Trier University of Applied Sciences · Department of Communication Design

Prof. Anita Burgard

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BKD 1.2.3. Design Körper Raum I und II
Object Design and Spatial Communication Conception, design thinking and
realization of products, packaging and exhibition design,
focusing innovation and sustainability.

BKD 1.1.1. Designing 3D Brand
Development Conception, design thinking and realization of brands, with a focus on
brand signals in the application of packaging design.

BKD 2.4. Design Basics 3D
From two to three dimensions. Experimental works with paper. Experiences with
three-dimensional techniques,
such as collaging, embossing, folding.

Prof. Christopher Ledwig

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BKD2_6
IXD | UX | Interaction Design, User Experience Basics
Basics in man-machine-interaction, make use in own idea/concept,
describe persona and scenario, create sitemap, design prototype

BKD1_1_3
NFC – Near Field Communication or IOT – Internet Of Things
Showcase of technology, make use in own idea/concept,
describe persona and scenario, create sitemap, design prototype

BKD1_2_8
AR – Augmented Reality or VR – Virtual Reality
Showcase of technology, use simple SDK software development kit,
augment a given or your individual concept

BKD1_2_7
QS – Quantified Self
Track data of self, design static infographics,
animate infographics, make infographics interactive,
apply infographics to a media of choice

MKD_
Crossmedia support for bachelor and master students

Prof. Henriette Sauvant

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Color and Shape: Basics in colordesign, painting and color concepts., exercises in
visual perception, color scetching, water color and acrylic color, scetch book.
Requirements: Basic course of drawing.

BKD1_Illustration /Buchgestaltung
Introduction to Illustration and Bookdesign; scetching, drawing, visual interpretation of
a phrase or a word, image ideas, experiments and variation, working process and
practice.
Requirements: Basic courses of drawing, color, Indesign, Photoshop.

BKD1_Design Buch I und II:
Illustration and Bookdesign:
Illustration projects, book concepts, series of images. creating illustrations that
capture mood and emotion throuhg striking symbolism and visual metaphors. paper,
printing, bookbinding,and manufacturing.
Requirements: Basic courses of drawing, color, bookbinding, typograhy, Indesign,
Photoshop.

MKD_Master Buchkunst:
Masterclass Illustration and Bookdesign: Illustration and book concepts, artistic
expression andbvisual message, series of images. graphic novel, illustrating
literature, research, social-cultural questions.
Requirements: Basic courses of drawing, color, bookbinding, typograhy, Indesign,
Photoshop.

Prof. Anna Bulanda-Pantalacci

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Experiment image
· Graphic and painterly representation of the act in relation to space and movement
· Application of different materials, composition exercises, alignment of contrasts,

Experimental design
· Field of free and applied art in correlation with design and science.
· Tools of expression are: drawing, painting, sculpture, photography, video, computer graphics, animation, installation,

Design principles 2D
· Training of perception in the artistic-creative process
· Implementation of teaching in practice: projects in social and cultural space, workshop work with focus on "posters".

Drawing perception
Methods of visualization
· Examination of the used drawing materials
· Observation of nature and the environment
· Aiming for an individual conception and implementation

Master/ Artistic design in an intercultural and interdisciplinary context
· New perspectives in the field of artistic design at the international and transcultural level
· Knowledge of targeted research, research and development methods in the field of art and design
· Targeted use of psychological, historical and other topic-appropriate aspects in the development of one's own imagery

Prof. Hermann Vaske

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BKD 1 Entwurf Design Werbung
Basics and fundamentals of the creative process. How to get fresh creative ideas. From briefing to conception to completion.

BKD 1 Narrative Filme und TV Spots
Practical work in collaboration with advertising agencies and Clients. Devloping
Narrative approaches for concetualizing, writing and producing TV spots.

BKD 1 Werbekampagne
Conceptual exercises in order to create memorable advertising campaigns. How to
create a Portfolio that works.

BKD 2 Design Werbung
Creative advice and approaches of the worl's greatest creative people from the
various creative disciplines

Prof. Babak Asbagholmodjahedin
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Zeichnen/ Entwurf I
A: Object Drawing: In the first part of the course we focus on the transfer of existing
objects in pencil on paper. We first apply an exact, three-dimensional line
construction. In the second step we add hatching that describes light, shadow and
material of the object.

B: Basics of Image composition: The second part of the course deals with conceptual
drawing and the basics of composition. Based on four exercises in the form of idea
and layout sketches, we develop criteria for a clear, varied and pointed presentation
of ideas and design concepts.

Zeichnen/ Entwurf II
A: Self Portrait Drawing: Basics of the representation of the human face; Basic rules
of representation of human traits / temperaments / emotional states (portrait).
Analysis of the visual aspects of human characteristics and character types; Creation
and presentation of the non-visible, from the physical to thepsychic.

B: Image conception: The principal concern is always to adequately visualize
selected messages, to present them functionally and aesthetically in such
a way that the desired communicative effect is best guaranteed on the part of the
recipients.

Zeichnen/ Entwurf III

A: Figure Drawing: Basics of the human figure drawing; Basic rules of representation of body language. Analysis of the visual aspects of human characteristics and character types.

B: Narration in Various Media: Examination of conventions of the image, the image series and the moving images Sketching and designing of image series and storylines Development of narrative structures and individual narrative compositional elements (Storyboard, person, location, plot and dramaturgy)

Zeichnen und Medien

· Drawing as an adequate medium for immediate and spontaneous formulation of mental and emotional content
· Sketchy as well as precise visualizations of complex concepts up to emotional, experimental and / or artistic expressions
· Development of a repertoire of artistic strategies
· Use of drawing in cross-media projects interaction, moving image, linear or nonlinear narrative structures.

Prof. Andreas Hogan
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BKD 2.1 Lettering Design / Typography I
Fundamental principles of typographical layout and composition, experimental type design and form conception, letter spacing, typographical series, calligraphic writing, lettermark design

BKD 2.10. Lettering Design / Typography II
Logotype design and exemplary application, type design, specimen book

BKD 1.2.1. Design Typography I / BKD 1.2.2. Design Typography II
Typographical projects in the field of corporate design, editorial design, poster design as well as advanced type design, experimental typography and typographical system