

Module Handbook

Media: Conception & Production

Bachelor of Arts

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MO-01-LV-01 Design Basics

Module: MO-01 Media Design
Semester: 1
ECTS: 3

Course description:

- Basics of design, typeface and typography, photography and image editing, sign language, logo design and corporate design
- Design projects in individual or group work
- Creation of an exposé to present an idea, the content and implementation, represented by design tools such as moodboard, storyboard, camera work, montage/editing etc.
- Creation of a personal design portfolio/reflection book by the students during the semester

MO-01-LV-02 Photography & Videography

Module: MO-01 Media Design
Semester: 1
ECTS: 6

Course description:

- Basics of image composition, creative use of camera tools such as aperture, exposure time, focal length, depth of field, light
- Historical outline of the creative development of photography
- Basics of camera work and montage
- Basics of storytelling (creating a storyboard)
- Basics of auditory design
- Basics of shot planning, directing, visual storytelling, roles and tasks on set
- Practical exercise: Individual or group work on photography, cinematography, audio, and lighting

MO-01-LV-03 Motion Design

Module: MO-01 Media Design
Semester: 1
ECTS: 3

Course description:

- Principles, creative means, dramaturgy and storyboarding of an animation
- Fields of application for animations, e.g. intro and outro for a film, explanatory film, cartoon
- Basic animation techniques, e.g. frame by frame, keyframes and tweening, path animation, physical animation

MO-02-LV-01 Media Technology 1

Module: MO-02 Media Technology & Production
Semester: 1
ECTS: 3

Course description:

- Physical and technical basics of media technology
- Basics of image generation
- Basics of digitization
- Basics concepts of acoustics
- Hardware of audio and video technology

MO-02-LV-02 Production Workflow

Module: MO-02 Media Technology & Production
Semester: 1
ECTS: 3

Course description:

- Digital workflows in media production
- File formats, codecs and container formats
- Organization, management and transcoding of image, video, and audio files
- Hardware and settings
- Introduction to remote and cloud workflows
- Introduction to color management
- Color pipelines for the creation and editing image and moving image content

MO-02-LV-03 Camera & Audio Tools

Module: MO-02 Media Technology & Production
Semester: 1
ECTS: 6

Course description:

- Technical parameters (iso, aperture, shutter speed, focal length etc.)
- Outdoor/indoor photography with flash and continuous light
- Camera perspectives
- Handling equipment: video camera, lenses, light, reflector
- Camera movement, recording dialogues
- File format, resolution, color profiles
- Lenses: zoom, fixed focal length, focus
- Stabilizer: Gimbal, Easyrig, Shoulder Mount, Camera Rig
- Light: Three-point lighting, Cinematic Lighting
- Filters: Effect filter, ND filter
- Color Checker, film flap, external monitor
- Basics of acoustics, analogue and digital audio technology, e.g. oscillations and waves, frequencies, amplitudes, sampling rates, sound generation and sound propagation
- Criteria for selection and use of recording devices, microphones and audio accessories for an audio recording, e.g. types of microphones, receiver and transducer principles, directional characteristics
- Audio formats, recording levels

MO-02-LV-04 Application Tools

Module: MO-02 Media Technology & Production
Semester: 1
ECTS: 6

Course description:

- Basics of layout design, screens, color systems, output for digital and print
- Basics of image editing, organization and import, color correction, output for digital and print
- Basics of image retouching and image composition, tools, layers and layer masks, color editing, output for digital and print
- Basics of creating vector graphics, shapes, and paths, organizing content with layers & groups, file transfer and output for digital and print
- Basics of video editing, creating projects, working in the timeline, editing tools, effect settings, using titles, rendering & output for web and TV
- Basics of 2D animation, creating and animating shapes and texts, importing and managing assets, frame by frame, keyframe animation and interpolation, rendering & output for web and TV
- Basics of audio editing, audio formats, use of effects, mixdown and rendering

MO-03-LV-01 Conceptual Film Design

Module: MO-03 Conceptual Film Design
Semester: 2
ECTS: 6

Course description:

- Artistic visual realization methods
- Image composition
- Creative techniques for audio visual storytelling
- Film theory, film analysis, film language
- Image design in film (camera work, lighting design)
- Using montage/editing/VFX in film to tell stories, creating emotions and associations
- Use of storyboards: picture settings, audio, montage

MO-04-LV-01 Digital Design

Module: MO-04 Design & Technology
Semester: 2
ECTS: 3

Course description:

- Seminar-style teaching and group work
- User training, e.g. Blender, Adobe After Effects
- Online tutorials
- Coaching in groups *User training, e.g. Blender, Adobe After Effects

MO-04-LV-02 Media Technology 2

Module: MO-04 Design & Technology
Semester: 2
ECTS: 3

Course description:

- Display and projection technologies
- Basics of studio technology
- Basics of computer-aided media processing
- Computer networks

MO-04-LV-03 Media Technology Seminar

Module: MO-04 Design & Technology
Semester: 2
ECTS: 3

Course description:

- Video production in connection with the theory of media technology
- Computer-assisted further processing of the produced content
- Application and use of a programming environment for the processing and manipulation of media content

MO-05-LV-01 Strategic Conception

Module: MO-05 Production Management 1

Semester: 2

ECTS: 3

Course description:

- Systematics of strategy-based media conception and production
- Systematics of mass communication
- Target group definitions and analyses
- User orientation: target group-oriented preparation of content
- Platform-specific forms of presentation of ideas and stories
- Success factors and quality features of Short Form Content
- Project life cycle: creating cross-media communication concepts
- Creative briefing
- Exposé
- Pitch
- Integration of environmental aspects into the marketing and communication of the film to create awareness for sustainability and set positive examples
- Sensitizing the team to gender-appropriate language and respectful treatment of different gender identities
- Create a safe and inclusive work environment that prevents sexual harassment and discrimination
- Promoting gender equality for women and marginalized genders in the film industry, e.g. through targeted talent development and career development programs

MO-05-LV-02 Production Management

Module: MO-05 Production Management 1

Semester: 2

ECTS: 3

Course description:

- Roles and tasks in moving image production
- Phases of moving image production (pre-production, production, post-production, distribution)
- Production planning (script, production plan, costing)
- Production preparation (shooting schedule, director's orders, location scouting, casting, contracts, and administration)
- Shooting: setiquette, reports, etc.
- Post-production: basic knowledge and organization
- Choosing environmentally friendly film locations and film sets, e.g. using renewable energy sources or conserving natural resources
- Reduce waste by recycling, reusing, and avoiding disposable products
- Using environmentally friendly means of transport for crew and equipment, such as electric vehicles or public transport
- Avoiding unnecessary travel and using digital technologies, such as video conferencing, to facilitate communication and planning
- Using environmentally friendly products for catering and food, such as biodegradable packaging and local, seasonal food
- Raising awareness and training the team on environmentally conscious behaviour during production
- Measuring and monitoring energy and resource consumption and CO2 emissions to identify potential for improvement
- Promote a diverse and inclusive cast of actors to reflect different genders, ethnic backgrounds, sexual orientations, disabilities and other characteristics
- Consider gender equity in the casting of directors, producers, scriptwriters and other key positions behind the camera
- Involve diversity and inclusion advisors to ensure that diverse perspectives and experiences are incorporated into the production process

MO-06-LV-01 Media Theory

Module: MO-06 Media Theory & Journalism
Semester: 2
ECTS: 3

Course description:

- Fundamentals of communication: communication models, semiotics
- Media-mediated communication: technical media
- Individual and mass communication
- Media as institutions and organizations
- Role of the media in society
- Journalistic media: topic selection, theories of news value
- Organizational communication and agenda setting
- Media, PR, and lobbying

MO-06-LV-02 Journalism

Module: MO-06 Media Theory & Journalism
Semester: 2
ECTS: 6

Course description:

- Journalism: definition, functions, and tasks
- Journalistic genres and their application
- Editorial organization and processes
- Audio journalism
- Research and sources
- Planning and conducting interviews
- Moderating and presenting

MO-07-LV-01 Industrial Traineeship

Module: MO-07 Industrial Traineeship
Semester: 3
ECTS: 27

Course description:

- Presentation
- Demonstrations
- Practical work in AV media

MO-07-LV-02 Industrial Traineeship Presentation

Module: MO-07 Industrial Traineeship
Semester: 3
ECTS: 3

Course description:

- The colloquium serves to present/discuss the results of the internship
- The professional supervision during the internship is provided by a university lecturer by means of accompanying seminars and/or individual discussions, which can also take place by telephone or e-mail if necessary

MO-08-LV-01 Project 1

Module: MO-08 Project Studies 1

Semester: 4

ECTS: 12

Course description:

- Develop experimental media formats in the field of cinematography, animation and studio production
- Research, analyze, structure and prepare and distribute complex content on various media platforms
- Create scripts and storyboards, conduct castings, create production plans in preparation for filming
- Carry out film and studio productions
- Create animations in 2D and 3D
- Conception, planning and realization of an event
- Produce according to green shooting guidelines
- Selection of environmentally friendly film locations and film sets that, e.g. use renewable energy sources or conserve natural resources
- Use of energy-saving lighting technology and energy-efficient equipment during filming
- Use of environmentally friendly and sustainable materials for sets, props, and costumes
- Reduce waste by recycling, reusing, and avoiding disposable products
- Use of environmentally friendly means of transport for crew and equipment, such as electric vehicles or public transport
- Avoiding unnecessary travel and using digital technologies, such as video conferencing, to facilitate communication and planning
- Using environmentally friendly products for catering and food, such as biodegradable packaging and local, seasonal food
- Raising awareness and training the team on environmentally conscious behavior during production
- Measuring and monitoring energy and resource consumption and CO2 emissions to identify potential for improvement
- Integrating environmental aspects into the marketing and communication of the film to create awareness of sustainability and set positive examples
- Work with partners and suppliers who support environmentally friendly practices and offer sustainable products and services
- Produce with diversity, inclusion and gender equality in mind
- Promote a diverse and inclusive cast of actors to reflect different genders, ethnic backgrounds, sexual orientations, disabilities and other characteristics

MO-08-LV-02 Equipment & Production 1

Module: MO-08 Project Studies 1
Semester: 4
ECTS: 6

Course description:

- Advanced camera techniques, use of different lenses and filters to influence the image
- Camera work and camera movement
- Lighting design for different image capture requirements
- Introduction to studio recording (studio direction, picture technique, studio camera & studio sound)
- Green screen and chromakey techniques
- Audio recording techniques for video & film, field recordings, mixdown and rendering
- Sound recording for field recordings
- Record and edit audio files
- Create and use soundtracks
- Use of film-accompanying music and speech
- Edit projects with different types of audio, e.g. volume ratios, groupings, dynamic range, compression, signal processing
- Advanced editing techniques
- Advanced techniques in color correction and color grading
- Sound Design
- Synchronization of sound and image
- Advanced Motion Design techniques
- Basics of Compositing and 3D Animation
- Rendering and output for web, TV, streaming and cinema
- Teamwork/ Diversity/ Sustainability
- Sensitizing the team to gender-responsive language and respectful treatment of different gender identities
- Create a safe and inclusive work environment that prevents sexual harassment and discrimination
- Involve diversity and inclusion advisors to ensure that different perspectives and experiences are incorporated into the production process
- Continuously review and evaluate own practices to measure progress on gender equity and diversity and drive further improvements
- Use of energy-saving equipment such as lighting technology and energy-efficient appliances during filming
- Reduce waste by recycling, reusing and avoiding disposable products
- Raising awareness and training the team on environmentally conscious behavior during production

MO-09-LV-01 Narrative Competences

Module: MO-09 Content Development
Semester: 4
ECTS: 3

Course description:

- Learn the basics and techniques for creative writing and apply them
- Introduction and dramaturgy of fictional and non-fictional forms (linear/non-linear)
- Basics of script writing
- Basics of story and character development in moving image media
- Getting to know, applying, analyzing and creating different forms: pitch, logline, synopsis, synopsis, treatment, screenplay
- Writing dialogue
- Develop diverse characters with different ethnic backgrounds, genders, sexual orientations, ages and disabilities
- Introduction/familiarization and use of Final Draft and/or DramaQueen (screenwriting programs used in the industry)
- Incorporate the different experiences and perspectives of characters with diversity to enrich the story and plotlines
- Consider working with diversity advisors or organizations in the development stages of the script to ensure that the portrayals are authentic and sensitive

MO-09-LV-02 Acting and Directing

Module: MO-09 Content Development
Semester: 4
ECTS: 3

Course description:

- Terminology and basics of directing
- Basics of concept design based on a script
- Basics of directing actors
- Fundamentals of the ethics of the directing profession
- Theories and practical approaches to direct fictional moving image formats
- Consideration of gender equity in the casting of directors, producers, scriptwriters and other key positions behind the camera
- Carefully and critically address stereotypes and clichés in scripts and character portrayals to promote positive and diverse role models
- Integrate environmental aspects into the marketing and communication of the film to create awareness of sustainability and set positive examples

MO-10-LV-01 Moving Images Industries

Module: MO-10 Production Management 2
Semester: 4
ECTS: 3

Course description:

- Media markets and players in the film industry
- Business models and value chains
- Film financing and film funding
- Product placement
- Green Film Shooting
- Selection of environmentally friendly film locations and film sets
- Use of environmentally friendly and sustainable materials for sets, props and costumes
- Measuring and monitoring energy and resource consumption and CO2 emissions to identify potential for improvement
- Integration of environmental aspects into the marketing and communication of the film to create awareness for sustainability and set positive examples
- Ecological standards for TV, cinema and online productions

MO-10-LV-02 Media Law

Module: MO-10 Production Management 2
Semester: 4
ECTS: 3

Course description:

- Basics of media law: intellectual property, personality rights, basics of contract law
- Copyright law: protected works, exploitation rights and rights of use, ancillary copyright, licensing agreements and infringements
- Right to one's own image
- Trademarks, titles, and domains: basics, requirements for protection, registration procedures and infringements
- Legal framework and contracts in moving image production
- Sensitizing the team to gender-appropriate language and respectful treatment of different gender identities

MO-11-LV-01 Project 2

Module: MO-11 Project Studies 2

Semester: 5

ECTS: 12

Course description:

- Conception and production of fictional content taking into account cross-media formats
- Research, analysis, structuring, preparation, and distribution of complex content on various media platforms
- Casting and production organization of a fictional production
- Approaches to solving problems and conflicts in working with actors and actresses
- Theory and practice of film and video production (creativity, technique, organization, and management)
- Promoting a diverse and inclusive cast of the film crew to reflect different genders, ethnic backgrounds, sexual orientations, disabilities and other characteristics
- Consider gender equity when casting directors, producers, scriptwriters and other key positions behind the camera
- Sensitizing the team to gender-sensitive language and respectful treatment of different gender identities
- Use environmentally friendly products for catering and food, such as biodegradable packaging and local, seasonal food
- Raising awareness and training the team on environmentally conscious behavior during production
- Measuring and monitoring energy and resource consumption and CO2 emissions to identify potential for improvement
- Integrating environmental aspects into the marketing and communication of the film to create awareness of sustainability and set positive examples
- Working with partners and suppliers who support environmentally friendly practices and offer sustainable products and services

MO-11-LV-02 Equipment & Production 2

Module: MO-11 Project Studies 2
Semester: 5
ECTS: 6

Course description:

- Creative use of different camera parameters
- Camera work and camera movement
- Lighting design for different image capture requirements
- Sound recording for field recordings
- Recording and editing audio files
- Creating and using soundtracks
- Use of film-accompanying music and speech
- Advanced techniques of editing and color grading
- Basics of audiovisual in post-production, e.g. workflow in Adobe Premiere / Adobe Audition (picture-sound synchronization) and sound design
- Editing of larger audio projects with different audio types, e.g. volume ratios, groupings, dynamic range, compression, signal processing
- Sensitizing the team to gender-responsive language and respectful treatment of different gender identities
- Create a safe and inclusive work environment that prevents sexual harassment and discrimination
- Involve diversity and inclusion advisors to ensure that different perspectives and experiences are incorporated into the production process
- Continuously review and evaluate own practices to measure progress on gender equity and diversity and drive further improvements
- Use of energy-saving equipment such as lighting technology and energy-efficient appliances during filming
- Reduce waste by recycling, reusing and avoiding disposable products
- Raising awareness and training the team on environmentally conscious behavior during production

MO-12-LV-01 Project Management

Module: MO-12 Production Management 3
Semester: 5
ECTS: 3

Course description:

- Practice-proven project management structures and processes
- Agile project management & Design Thinking
- Project planning and controlling
- Risk management
- Conflict management: methods for recognizing conflicts in good time and resolving them systematically
- Feedback culture
- Methods, tools, and success factors of project communication
- Sustainability in film production and project planning: measuring and monitoring energy and resource consumption as well as CO2 emissions to identify potential for improvement
- Continuous review and evaluation of own planning to measure progress on gender equity and diversity and drive further improvements

MO-12-LV-02 Entrepreneurship

Module: MO-12 Production Management 3
Semester: 5
ECTS: 3

Course description:

- Basics of setting up a business and self-employment
- Business planning
- Business Model Canvas
- Forms of financing
- Sustainability in setting up a business
- Consideration of gender equality in the appointment of directors, producers, scriptwriters, and other key positions in business start-ups

MO-13-LV-01 Scientific Writing

Module: MO-13 Media Research
Semester: 5
ECTS: 3

Course description:

- Science and its social position and functions
- Scientific statements and the principle of falsification
- Hypotheses and theories
- Scientific quality criteria
- Methods of empirical social research and their applications, inductive and deductive procedure
- Working with scientific sources: excerpting and citing
- Various, different types of scientific texts
- Creative methods, dealing with writer's block

MO-13-LV-02 Seminar Paper

Module: MO-13 Media Research
Semester: 5
ECTS: 6

Course description:

- Current and relevant topics with a subject-related connection to the degree program, e.g. design, organization, technology, innovation
- Narrowing down and (re)formulating the problem definition
- Targeted scientific literature research geared to the task at hand
- Defining and implementing application-related questions

MO-14-LV-01 International Studies / International Internship

Module: MO-14 International Studies
Semester: 6
ECTS: 21

Course description:

- Work effectively in international teams, resolve conflicts and find creative solutions together to produce high quality films
- Recognize and respect cultural differences and work effectively with people from different cultural backgrounds
- Promote an inclusive work environment where people of all genders, ethnicities, sexual orientations and abilities have equal opportunities and are respected
- Advocate for the representation of a wide range of identities, backgrounds and experiences in their films to reflect the diversity of society
- Consider the ecological impact of film production and advocate for environmentally friendly practices, such as the use of renewable energy, the reduction of waste and the use of sustainable resources
- Reflect on the ethical aspects of their work and contribute to positive social development by making responsible decisions
- Communicate ideas and concerns clearly and respectfully to promote open dialogue and consider different perspectives
- Advocate for efficient use of resources, such as budgets, technology and time, to minimize waste and deliver successful projects in the long term
- Shape and promote responsible and inclusive film production in the international environment

MO-15-LV-01 Cross Sectional Competences

Module: MO-15 Cross Sectional Competences
Semester: 6
ECTS: 3

Course description:

- The study program publishes a whitelist of suitable courses from the Competence and Career Centre, the Language Centre and other suitable institutions that can be recognized as Cross Sectional Competences

MO-16-LV-01 Topical Research Paper

Module: MO-16 Prepare & Reflect

Semester: 6

ECTS: 3

Course description:

- Development of creative ideas
- Presentation of concepts for practical project work
- Assessing the risks of moving image production
- Researching funding sources and preparing funding applications

MO-16-LV-02 Scientific Research Paper

Module: MO-16 Prepare & Reflect

Semester: 6

ECTS: 3

Course description:

- Research and description of a current state of research
- Development of a research question
- Conception of a concrete research project (e.g. B.A. Thesis)

MO-17-LV-01 Final Project Work

Module: MO-17 Final Project Studies

Semester: 7

ECTS: 18

Course description:

- Research and preparation of an exposé
- Inclusive working culture
- Sustainable resource management
- Environmentally conscious production practices
- Application for film funding etc.
- Conception and storyboard creation
- Scripting, casting, location scouting, filming
- Post-production
- Intermediate presentation

MO-17-LV-02 Documentary & Presentation

Module: MO-17 Final Project Studies
Semester: 7
ECTS: 3

Course description:

- Meaningful presentation
- User-performer contracts
- Press release and press material
- Film festival submission

MO-18-LV-01 Bachelor's Thesis

Module: MO-18 Bachelor's Thesis
Semester: 7
ECTS: 8

Course description:

- Within a set period of time, scientifically work on an individual application-related topic with reference to the field of media conception and/or media production
- The topic can either be a theoretical scientific question or the solution of a demanding practical problem in cooperation with a suitable company
- The results will be presented in written form, taking into account the content and formal requirements of a scientific paper, and presented in the context of a colloquium

MO-18-LV-02 Bachelor's Thesis Defense

Module: MO-18 Bachelor's Thesis
Semester: 7
ECTS: 1

Course description:

- Presentation of results and findings from the Bachelor's Thesis