### Course Description

**Department**
05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology

**Course title**
Trends and Technologies in Graphic Communication

**Hours per week (SWS)**
4

**Number of ECTS credits**
6

**Course objective**
Problem solving strategies for the Graphic Communication Industry that integrate selected tools of design thinking, current software; current trends, practices and emerging digital topics

**Prerequisites**
Basic knowledge on print and media technologies

**Recommended reading**
No textbook is required. Printed course handouts will be provided.

**Teaching methods**
Lectures, workshops, presentations, group field trips

**Assessment methods**
Term paper, individual and group assignments will be assigned.

**Language of instruction**
English

**Name of lecturer**
N.N.

**Email**
N.N. (Please contact: Ulrich Moosheimer@hm.edu)

**Link**
[www.pm.hm.edu](http://www.pm.hm.edu)

**Course content**
Selected topics from
- Digital Typography
- Consumer Packaging
- Interactive Product Development for Packaging and Publication
- Color Management
- Digital Photography
- Digital Printing
- Flexography
- Database concepts

**Remarks**
Exam: Quizzes, written exams, research paper, project reports