed and digital documentary form, present evidence of this to their supervisors.
The Bachelor reflection contains an overall picture of the projects from their study programme and also includes the most important accompanying modules in the view of the student. It thus represents the completion of their own portfolio and can be used by the student for application purposes.

Lernziele / Kompetenzen

// Reflect upon the most important pieces of work produced by the student during the programme, presented in an attractive way
// Students must evaluate and describe the competences and skills they have acquired during the course of studies
// On this basis a high quality portfolio should be produced

Vorhergehende Module	Sinnvoll zu kombinieren mit	Mögliche Folgemodule
All modules from the 1st to 6th semester	BID_7.1 und BID_7.3, BID_7.5	-

Online-Präsenz des Moduls

https://idm.incom.org | www.gestaltung.hs-magdeburg.de

Literatur- und Quellenhinweise

https://idm.incom.org

Ansprechpartner:innen	Anmeldeformalitäten
All full-time lecturers	As per incom checklist or www.gestaltung.hs-magdeburg.de

Hinweise

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

JOB PROFILE
B.A. INDUSTRIAL DESIGN

THE KEY AEAS OF INDUSTRIAL DESIGN AT MAGDEBURG

1. Consumer Goods Design

Consumer goods are industrial products that are designed for individual consumption.
Consumer goods design relates to products that are mass produced on an industrial scale. Alongside the reliably tasteful design of products, through their involvement in industrial production processes, industrial designers also fulfil further complex requirements. They devise innovative concepts and ideas for a new product and develop it against the background of the manufacturing technologies used, fitness for purpose, marketability and, to an increasing extent, environmental sustainability.
Starting with a problem, innovative design studies are developed from analyses, concepts and outlines. The results may be improved hardware, software and service solutions.

2. Capital Goods Design

Capital goods are complex technical products that are designed to meet
external demands. When designing products of this nature, the following aspects must be taken into account:
industrial design and construction are closely integrated (simultaneous engineering).
_The design process must begin during the early development phases, otherwise what is produced is merely a shell or offers only cosmetic changes.
_The design requirements are complex and the creative leeway is small. It is not normally the users who make the investment decisions themselves. The interaction of people with the product is intensive (work processes).
_The design quality is only one aspect within the marketing mix. The moral service life has hardly any connection to fashion trends (durability).

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

JOB PROFILE
B.A. INDUSTRIAL DESIGN

THE KEY AEAS OF INDUSTRIAL DESIGN AT MAGDEBURG

3. Interaction Design

Interaction Design complements and augments traditional design training. This course takes into account the fact that these days almost every complex product requires an interface. Designing the use process has thus become the starting point of all product design.

The technological foundations of Interaction Design that are conveyed in the BA in Industrial Design enable students to understand the basic principles of computer-aided systems, to assess the effects and potential of modern information technologies and to take them into account and actively exploit them when designing future products.

The Interaction Design field of study presents projects that fall explicitly into the area of creative interaction between products and the potential of new information technologies. The role of the aspiring designer is to freely discover and invent new opportunities and applications but at the same time to weigh up the limitations and risks responsibly. The interaction between man and object/ machine and thus the positive user experience are at the heart of this design approach.
Designing the use process involves finding new or transferring existing behavioural and explanatory models to new usage scenarios.

Project topics generally incorporate three areas, on the one hand“intelligent“ products, such as digital, portable communication devices. On the other hand there is the integration of digital technology in previously analogue working environments. These two areas are supplemented by electronic media products, such as web portals and internet based tools.
Design is an interdisciplinary profession, and this also applies increasingly to Interaction Design. Team skills and the ability to assert oneself are taught through interdisciplinary projects with aspiring computer scientists and electronics specialists.

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

JOB PROFILE
B.A. INDUSTRIAL DESIGN

WHAT IS SPECIAL ABOUT INDUSTRIAL DESIGN AT MAGDEBURG?

Every student develops a personalised course profile

The study programme in the Institute of Industrial Design is set up in such a way that students are able to combine modules in Consumer Goods Design, Capital Goods Design and Interface Design. Multi-specialisation projects enable students to gain valuable dual qualifications. By varying the weighting of the different areas of specialisation, students are able to develop individual degree profiles.

New career opportunities for designers

An advantage of this universal approach is to open up new career opportunities for designers, e.g. in software design. Secondly it offers a new route into traditional design professions. Process-oriented design and knowledge of the possibilities of computer-assisted systems is a decisive advantage in product development. The knowledge acquired in information technology helps with forecasting the development of device genres, hybrids or alternatives and designing well-informed product studies and scenarios.

Project-based learning, interdisciplinarity and independence

The structure of the project-based programme prepares students for the interdisciplinary nature of normal design practice. This is a key prerequisite for students aiming to set up in independent practice in future.

Industrial Design Institut **Magdeburg**

Hochschule Magdeburg·Stendal

JOB PROFILE
B.A. INDUSTRIAL DESIGN

CAREER PROSPECTS AS AN INDUSTRIAL DESIGNER

Prospects

The universal approach of the training with its proximity to the engineering sciences, the high level of supervision and the intensity of the practice-oriented, interdisciplinary training, plus the sum of the skills conveyed make graduates of the Institute of Industrial Design highly sought-after employees both at home and abroad.

In particular, the ability to be at home, both at the atomic level (hardware) and in the world of bits and bytes (software, interface, interactive systems), is much sought after and highly valued in practice.

This means that Industrial Designers trained at Magdeburg are employed in some of the world's best-renowned companies and design studios.

Regional Network

Industrial Design is an important factor within the 11 sub-sectors of the cultural and creative industries. With a 4.9% share of the total economy, the turnover of the creative industries in Magdeburg is significantly above the state (1.3%) and national average (2.6 %). This was the finding of a 2011/12 study by the "Cologne-Leipzig Office for Cultural Industry Research". Significantly more than 500 companies are already based in Magdeburg.

The majority of these companies are involved in the design industry (over 100).

The sector is continuing to grow strongly. Students are prepared for self-employment through specific courses. A highly cooperative scene ensures specialist exchange of expertise and experience and mutual support.

In the city centre, in Leibnitzstrasse, several start-ups have their offices alongside one another. Organisational structures on the scene include the "Creative Industry Saxony-Anhalt" association (www.kreativewirtschaft-sachsen-anhalt.de) and the Rothehorn Group (www.rothehorn.de).