

Stuttgart Media University

Course Catalog

Moving Images

(Valid from Winter Semester 2020/2021)

Course Title	GRAPHIC ARTS
	Bachelor Level Course (typically taken during the 2 nd year)
Course No	221200
Lecturers name	Prof. Ursula DREES
Teaching language	English
Credits (ECTS)	6 ECTS
Teaching/learning methodology	Interactive lecture
Total workload	15 Lecture dates with 4 semester hours per week = 45 hour units (45 min each) Preparation and assignments: 15 dates with 2 semester hours per week = 30 hour units (45 min each) Exam preparations: 12 days with 7,5-hour units each = 90 hour units Workload all in all = 180 hour units
Contact hours per week	15 Lecture dates with 4 semester hours per week = 45 hour units (45 min each)
Type of exam	Final group project & presentation (including research report and individual learning diary)
Learning outcomes	This lecture aims to deliver a basic understanding and practice special skills applied in graphic design and illustration for the field of audiovisual media. Perception and drawing are essential skills here, as well as aesthetically and semiotically correct graphic abstraction and reduction for the effective visualization of information.
Abstract	<p>Graphic design principles which are applied in audiovisual media.</p> <p>1. The basics of perception</p> <ul style="list-style-type: none"> • Lines, spaces, empty space, contrast, composition, perspective, layout, color <p>2. Perception through active drawing - free and with templates</p> <ul style="list-style-type: none"> • Simple line drawings • Feeling and drawing objects "blind" • The picture plane: representing 3-dimensional space perception in a 2-dimensional drawing • Diverse techniques for space perception and drawing • Human proportions - rules for drawing head and body structures • The human figure in different perspectives and positions • Excursion to the zoo: animal drawings, quick sketches, motion studies <p>3. Abstraction and reduction in graphic design</p> <ul style="list-style-type: none"> • From drawing details to reduced information graphics • Formal principles of logos and other signs • Developing a sign family from reduced animal drawings • Typography - an abstract sign sequence <p>4. Character-Development</p>

	<ul style="list-style-type: none"> • What makes a character in animation successful • Examples from animation movies • How to develop a character • Briefing and adequate tests for visualization • Color and form of a character <p>5. Storyboarding</p> <ul style="list-style-type: none"> • How do I tell a story in pictures? • Drawing techniques for storyboards • Visualizing image transitions and motion within a shot <p>Application and deepening of the listed content with assignments.</p>
Contents/ Indicative syllabus	Please note: Syllabi are not standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading list	<p>“Drawing With the Right Side of the Brain” Betty Edwards Putnam Penguin Books New York</p> <p>“Drawing & Designing with Confidence” Mike W. Lin ASLA John Wiley & Sons, Inc New York</p> <p>“Facts of Life” Pippo Lionni Bd 1&2 HdM Library</p> <p>“Force: Character Design from Life Drawing” Michael D. Mattesi Focal Press Elsevier www.elsevier.com</p> <p>“Creating Characters with Personality” Tom Bancroft Watson Guptill Publications New York</p> <p>“The Art of Storyboard” Don Bluth DH Press Milwaukie OR www.dhpressbooks.com</p>
Weblinks	<p>https://www.creativeblog.com/character-design/tips-5132643</p> <p>http://pixar-animation.weebly.com/character-design.html</p>

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(Valid from Winter Semester 2020/2021)

Course Title	FILM EXERCISES
	Bachelor Level Course (typically taken during the 2 nd year)
Course No	721134
Lecturers name	Prof. Stefan Grandinetti / Marcus Zaiser, Simon Hermentin (varies)
Teaching language	English
Credits (ECTS)	4 ECTS
Teaching/learning methodology	Interactive Lecture / Exercises
Total workload	15 Lecture dates with 4 semester hours per week = 45 hour units (45 min each) (or blockseminars, announced at Kick-Off) Preparation and assignments: 15 dates with 2 semester hours per week = 30 hour units (45 min each) Exam preparations: 4 days with 7,5-hour units each = 30 hour units Workload all in all = 120 hour units
Contact hours per week	15 Lecture dates with 4 semester hours per week = 45 hour units (45 min each) (or blockseminars, announced at Kick-Off)
Type of exam	Edited filmexercise, Final report (including learning diary), Test
Learning outcomes	This lecture aims to deliver a basic understanding and practice special skills applied in camerwork and staging for the field of audiovisual media. The participants will acquire basics knowledge in staging, camera- and lighting work, editing and safety rules for film shooting
Abstract	This course is divided in two parts: 1. Instructions into knowledge about film technologies and film equipment: <ul style="list-style-type: none"> - Cameraequipment Basics - Lightingequipment Basics - Dollygrip/Camerasupport Basics - Postproduction Basics Participants will be introduced into handling and workflow topics as well as in safety rules 2. Introductions and practical exercises in basics of staging with camera <ul style="list-style-type: none"> - handling of camera- and dollyequipment - 180° rules and continuity - choosing lenses, framings and perspectives for storytelling - basic soundrecording - editing and montage
Contents/ Indicative syllabus	Please note: Syllabi are not standard in German universities; students should expect to Moodle.
Reading list	1. Blain Brown: <i>The Filmmaker's Guide to Digital Imaging</i> ; focal press; 2015 2. David Stump: <i>Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows</i> ; focal press; 2014
Weblinks	http://www.definitionmagazine.com

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(Valid from Winter Semester 2020/2021)

Course Title	MEDIA PRODUCTION
	Bachelor Level Course (typically taken during the 2 nd / 3. year)
Course No	721324
Lecturers name	Prof. Boris Michalski
Teaching language	English
Credits (ECTS)	16 ECTS
Teaching/learning methodology	Lecture, conception and realization /Exercises
Total workload	Conception: 120 hours + Packaging / Preparation: 180 hours + Realization / Presentation: 180 hours = Total Workload: 480 hours
Contact hours per week	15 Lecture dates with 6 semester hours per week = 90 hour units (45 min each)
Type of exam	Project Package, & Presentation of Production
Learning outcomes	This lecture aims to deliver a basic understanding and practice special skills applied in media conception and realization for the field of audiovisual media. The participants will acquire basics knowledge in projektmanagement, teammanagement and various methods for developing and organize media projects.
Abstract	PHASE I: Students will work in teams to develop ideas for a fiction or non-fiction project.. Students describe and prototype the ideas in a concept and present them in a final production package. PHASE II: Students will work in teams to prepare and implement their ideas/concepts in a moving images media format.
Contents/ Indicative syllabus	Please note: Syllabi are not standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading list	If texts are required, students will be informed at the beginning of the semester
Weblinks	

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(Valid from Winter Semester 2020/2021)

Course Title	DIGITAL EDITING
	Bachelor Level Course (typically taken during the 2 nd year)
Course No	721192
Lecturers name	Bastian Epple / varies
Teaching language	English
Credits (ECTS)	6 ECTS
Teaching/learning methodology	Interactive lecture
Total workload	15 Lecture dates with 4 semester hours per week = 45 hour units (45 min each) Preparation and assignments: 15 dates with 2 semester hours per week = 30 hour units (45 min each) Exam preparations: 12 days with 7,5-hour units each = 90 hour units Workload all in all = 180 hour units
Contact hours per week	15 Lecture dates with 4 semester hours per week = 45 hour units (45 min each)
Type of exam	Final group project & presentation (including research report and individual learning diary)
Learning outcomes	This lecture aims to deliver a basic understanding and practice special skills applied in editing / post-production for the field of audiovisual media.
Abstract	Editing / post-production principles which are applied in audiovisual media. Each student works independently with suitable video material adapted to the learning objective at a Premiere or DaVinciResolve editing suite. Practical questions such as the structure of a project, material organization, editing in the timeline, storage space and editing data management are clarified in an introduction at the beginning of each course and individual support is provided throughout. The blocks contain various practical exercises for the different learning objectives. The results and effects of individual cutting decisions are evaluated and discussed together. Thus, the practical and creative mastery of an assembly work is in the foreground. The basis for the examination is the preparation of a term paper, which includes the editing of a documentary contribution of 3-5 minutes, as well as the presentation of the assembly concept and self-critical evaluation of the cutting result. Discussion and cooperation are part of the examination.
Contents/ Indicative syllabus	Please note: Syllabi are not standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading list	
Weblinks	