



THU
Technische
Hochschule Ulm
University of
Applied Sciences

SEMESTER PROGRAM IN DIGITAL MEDIA

– open for enrollment only by design students –

**Project-oriented classes conducted in German and English,
with German students also enrolled.**

University of Applied Sciences Ulm

**Department: Electrical Engineering and
Information Technology
Program: Digital Media**

Head of Department: Prof. Dr. Silko Kruse
Head of Program Digital Media: Prof. Manfred Gaida
Commissioner for International Affairs: Prof. Susanne P. Radtke

International Office: Stephanie Wagner

Released 2019

Bachelor's degree course

We are pleased to welcome those who are interested in the Digital Media bachelor course, which combines design and technology of digital media.

Please notice, that our semester program is only open for enrollment by design students.

We offer project-oriented classes conducted in German and English, with German students also enrolled.

In the first two semesters (basic course, 'Grundstudium'), the students learn the fundamentals of design, media technology and programming. Advanced lectures on the subject areas of publication, production and interactive systems follow in the third, fourth and sixth semesters (main course, 'Hauptstudium'). These are supplemented by lectures on the programming of web applications and virtual spaces. During the practical semester (fifth semester), students work in graphics/design offices, audio/video studios or internet agencies on commercial media projects. The course will be completed with a practice-oriented final examination in the seventh semester.

The Digital Media course requires a particularly good aptitude for teamwork, creative problem-solving and communication. Contact with our international partner universities and a requirement to learn English to a professional level help open up opportunities abroad.

Normal course length: Seven semesters (including the practical semester) Final qualification: Bachelor of Arts (BA)

The maximum acceptance capacity for international students in our course program is 1-2.

International Office

Stephanie Wagner
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Commissioner for International Affairs

Prof. Dipl.-Des. Susanne P. Radtke
E-mail: radtke@hs-ulm.de

winter semester

Course	ECTS	page
2-D Animation	5	6
Corporate Design	8	9
Ergonomics / Universal Design	5	11
Image Conception	5	12
Interaction Design 1	8	13
Motion Capturing	5	15
Programming 1 *	5	17
Self-presentation on the web	5	19

summer semester

Course	ECTS	page
Color Design	5	7
Computer Graphics	7	8
E-Learning	8	10
Ergonomics / Universal Design	5	11
Interaction Design 2	5	14
Photography	5	16
Programming 2 *	5	18
Signs go Global/Type in Motion	5	20/21
Typography	5	22

* Department Computer Science
Please contact us for further information if interested.

Course of study:	Digital Media
Abbreviation if required:	2DAN
Semester:	Winter semester, 2nd year (3rd semester)
Instructor:	Prof. Dipl.-Des. Susanne P. Radtke
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree-Digital Media in the 3rd Semester
Academic form / SWS:	Lectures and in-class work: 4 hours/week
Credit points:	5 ECTS-Credits

Educational objective / Competency:

Upon successful completion of the course, students understand

- _ fundamental work techniques of graphic animation
- _ criteria for identifying up-to-date animations by industry sector, application field and target group
- _ methods for team-based workflow in animation related to technical, creative, editorial, and social aspects

Students will be able to knowledgeable and professionally evaluate all aspects of animation.

The achieved competency will be verified by concept, design, final design and presentation of a graphic animation on a set topic.

Content:

- _ Introduction: composition, structure and function of After Effects
- _ Technique of research and design methods: Disney animations (12 principles), media research, development of animation appropriate design elements, storyboarding, graphic production in Illustrator, analysis of sound elements: rhythm, high and low frequency range, design of animatics
- _ Development of animation: stop motion, emotional strategies, styles of animation, composition, emotional strategies, animation and branding, rhythm, sequences, sound design and genres
- _ Fields of application: commercials, information design, movie title sequences, music clips, self-promotion etc.
- _ Project: graphic animation on a set topic

Examination requirements:

Successful completion of the PP test

Course of study:	Digital Media
Abbreviation if required:	COL
Semester:	Summer semester, 1st year (2nd semester)
Instructor:	Prof. Dipl.-Des. Susanne P. Radtke
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree in the 2nd Semester
Academic form / SWS:	Lectures and in-class work: 4 hours/week
Credit points:	5 ECTS-Credits

Educational objective / Competency:

Color as a complex functioning system, with socio-cultural and emotional components. The students will gain a means to sensitize color perception and how to use color professionally. This expertise in color use will be transferred to work on projects.

Content:

Definition of color: basis and color mixing, physical and psychological aspects of color, additive and subtractive blending, color schemes, as well as CMYK, RGB, Lab colors models, etc., Color Effects: Functional and symbolic effects, color perception, color temperature, color symbolism and color marketing.

Color usage in practice: color interaction: color harmony and contrast, usage of mood charts for various communication targets, color in structural content, color coding in classical systems, color and interfacing.

Project: practice-oriented problem solving with color design as the focus, in which an integrative link between Design 1 and typography is established; conceptualization and implementation that documents concepts and research, drafts and implementation of color proposals, and a final presentation

Examination requirements:

Successful completion of the PP test

Course of study:	Digital Media
Abbreviation if required:	CG
Semester:	Summer semester, 2nd year (4th semester)
Instructor:	Prof. Dipl.-Des. Thomas Hofmann
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree-Digital Media in the 4th Semester
Academic form / SWS:	6 hours/week
Credit points:	7 ECTS-Credits

Educational objective / Competency:

Upon successful completion of the course, students understand the basic design, the structure and functions of 3D computer graphics. Independent application of basic and secondary methods and techniques with a focus on the individual CGFX- based imaging at the center.

Control of the parameters of image composition and visualization, including all relevant design rules used by the independent planning and detailed working out of virtual representations are taught and consolidated.

Content:

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- _ Historical background of computer graphics.
 - _ Explanation relevant to the fundamentals of computer graphics geometry (for example: coordinate systems, two- and three-dimensional elements, projection methods).
 - _ The formal-aesthetic-oriented introduction: Basics of visualization, Image design rules.
 - _ Introduction to composition, structure and function of CG programs.
 - _ Technical Tutorial: Modeling, shaders, materials and textures, Camera control, lighting, rendering,
 - _ Independent planning and development of a CGFX based still (image)

Examination requirements:

Successful completion of the PP test

Course of study:	Digital Media
Abbreviation if required:	CD
Semester:	Winter semester, 2nd year (3rd semester)
Instructor:	Prof. Dipl.-Des. Susanne P. Radtke
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree-Digital Media in the 3rd Semester
Academic form / SWS:	In-class work and project: 6 hours/week
Credit points:	8 ECTS-Credits

Educational objective / Competency:

After the briefing, students describe the task, identify the problem, and clarify the objective definition of the project. They evaluate solutions on Search / concept, develop design solutions that are defined in style guides for their design for functionality. Final solutions will be reviewed and evaluated.

Creative expertise: by extending the individual creative visualization skills in a practical project;

Creative Capacity building: through targeted development of systemic and structurally sophisticated design projects;

Creative Competencies: through problem-based approach to complex, dynamic CI / CD communication concepts;

Creative communication and interaction capability: team-oriented project work, complex structured feedback.

Content:

Initiation Phase: Commission-oriented project definition; how to create a team, project brainstorming / mind mapping; business environment, research on competition and surroundings; techniques in how to ask the right questions, implementation, analysis, briefings; Kick-Off; Analysis and additional goal-setting steps: actual /desired state; business philosophy; corporate policy/polarity profile; CI/CD guidelines; strategies and working goals; definition of target group; USP;

Concept phase: in search of ideas; organizational methods that are functionoriented; how to score in a procedure-oriented project management; exposés; rough and finely-tuned conceptualization; requirements in soft/hardware; definition of corporate design components: logo, color, typography layout grid; fundamental media; the drafting/implementation phase: intermedia, interdisciplinary informational design; scribbles; color coding; grids; layout and style guides; asset selection; content preparation; media integration; more defined aspects of fine-tuning;

Quality management: practice-related capabilities and time management; evidence of documentation: team processes, agenda-log, milestones, intermediary, final presentation;

Examination requirements:

Successful completion of the PP test

Course of study:	Digital Media
Abbreviation if required:	ELEARN
Semester:	Summer semester, 3rd year (6th semester)
Instructor:	Prof. Dipl.-Des. Susanne P. Radtke
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree in the 2nd Semester
Academic form / SWS:	Lectures and in-class work: 8 hours/week
Credit points:	8 ECTS-Credits

Educational objective / Competency:

Fundamentals in interactive learning processes, to develop expertise in media didactic concepts and design solutions. The process of production will be developed for project-oriented work.

Content:

Educational models: processes of learning; curriculum content and objectives; types of interactive learning; teaching methods; teaching phases; teaching motivation; organization for teaching; types of tasks, Concepts and project management: defining objectives; research; project organization; course of production: exposé, rough concepts, fine-tuned concepts; storyline;
Concept and project management: definition of objectives; search; project organization; Production process: Exposé, rough concept, detailed concept; screenplay;
Phase Management: Milestones, quality criteria;
Interaction and navigation concept: visual information architecture; instruction and navigation concept; cognitive quality;
App Development: iBook author, web-based app and native app for iPad
Design: style, color image, typography, audio, video concept
Documentation; presentation and evaluation: project-related quality assurance

Examination requirements:

Successful completion of the PP test

Course of study: Industrial Design (program: Additional Qualification),
Department of Mechanical and Automotive Engineering

Abbreviation if required:

Semester: Winter semester and summer semester

Module coordinator: Prof. Dipl.-Des. Thomas Hofmann

Instructor: Ms Dr. Annika Götz

Language of instruction: German / English

Curriculum specification: Additional qualification Industrial Design (mechanical engineering)

Academic form / SWS: Practical application and project work: 4 hours/week

Credit points: 5 ECTS-Credits

Educational objective / Competency:

The lecture is aimed at participants, especially engineering students, to raise awareness of the issue of human-friendly product design.

Content:

For this purpose, a comprehensive overview of

- customer groups
- product categories
- perception
- recognition
- operation and use of products given.

The increasingly important topic of universal design completes the lecture. The design of products for the widest possible group of customers is one of the most difficult tasks in product development.

In order to achieve such an ambitious objective, scientific principles, methods, and procedures are presented. The practical application of course the content is illustrated in numerous exercises and deepened with the help of a product, self-selected by the student.

Examination requirements:

Successful completion of the PP test

Course of study:	Digital Media
Abbreviation if required:	BIKON
Semester:	Winter semester, 2nd year (3rd semester)
Instructor:	Prof. Dipl.-Des. Manfred Gaida
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree- Digital Media in the 3rd Semester
Academic form / SWS:	In-class work and project: 4 hours/week
Credit points:	5 ECTS-Credits
Course Requirements:	Successful completion of the courses: image and film design, photography, drawing, media technology

Educational objective / Competency:

After the successful completion of this course, the students will be able:

- to understand basic methods and principles of image conception respectively pictorial conception
- to use basic methods and principles of pictorial conception in a multimedia-based context
- to develop pictorial ideas and concepts
- to communicate and display pictorial ideas and to visualize them in different variations and levels of detail with graphic and illustrative tools/media (i.e. pre visualization)
- to discuss concepts depending on design criteria and to classify them concerning to target-groups and media specific conditions
- to explain design decisions within the design process and to give reasons for the individual decisions
- to realize pictorial concepts based on conceptual designs (i.e. pre visualization) by the means of digital imaging
- to document the design process and to present the final project (oral presentation)

Content:

Module element (ME) »basics of design«: introduction to image design respectively pictorial design; technical terms; media-specific requirements and conditions;

module element (ME) »pictorial conception«: communicative elements of images; picture language; interpretation and message in the context to target group and media usage; design process; methods of design and visualization; pre visualization of conceptual designs with graphic and illustrative tools/media; selection process; media-specific requirements, design criteria and quality criteria; Discussion of selected design principles (photo collages and pictorial montages);

module element (ME) »analysis and discussion«: discussion of selected examples; module element (ME) »training«: practical training;

module element (ME) »project realization«: individual, supervised design process; presentation of the work results; presentation of the final project

Examination requirements:

Course work, successful completion of the PP test

Course of study:	Digital Media
Abbreviation if required:	IXD1
Semester:	Winter semester, 2nd year (3rd semester)
Instructor:	Prof. Dipl.-Des. Damian Gerbaulet, M.A.
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree- Digital Media in the 3rd semester
Academic form / SWS:	In-class work and project: 8 hours/week
Credit points:	10 ECTS-Credits
Course Requirements:	Successful completion of the courses: Webdesign Basics and Interface Design

Educational objective / Competency:

After the successful completion of this course, the students will be able:

- to successfully apply User-centered design (UCD) methodology in order to evaluate, plan, design and develop large scale websites
- to observe and evaluate product and service related design factors holistically from differing perspectives (strategic design)
- responsibly coordinate tasks within a project team
- accurately document and convincingly present the project (challenge and solution incl. work approach and results)

Content:

- Project overview
- The User-centered design (UCD) process
- Important aspects of User-centered interaction design (Research and analysis; Personas and goals; Scenarios and requirements; Information architecture and application structure; Element definition; Page types and flow; Sketching, paper prototyping; Key-Scenarios and action sequences; Design attributes and direction; Wireframes; Design elements and language; Visual design and prototyping)
- Discussion of subtasks and work progress
- Documentation and presentation of work results

Examination requirements:

Course work, successful completion of the PP test

Course of study:	Digital Media
Abbreviation if required:	IXD2
Semester:	Winter semester, 2nd year (4th semester)
Instructor:	Prof. Dipl.-Des. Damian Gerbaulet, M.A.
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree- Digital Media in the 3rd semester
Academic form / SWS:	In-class work and project: 4 hours/week
Credit points:	5 ECTS-Credits
Course Requirements:	Successful completion of the courses: Webdesign basics, Interface Design and Interaction Design I

Educational objective / Competency:

After the successful completion of this course, the students will be able:

- to evaluate, plan, design and prototype cross-platform applications
- to select and adapt suitable interaction and design patterns to address project-specific design challenges

Content:

- Project overview
- Essential features of good apps – analysis and discussion of good practice examples
- Advanced aspects of User-centered interaction design (Ubiquitous Computing: Chances and risks; Platforms and operating systems: Similarities and differences; Forms of interaction; Platform dependency and independence; Design languages and systems; platform specific design patterns; Advanced methods of prototyping and user testing)
- Discussion of subtasks and work progress
- Documentation and presentation of work results

Examination requirements:

Course work, successful completion of the PP test

Course of study: Digital Media

Abbreviation if required: MOCAP

Semester: Winter semester, 2nd or 4th year (3rd or 7th semester)

Instructor: Prof. Dr. Silko Kruse

Language of instruction: German / English

Curriculum specification: Elective class for the Bachelor's Degree-Digital Media in the 3rd and 7th semesters

Academic form / SWS: Practical application and project work: 4 hours/week;
Group size max. 16

Credit points: 5 ECTS-Credits

Educational objective / Competency:

After the conclusion of this course, students will be able to record motion data with an optical motion capturing system and to use it to create an animation with their self-produced 3-D-characters.

Content:

History
3D character creation with help of 3-D-Scanning and Poser
Generation of Morph Targets
Recording of motion data using an optical Motion-Capturing-Device
Post-processing of recorded motion data
Animation of characters using captured motion data and key frame animation

Examination requirements:

Successful completion of the PP test

Course of study:	Digital Media
Abbreviation if required:	FOTO
Semester:	Summer semester, 1st year (2nd semester)
Instructor:	Prof. Dipl.-Des. Manfred Gaida
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree-Digital Media in the 2nd Semester
Academic form / SWS:	4 hours/week
Credit points:	5 ECTS-Credits
Course Requirements:	successful completion of the course: image and film design

Educational objective / Competency:

After the conclusion of this course, the students will be able:

- to understand basic photographic design methods and principles
- to use basic photographic design methods and principles in special areas of photography (e.g. product photography, people photography)
- to develop photographic ideas and concepts for selected fields of photography and to communicate/visualize them in different variations and levels of detail with graphic and illustrative tools/media (i.e. pre visualization)
- to identify and evaluate lighting conditions
- to establish selected lighting conditions in the photo studio (continuous light and flash light) in order to solve special problems in the field of product and people photography
- to discuss photographs depending on design criteria and to classify them concerning to target-groups and media specific conditions
- to explain design decisions within the design process and to give reasons for the individual decisions
- to document the photographic design process and to present the final project (oral presentation)

Content:

module element (ME) »basics of photography«: introduction to photography, spectrum of photography; development of the medium of photography; principles of analog and digital photography; camera and film formats and their applications in professional use; point of view; focal length; depth of field; aperture and shutter speed; film speed and sensor sensitivity; colour temperature; filter;

key subject »lighting design«: light sources and lighting situations; available light; artificial light; mixed light; selected lighting situations and techniques in the photo studio; professional exposure measurement;

module element (ME) »project work«: sensitization exercises; module people photography, module product photography; individual, supervised design process; presentation of the work results;

Examination requirements:

course work, successful completion of the PP test

Course of study:	Computer Science (ICS)
Abbreviation if required:	PROG
Semester:	Summer and winter semester
Module coordinator:	Prof. Dr. Rüdiger Lunde
Language of instruction:	English
Curriculum specification:	Compulsory for the Bachelor's Degree - Computer Science (ICS)
Academic form / SWS:	4 hours/week
Credit points:	5 ECTS-Credits

Educational objective / Competency:

Algorithmic thinking and understanding of object structures and touch in dealing with modern programming languages, such as Java, are now expected of the computer scientist. This course provides this essential basics.

Upon successful completion of this course, students will be able to:

Expertise

- Describe basic algorithms and data structures
- Create simple algorithms
- Design small class structures and use UML class diagrams to communicate designs
- Implement limited programming tasks in an object-oriented language
- Develop programs using a current IDE

Methodological Competence

- Apply systematic approaches to software development
- Analyze problems and evaluate current alternative solutions

Social and personal skills

- Discuss work results with fellow students and tutors
- Create work results in a small team

Content:

- Basics (programming paradigm, von Neumann architecture, number representations, algorithms, complexity of algorithms, grammar)
- Modeling (design of object structures, UML class diagram)
- Procedural programming (elementary data types, arithmetic expressions, control structures, single and multi-dimensional arrays, strings, static methods)
- Object-oriented programming (classes and objects, data abstraction, inheritance, polymorphism, dynamic memory allocation)
- Algorithms and Data Structures (conversion between different representations of numbers, simple sorting algorithms, recursive algorithms, stack)

Examination requirements:

laboratory work

Course of study:	Computer Science (ICS)
Abbreviation if required:	PROG
Semester:	Summer and winter semester
Module coordinator:	Prof. Dr. Rüdiger Lunde
Language of instruction:	English
Curriculum specification:	Compulsory for the Bachelor's Degree - Computer Science (ICS)
Academic form / SWS:	4 hours/week
Credit points:	5 ECTS-Credits

Educational objective / Competency:

Algorithmic thinking and understanding of object structures and touch in dealing with modern programming languages, such as Java, are now expected of the computer scientist. This course deepens the content of Programming 1

Upon successful completion of this course, students will be able to:

Expertise

- Understand and apply advanced concepts of modern programming languages
- Understand and effectively use recursive data structures
- Design and implement simple user interface

Methodological Competence

- Apply systematic approaches to software development
- Analyze problems and evaluate current alternative solution

Social and personal skills

- Discuss work results with fellow students and tutors
- Create work results in a small team

Content:**1. Advanced Programming**

- Dealing with exceptions
- Creation of graphical user interfaces
- Generic programming with template parameters
- Concurrent programming
- Reading and writing XML documents

2. Recursive data structures

- lists, search trees, heaps,

Examination requirements:

laboratory work

Course of study:	Digital Media
Abbreviation if required:	SDWEB
Semester:	Winter semester, 2nd or 4th year (3rd or 7th semester)
Instructor:	Prof. Dipl.-Des. Damian Gerbaulet, M.A.
Language of instruction:	German / English
Curriculum specification:	Elective class for the Bachelor's Degree-Digital Media in the 3rd and 7th semesters
Academic form / SWS:	4 hours/week; Group size max. 16
Credit points:	5 ECTS-Credits
Course Requirements:	Successful completion of the courses: Webdesign Basics and Interface Design

Educational objective / Competency:

After the successful completion of this course, the students will be able:

- Developing your profile as a designer (“who am I and how would I like to spend my time?”).
- Preparation and staging of the own person, work and competencies (in the form of a convincing web presence).

Content:

Theoretical aspects

- Essential aspects of differentiation and profiling
- Profile modeling
- basic possibilities of self-marketing
- Discussion of further literature (“broadening horizons”)
- Discussion of case studies

Technical aspects

- Advanced web technologies (html, css, js)
- Create and use icon fonts and CSS/SVG sprites
- “Flat File” Content Management Systems
- Web hosting

Examination requirements:

Successful completion of the PP test

Course of study:	Digital Media
Abbreviation if required:	SGG
Semester:	Summer semester, 2nd or 3rd year (4th or 6th semester)
Instructor:	Prof. Dipl.-Des. Susanne P. Radtke
Language of instruction:	German / English
Curriculum specification:	Elective class for the Bachelor's Degree-Digital Media in the 4th and 6th semesters
Academic form / SWS:	Lectures and in-class work: 4 hours/week; Group size max. 12
Credit points:	5 ECTS-Credits

Educational objective / Competency:

Further development in global design expression; understanding different design approaches and intercultural design strategies especially in branding, international signage and intercultural design methodology; promotion of team, intercultural competency, self-driven learning and creativity; understanding of design processes in a global context, learning about international design strategies, inclusion of international art forms, interface design art and understanding of the international context;

Cooperative intercultural projects:
Intercultural competence acquisition with a focus on communication and interaction skills, semantics regarding extension. Development of intercultural sign systems.

Content:

History of international characters; classification of global signage up to traditionally anchored gestures, signs and identity; signage in various disciplines such as art / design and technology; relevant creative techniques in the metamorphosis of character transformation of local to global character; dialogue on globalization in design; global trends in design; multiplying effect; development of individual, intercultural and possibly cross-media design concepts;

realization in topic-oriented and project-related communication media such as design books, posters series, animations, installations, collages, real / fictional campaigns among other things.

Examination requirements:

Successful completion of the PP test

The class "Signs go Global" takes place on an alternating basis with the class "Type in Motion". Please contact us if interested.

For more information see <https://www.dm.hs-ulm.de/Intercultural-workshops/>

Course of study:	Digital Media
Abbreviation if required:	TIMO
Semester:	Summer semester, 2nd or 3rd year (4th or 6th semester)
Instructor:	Prof. Dipl.-Des. Susanne P. Radtke
Language of instruction:	German / English
Curriculum specification:	Elective class for the Bachelor's Degree-Digital Media in the 4th and 6th semesters
Academic form / SWS:	Lectures and in-class work: 4 hours/week; Group size max. 12
Credit points:	5 ECTS-Credits

Educational objective / Competency:

Knowledge and understanding of individual, independent, style-defining, typographic expression based on classic and innovative / trend examples; developing custom, design-related creative resources and differentiated visualization; process-oriented and networked thinking in different forms of media; learn to assess quality of design products; learning animation styles in relevance for kinetic typography and to use them appropriately;
Cooperation in intercultural projects: Intercultural competence acquisition with a focus on communication and interaction skills, semantics regarding in context to intercultural typographic animation

Content:

Fundamentals "typo anagram"
Development of bilingual, typographic oriented animations, kinetic vs. static typography, font selection and semantics in font mixing, meaning through font size, style, contrast, volume, rhythm and tempo
Animation project:
Typographic clip consisting of typography, image, music and graphic elements and video footage; mood movies, storyboards; conception of animation dramaturgy, visualization concept, realization in After Effects

Examination requirements:

Successful completion of the PP test

For more information see <https://www.dm.hs-ulm.de/Intercultural-workshops/>

Course of study:	Digital Media
Abbreviation if required:	TYPO
Semester:	Summer semester, semester 2
Instructor:	Prof. Dipl.-Des. Susanne P. Radtke
Language of instruction:	German / English
Curriculum specification:	Compulsory for the Bachelor's Degree in the 2nd Semester
Academic form / SWS:	Lectures and in-class work: 4 hours/week
Credit points:	5 ECTS-Credits

Educational objective / Competency:

The basics and rules of typography through usage and comprehension. Development in competent method usage and application in projects that span all types of media, in a hands-on and conceptual manner.

Content:

Introduction: Cultural aspects of typesetting, functions and uses in areas of typography
Microtypography: reading operation, readability and space in lettering: technical terms and varieties of type, record type
measuring systems and rules of typesetting: typographical manuals
History of type and type characterization: History and classification of type, type characterization and selection for various targets of communication.
Macrotypography: all forms of arrangement: format, proportion and print space, typographical grid and layout systems for various forms of media, typography and digital media
Technical prerequisites of the various types of media and the effect of typography, design tendencies, user interests and readability, typographical and navigational structures, typography in the context of corporate design, conceptualization and implementation of a document in which measures of quality in typographical, symbolic and content aspects are properly set – as a conceptual basis for future project work

Examination requirements:

Successful completion of the PP test

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Application

- Students have to be nominated by their home university
- The home university sends an e-mail with names & email-addresses to wagner@hs-ulm.de
- Students receive a link for the online-application

Accommodation

Accommodations will be booked by the international office upon receipt of the housing request form. All students will stay in student residences, depending on availability. All rooms are single rooms. Kitchen and bathrooms are to be shared with other students. Please note: in Germany accommodation is not separated by gender. Bed sheets etc. will be provided. There will be no equipment for cooking. We recommend to bring or to buy a small amount of personal kitchenware.

Housing prices are between € 300 and € 400 per month. Students will be placed by the housing office (Studierendenwerk Ulm) on availability basis, unfortunately preferences cannot be considered. If you accept the room assigned, you have to sign the contract. A security deposit of € 300 must be made upon arrival. The money will be withdrawn from your German bank account which you will need to open during the first days of stay. We will assist you in doing so.

The checking-in into the dorms is possible from Monday through Friday, **9.00 a.m. to 4.00 p.m.**

Please note that check-in and check-out are only possible Monday-Friday. We will assign student tutors to assist you when checking-in. For check-out please make an appointment with the janitor in your dorm **at least 10 days before you plan to leave** in order to have your room inspected.

From Stuttgart Airport:

Take the underground (S-Bahn) S2 or S3 to Stuttgart main train station (Hauptbahnhof – Hbf). It will take you about 30 minutes. At the main train station take a train to Ulm. Trains leave to Ulm about every hour. It will take you about one hour to get to Ulm.

From Munich Airport:

Take the underground to Munich main train station (Hauptbahnhof – Hbf). It will take you about 40 minutes. At the main train station take a train to Ulm. Trains leave to Ulm about every hour. It will take you about 1.20 hours to get to Ulm. Important: if you take IRE/RB/RE trains, be sure to get in the front part of the train since the train splits and only the front part goes to Ulm

From Frankfurt Airport:

There are direct trains to Ulm from Frankfurt Airport. Trains leave to Ulm about every hour. It will take you about 2.15 hours to get to Ulm.

From Ulm main train station to Technische Hochschule Ulm:

If you give us a call (Anita Everett: +49 731 5028457) we will send a student tutor to pick you up at the main train station. Otherwise take bus no. 7 to bus stop "Kliniken Michelsberg" and walk down the hill.

For train connections you can check at www.bahn.de

After you arrive

Tutors will help you organizing your stay in Ulm. They will show you the university, the city and they will accompany you to the different offices.

The Activity fee for each student is currently €90.50 (subject to change). You are allowed to take the city buses in Ulm and its surroundings every evening after 6 p.m. and on Saturdays, Sundays and public holidays free of charge by showing your Student ID card.

All European students please bring your EHIC-Card!

If you stay more than 3 months in Germany you have to go to the registration office in Ulm or Neu-Ulm and register in Germany. Student tutors will help you in filling out the needed forms and will accompany you to the registration office.

Within the first 2 weeks of your stay you will be provided with an e-mail account at Technische Hochschule Ulm. The computer rooms are open from Monday through Friday from 7.30 a.m. until 7 p.m.

For the Fall Term

We recommend bringing winter clothes and also proper clothes for rainy days. In Ulm we face temperatures between 10° Celsius and minus 10° Celsius in the winter. The location of Ulm offers plenty of opportunities to go skiing on a weekend.

If you would like to do so, please bring your skiing equipment. It's also possible to rent skis for those who don't want to bring them along. Ulm has some indoor swimming pools that you can visit. Therefore, swim clothes might be a good idea for those who enjoy swimming.

For the Spring Term

In April it may still snow in Ulm so better bring some warm clothes. The temperatures in May and June can be quite warm and you may already use the outdoor swimming pools in June. If you want to do some traveling you should remember that southern Europe is a lot warmer at this time of the year.

In general

For company visits we recommend dress clothes.

When living in a student dorm, you do not need to bring linens. Blankets, sheets and pillows will be provided by the dorms but please bring your own towels. The floors will be shared with other students. Each floor has its own kitchen. The voltage in Germany is 230 Volt (50 Hz). You may buy an adapter to use electrical appliances here.

Copies of your passport, credit cards, driver's license etc. are very useful in case they are lost or stolen. The easiest thing is to send you copies by e-mail or scan them in before you leave your home country.

Most shops open at 8 a.m. and close normally at 8.00 p.m. There are some shops that are open until 9 p.m. or later, especially grocery stores. On Sundays every shop is closed.

Money

You will need a minimum of €850 for living expenses per month. Credit cards (most common is MasterCard and Visa are honored in many places throughout Europe. Do not count on having your credit cards taken in every shop, but they are good to have in case of an emergency.

You will be required to open a German bank account in order to pay your rent and other expenses. This bank account is free of charge for students younger than 30 years and we will assist you in opening it. You can also use it to receive money from your parents, sponsor etc. via bank transfer. You may collect money at the automatic teller machine (ATM) using an ATM card with your personal identification number (PIN). Furthermore, the bank account will allow online banking.

Food

As the Technische Hochschule Ulm and your dorms are not far away from the city center there will be some supermarkets and grocery stores nearby to buy food and drinks. The student canteen (Mensa) offers two menus (one vegetarian) every day.

Dates

You may find the German way of writing dates is different from that which you are used to. To avoid any confusion when you are filling in documents, you should write dates as follows:

12th November 2019 = 12.11.2019
(12 = day, 11 = month, 2019 or 19 = year)

Some safety tips

Ulm is a safe city to live in and you should feel able to go out and about without fear. However as in most cities and countries throughout Europe you must use your common sense and be aware of your surroundings, particularly at night. Whenever possible, you should avoid walking alone at night and keep out of badly lit streets and lonely areas. Do not accept lifts from strangers and lock your room when you leave it. Let a friend or roommate know where and with whom you will be and do not leave your belongings unattended.

Field trips

Cultural field trips for example to Munich to visit the German Museum or to the Christmas market in Nuremberg (in German: Nürnberg) will be organized by the International Office.

There will be several field trips to industrial companies (e.g. Porsche, BMW or Daimler) some of them combined with places of general interest. Attendance is required. If students have special interests, we will try to arrange a visit. The dates are mainly given by the visited company and may include Monday mornings or Friday afternoons.

We know that some of you like to spend the weekend traveling in small groups. Therefore, we have here some proposals. You can reach all these places by train. Many of them belong to the UNESCO world heritage.

Bamberg / Germany

This is one of the most beautiful old towns in Germany. With early gothic cathedral, renaissance places, medieval houses and a lot of typical pubs.

Recommended time of visit: 1-1.5 days.

Oberstdorf / Mountain Hiking

With the local train to Oberstdorf, then hiking to the Freibergsee (Lake) and further with the cable car to the summit of the Fellhorn (2000 m). Then to the summit of the Kanzelwand and downhill with another cable car to Riezlern. Back to Oberstdorf by bus, and then the train back to Ulm.

Recommended time of visit: 1 day. (Before the end of October as the cable car will be out of operation.)

Verona and Venice / Italy

Verona is the place of Romeo and Julia, with a roman amphitheater and a marvelous medieval town center. Venice is a unique place in the world from the 16th and 17th century. There is a night train to Verona, and it takes only 2 more hours to Venice. Recommended time of visit: 2 days with night trains.

Avignon / France

The south of France has kept its flair and one can take advantage of the better climate and still sit outside in the cafe. The city was the residence of the catholic popes for some time and the palace is still there. It also has the famous bridge. Maybe you know the song: "Sur le pont de Avignon".

Recommended time of visit: 2 days, with night trains.

Cinque Terre and the Mediterranean Sea / Italy

This is a famous "pirate coast" with villages on top of steep cliffs above the Mediterranean Sea. It has no roads but hiking trails, and a small railway connecting the villages. It can be easily reached by train to Genova / Italy and then with a local train direction Rapallo. You need good weather.

Recommended time of visit: 2 days, with night trains.

Intensive Course in September / March (voluntary):

German Intensive Course	Lessons per week	Credits
Beginner Level 1 (A1.1)	30 (5 x 6 lessons, 2 weeks)	2
Ankommen in Deutschland, Language and Culture (Previous knowledge of A2 required)	30 (5 x 6 lessons, 1 week)	2

Language Courses in September (voluntary):

German as a Foreign Language	Lessons per week	Credits
Beginner Level 1 (A1.1)	8	2
Beginner Level 2 (A1.2)	4	3
Elementary Level 1 (A2.1)	4	5
Elementary Level 2 (A2.2)	4	5
Intermediate Level 1 (B1.1)	4	5
Intermediate Level 2 (B1.2)	4	5

Textbook:

Menschen: Deutsch als Fremdsprache – Kursbuch
Hueber-Verlag

Menschen: Deutsch als Fremdsprache – Arbeitsbuch
Hueber-Verlag Supplementary material provided by course coordinator

Coordinator:

Institute for Foreign Languages and Management
(Prof. Dr. Ben Dippe)

Goals:

The courses will provide competence in speaking, reading and writing German according to the respective level of the Common European Framework (CEF).

Evaluation:

Written exam (and course participation where applicable)

We are looking forward to seeing you in Ulm!

Your International Office Team
Stephanie Wagner + Anita Everett + Jeanette Kolb