

# CURRICULUM Bachelor-Degree Program



**PD ID CD** The Bachelor-Degree Program is mainly interdisciplinary jet in parts (green fields) divided in the three design branches Photography (PD), Industrial/Product Design (ID), Communication Design (CD). Studien- und Prüfungsordnung 3/2009, Munich University of Applied Sciences (MUAS), Department of Design (12)

ECTS Points

	0	6	12	18	24	30	
I.	<b>101 Design and Form Theory</b> 101.1 Design Basics 2 h 3 ECTS / LN 101.2 Design Theory and Communication Theory 2 h 3 ECTS / Exam		<b>102 Foundations of Design I</b> 4 h 6 ECTS / LN	<b>103 Foundations of Drawing</b> 103.1 Portrait Studies 3 h 3 ECTS / StA 103.2 Product Drawing 3 h 3 ECTS / StA	<b>104 Foundations of Photo- and Typography</b> 104.1 Foundations of Photography 4 h 4 ECTS / StA 104.2 Typography I 2 h 2 ECTS / StA	<b>105 Basics of Digital Design</b> 105.1 Interaction Design 4 h 4 ECTS / StA 105.2 Digital Design 2 h 2 ECTS / StA	
II.	<b>201 Design Culture</b> 201.1 Aesthetics 2 h 3 ECTS / Exam 201.2 History of Art and Design 2 h 3 ECTS / schrP		<b>202 Foundations of Design II</b> 4 h 6 ECTS / LN	<b>203 Creativity</b> 203.1 Ideation Techniques 2 h 2 ECTS / LN 203.2 Ideation Workshop 4 h 4 ECTS / StA	<b>PD 204 Product Photogr.</b> <b>ID 206 Modelling I</b> <b>CD 208 Drawing</b> 204.1 Product Photography 204.2 Photogr. Technology 206.1 Intro. to Modelmaking 206.2 Intro. to Dig. Modelling 208.1 Figure Drawing 208.2 Scribbles + Illustration	<b>PD 205 Fashion Photograp.</b> <b>ID 207 Visualisation</b> <b>CD 209 Typography II</b> 205.1 Fashion Photography 205.2 Colour Laboratory 207.1 Drawing Techniques 207.2 Design Development 209.1 Text 209.2 Layout 209.3 Typography	704 GS possible 2 SWS 2 ECTS
III.	<b>301 Strategy of Design</b> 301.1 Marketing Theory 2 h 3 ECTS / Exam 301.2 Branding 2 h 3 ECTS / LN		<b>302 Project Module I</b> 8 h 12 ECTS / PW	<b>PD 303 Architect. Photogr.</b> <b>ID 305 Modelling II</b> <b>CD 307 Photography</b> 303.1 Architectural Photog. 303.2 Digital Laboratory 305.1 Modelmaking 305.2 Digital Modelling 307.1 Photography 307.2 Photolab	<b>PD 304 Photojournalism</b> <b>ID 306 Ergonomie</b> <b>CD 308 Digital Media</b> 304.1 Photojournalism 304.2 History of Photogr. 306.1 Th. of Human Factors 306.2 Applied Human Fact. 308.1 Web Design 308.2 Digital Media	704 GS possible 2 SWS 2 ECTS	
IV.	<b>401 Social Contracts of Design</b> 401.1 Law/Contracts 2 h 3 ECTS / Exam 401.2 Design and Society 2 h 3 ECTS / LN		<b>402 Project Module II</b> 8 h 12 ECTS / PW	<b>403 Basic Module</b> 5 h 6 ECTS / StA	<b>PD 404 Film and Video</b> <b>ID 405 Modelling III</b> <b>CD 406 Printing Technology</b> 404.1 Film and Video 404.2 Picture/Sound Editing 405.1 Advan. Modelmaking 405.2 Advan. Dig. Modelm. 406.1 Printing Process 406.2 Theory of Printing Technology	704 GS possible 2 SWS 2 ECTS	
V.	<b>501 Internship Seminar (2-weeks)</b> 501.1 Internship Seminar 2 h 3 ECTS / Report 501.2 Internship Analysis 2 h 3 ECTS / TN		<b>502 Internship</b> 18 weeks 24 ECTS			704 GS possible 2 SWS 2 ECTS	
VI.	<b>601 Designmanagement</b> 601.1 Designmanagement 2 h 3 ECTS / LN 601.2 Business Administration 2 h 3 ECTS / SchrP		<b>602 Project Module III</b> 8 h 12 ECTS / PW	<b>603 Project Module IV</b> 8 h 12 ECTS / PW		704 GS possible 2 SWS 2 ECTS	
VII.	<b>701 Setting Up Business</b> 4 h 6 ECTS / TN		<b>702 Scientific Work</b> 2 h 6 ECTS / SA	<b>703 Bachelor Thesis</b> BA 14 ECTS / Presentation	<b>704 General Studies</b> 704.1 GS I 2 h 2 ECTS 704.2 GS II 2 h 2 ECTS		

h: Weekly contact hours; ECTS Points: European Credit Transfer and Accumulation System; Exam: written examination; LN: Leistungsnachweis; StA: Studienarbeit; PW: Project Work; SA: Seminararbeit/Exposé; BA: Bachelor Thesis; GS: General Studies; Colour Code: ■ General Foundations all Branches; ■ Foundations for specific Branches; ■ Basic Module; ■ Project Module; ■ Bachelor Thesis