



VISUAL COMMUNICATION

Students taking our Minor Program **Visual Communication** will get an **introduction to the structure of user interfaces**, acquire **methodological knowledge in user-centered design and user experience**, design interfaces for desktop or mobile systems, as well as learn basic skills of scripting languages. In other **project-based courses** the goals are to develop **skills to carry out a research study** that involves a media application or to develop ideas for a media application and its use cases. The students also **learn to plan and manage a project** in an international team. The students will **acquire knowledge in the field of strategic design**, a design discipline that serves to develop innovative and relevant solutions for socially relevant questions.

In this Minor Program students will have the possibility to develop their visual design skills (analog & digital) and also the possibility to design their own interfaces based upon a scenario or use case. They will learn the fundamentals of user-centered design and the philosophy of user experience. They will work on exciting projects and workshops, and the lectures and flipped classroom settings will enhance their knowledge and theoretical skills to develop outstanding solutions.

Requirements: To be able to join this Minor, it is required that you already have technical and design skills with Photoshop and Illustrator. Please also bring your own device with you (Mac or Win). A variety of teaching methods (e.g. project based and problem based learning, tandem groups, traditional & flipped classroom) are aligned with the objectives of the courses and the content. The assignments and deliverables also vary from design and concept prototypes to drafts & sketches, scientific papers to presentations or exams.

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PLEASE NOTE THAT THIS MINOR PROGRAM ONLY RUNS IN SUMMER SEMESTER

COURSES IN THIS PROGRAM (subject to change)	ECTS
Graphic Arts	6
Screen Design	3
User Interface Design	5
Specialist Project	5
Media Workshop	5
Visual Design Workshop	4
German Language Course	2

1 ECTS credit normally equals approximately 30 hours of work. This will consist of a mixture of lectures, seminars, project work and independent study.

ABOUT OUR PROGRAMS

Exchange students are able to choose from a variety of English-taught Minor Programs. Each Minor is a one semester long set program. Most Minors run every semester, and normally consist of 30 ECTS credits. Please note that it is NOT possible to pick and mix courses from different Minors. In order to be admitted to one of our Minors, we expect students to have a language level of B2 or higher in English (non-native speakers need to include proof of language proficiency in their application documents).

FOR QUESTIONS CONCERNING THIS PROGRAM PLEASE CONTACT

Prof. Ralph Tille (academic questions)

Phone: +49 711 8923 3167

Email: tille@hdm-stuttgart.de

International Office (organizational questions)

Phone: +49 711 8923 2035

Email: incomings@hdm-stuttgart.de