

Table 1: Module plan 3.1: The modules at a glance  
Mandatory and elective modules, workload, ECTS  
as of WS 20/21

Module Area Project					
<div><div>Introduction to Project (PF)</div><div>Introduction to Project (14*8) Workshop (8*5)</div><div>WL 450 (84/366)15 ECTS</div></div>	<div><div>Project 1 (PF)</div><div>Design Project (14*8) Lab Course (5*4)</div><div>WL 450 (84/366)15 ECTS</div></div>	<div><div>Project 2 (PF)</div><div>Design Project (14*8) Lab Course (5*4)</div><div>WL 450 (84/366)15 ECTS</div></div>	<div><div>Project 3 (PF)</div><div>Design Project (14*8) Lab Course (5*4)</div><div>WL 450 (84/366)15 ECTS</div></div>	<div><div>Theory Project (PF)</div><div>Theory Project (14*8) Lab Course (5*4)</div><div>WL 450 (84/366)15 ECTS</div></div>	75 ECTS
Module Area Design and Technology					
<div><div>Design and Technology (WP)</div><div>Design Course (10*4) Lab Course (5*4)</div><div>WL 150 (60/90)5 ECTS</div></div>	<div><div>Design and Technology 2 (PF)</div><div>Design Course (10*4) Design Course (10*4) Workshop (8*5)</div><div>WL 300 (90/210)10 ECTS</div></div>	<div><div>Design and Technology 3 (PF)</div><div>Design Course (10*4) Workshop (8*5)</div><div>WL 150 (60/90)5 ECTS</div></div>	<div><div>Design and Technology 4 (PF)</div><div>Design Course (10*4) Workshop (8*5)</div><div>WL 150 (60/90)5 ECTS</div></div>	<div><div>Design and Technology 5 (PF)</div><div>Design Course (10*4)</div><div>WL 150 (60/90)5 ECTS</div></div>	30 ECTS
Module Area Discourse and Context					
<div><div>Design, Art, Media (PF)</div><div>Introduction to Design, Art and Media (40) Introduction to Study Areas (12*4) Cultural Analysis (13*2)</div><div>WL 300 (86/214)10 ECTS</div></div>	<div><div>Art and Media History (PF)</div><div>Art History (13*2), Theory Colloquium I (13*4)</div><div>WL 450 (58/292)15 ECTS</div></div>	<div><div>Discourse and Context 1 (PF)</div><div>Theory Colloquium II (13*4), Design Colloquium I (13*4)</div><div>WL 300 (78/222)10 ECTS</div></div>	<div><div>Discourse and Context 2 (PF)</div><div>Aesthetic Theory (13*2), Design Colloquium II (13*4), Law I (5*3), Law II (5*3)</div><div>WL 300 (81/219)10 ECTS</div></div>		45 ECTS
Practical Semester					
<div><div>Internship (PF)</div><div>Internship, Preparatory Course (4), Reflection and Report on Internship (4)</div><div>WL 900 (6/894)30 ECTS</div></div>					30 ECTS
Final Modules					
<div><div>Topic and Research (PF)</div><div>Topic and Research I (13*2), Topic and Research II (13*4)</div><div>WL 270 (58/212)9 ECTS</div></div>	<div><div>Presentation (PF)</div><div>Bachelor Project Colloquium (13*4)</div><div>WL 300 (39/261)9 ECTS</div></div>	<div><div>Bachelor Project (PF)</div><div>Bachelor Project</div><div>WL 360 (0/360)12 ECTS</div></div>	30 ECTS		

PF = Mandatory, WP = Elective

Teaching times are described in the following manner: "Course (weeks\*teaching units)". Teaching units are 45 minutes.  
The Workload (WL) and ist deviation in contact hours and self study is described in full hours. 1 ECTS is equivalent to 30 full hours.

Example: A module has 5 ECTS. This equals a time budget of 5\*30 = 150 full hours.  
The courses "Design Course" and "Workshop" each comprises 40 teaching units à 45 minutes. This equals contact time of (40\*2)\*0,75 = 60 full hours.  
The time budget of 150 hours comprises 60 hours contact time and 120 hours self study (Preperation and follow-up work, completion of study requirements, assessments and exams).

210 ECTS

Table 2: Examination plan 3.1 (performances, module grades, calculation of the overall grade)  
as of WS 20/21

Module Area Project					
<div>Introduction to Project (PF)</div> <div>Introduction to Project (PA<sup>M</sup>) Workshop (PÜ)</div> <div>Module Grade *2</div>	<div>Project 1 (PF)</div> <div>Design Project (PA<sup>M</sup>) Lab Course (PÜ)</div> <div>Module Grade *4</div>	<div>Project 2 (PF)</div> <div>Design Project (PA<sup>M</sup>) Lab Course (PÜ))</div> <div>Module Grade *4</div>	<div>Project 3 (PF)</div> <div>Design Project (PA<sup>M</sup>) Lab Course (PÜ))</div> <div>Module Grade *4</div>	<div>Theory Project (PF)</div> <div>Theory Project (PA<sup>M</sup>) Lab Course (PÜ)</div> <div>Module Grade *4</div>	18 Points
Module Area Design and Technology					
<div>Design and Technology</div> <div>Design Course (SA<sup>M</sup>) Lab Course (PÜ)</div> <div>Module Grade *1</div>	<div>Design and Technology 2</div> <div>Design Course (SA<sup>M</sup>) Design Course (SA<sup>M</sup>) Workshop (PÜ)</div> <div>Module Grade *2</div>	<div>Design and Technology 3</div> <div>Design Course (SA<sup>M</sup>) Workshop (PÜ)</div> <div>Module Grade *1</div>	<div>Design and Technology 4</div> <div>Design Course (SA<sup>M</sup>) Workshop (PÜ)</div> <div>Module Grade *1</div>	<div>Design and Technology 5</div> <div>Design Course (SA<sup>M</sup>)</div> <div>Module Grade *1</div>	6 Points
Module Area Discourse and Context					
<div>Design, Art, Media</div> <div>Introduction to Design, Art and Media (SA) Introduction to Study Areas (SA) Cultural Analysis (HA<sup>M</sup>)</div> <div>Module Grade *1</div>	<div>Art and Media History</div> <div>Art History (K<sup>M</sup>), Theory Colloquium I (HA<sup>M</sup>)</div> <div>Module Grade *2</div>	<div>Discourse and Context 1</div> <div>Theory Colloquium II (HA<sup>M</sup>)Design Colloquium I (RA<sup>M</sup>)</div> <div>Module Grade *4</div>	<div>Discourse and Context 2</div> <div>Aesthetic Theory (RA<sup>M</sup>), Design Colloquium II (RA<sup>M</sup>), Law I (SA), Law II (SA)</div> <div>Module Grade *2</div>		9 Points
Practical Semester					
<div>Internship</div> <div>Internship, Preparatory Course, Reflection and Report on Internship (Contract, Report, Documentation, accompanying courses)</div> <div>Pass/ Fail</div>					
Finale Modules					
<div>Topic and Research</div> <div>Topic and Research 1 (R), Topic and Research 2 (TH<sup>M</sup>)</div> <div>Module Grade *13</div>	<div>Presentation</div> <div>Bachelor Project Colloquium (MüP<sup>M</sup>)</div> <div>Module Grade *5</div>	<div>Bachelor Project</div> <div>Bachelor Project (BPA<sup>M</sup>)</div> <div>Module Grade *19</div>	37 Points		

Weighted Module Area/ 70 = Final Grade

<sup>M</sup> is calculated in the Module Grade (with a factor of 1)

BPA = Bachelor Project  
HA = Academic Term Paper

MüP = oral exam  
K = Exam

PA = Project  
PÜ = Practical Exercise

R = oral report  
RA = oral report with submission

SA = Assignment  
TH = Thesis

## Modules of BA Program – Design, Art and Media (Study Plan 3.1)

This overview shows incoming students which courses make up the different modules of the BA program and how many ECTS Credits are attached to them. Please note: ECTS are only awarded for fully completed modules, not for individual courses. The theory module is an exception.

### Modules

Module Section	Module	Module name	Choose	Module credits
<u>Project and Lab</u>	P-GP or P-TP	Design Project or Theory Project	1 project (P)	15
	P-GP1-PR	Project realisation	1 lab course (WK)	

<u>Design courses and Workshop</u>	GT-2	Design and Technology	2 design courses (GK)	10
	GT-WS-2	Workshop (Week)	1 workshop (WS)	
OR				
	GT-3	Design and Technology	1 design course (GK)	5
	GT-WS-3	Workshop (Week)	1 workshop (WS)	

<u>Theory</u>	DuK-I	Discourse and Context	1 theory colloquium (TK)	5
			1 design colloquium (FK)	5
				10

The Rectorate, 16.04.2021

<b>List of common abbreviations at Merz Akademie</b>			
<b>Abbreviation</b>	<b>German</b>	<b>English</b>	<b>Context</b>
CN	Campusnet	Campusnet	Our study information/ management system
CMP	Crossmedia Publishing	Crossmedia Publishing	One of four design study fields
FV	Film und Video	Film and Video	One of four design study fields
NM	New Media	New Media	One of four design study fields
VK	Visuelle Kommunikation	Visual Communication	One of four design study fields
TH	Theorie	Theory	Common courses in theory
GK	Gestaltungskurs	Design Course	Course type, 40 h/semester
WK	Werkstattkurs	Lab Course	Course type, 20 h/semester
FK	Fachkolloquium	Design Colloquium	Course type, 52 h/semester
TK	Theoriekolloquium	Theory Colloquium	Course type, 52 h/semester
P	Projekt	Project	Course type, 112 h/semester
WS	Workshop	Workshop	One-week intensive course

### Course General Description

#### Project (P)

The main focus of the Intensive Design Projects is to develop your own creative practice in the chosen field of Crossmedia Publishing, New Media, Film/Video or Visual Communication. The course will focus on a particular topic which is analysed, researched and explored in depth during the course of a semester. In close contact with the professor, each student will develop concepts for an individual work and, with the use of labs and tools at Merz Akademie, produce and realize the end result. The course ends with a group critique and an in house exhibition of all final work. Collaboration in a small group with students, who are at different stages of their studies, stimulates peer learning and team work. The course takes place weekly on one full day throughout the semester. 80% attendance is mandatory, as is active class participation and finishing and handing in assignments and the final project.

#### Design Courses (GK)

The seminars usually have an element of critical inquiry of a subject (in group discussions, readings, presentations) as well as hands-on creative work to enhance aesthetic and technological skills with a clear sense of experimentation and probing, rather than simply applying predefined techniques. Students work in small groups, usually with students at the same stage of studies. The courses usually end in an independent assignment to be handed in at the end of the semester. 80% attendance is mandatory, as is active class participation as well as finishing and handing in assignments.

#### Lab Courses (WK)

Workshops have a 'how-to' focus and offer students the opportunity to master technological skills and work in our labs in order to apply this know-how in the large scale individual projects that students work on in other courses. Assessment usually takes the form of practical assignments. 80% attendance is mandatory as is finishing and handing in assignments.

#### Workshop (WS)

Once during the semester, the regular, weekly courses are suspended to make room for an intensive, one-week workshop with external experts, often coming from all areas related to a field: commercial practice, art, academia, journalism, activism – often from outside of Germany. The high nature of intensity of the workshop and the interdisciplinary groups provide a stimulating "break" from the regular schedule.