

Session	Date	Content	Exercises at the Computer (...do them & KEEP them!!!)
1	March 16th	Session Outlines and Targets <i>design elements, design principles screen design and design in general visual organization and structure</i>	<i>...get into Adobe Illustrator, exercises with lines and shapes along design principles</i>
2	March 23th	Format, Structure, Contrast <i>composition, constellation » design... simple logos and signs made of basic geometric forms</i>	<i>Create compositions with basic geometric shapes; create emo- tional and imaginative designs „sign“ creation exercise</i>
3	March 30th	The Use of Grid <i>layouting for print and screen, stills and animated pieces along grids typography basics</i>	<i>Layout exercises (InDesign) playing with a given text and illustrations, applying all the design principles we studied</i>
4	April 6th	Lettering - Typography <i>historical evolution of types made from images, constructing type, basic rules of typography</i>	<i>Examine different types and their constructional variety, create a letter sign or a letter composition, use layout rules</i>
5	April 13th	Typography - a fine art, <i>the emotional impact of lettering examples from print, screen and moving images,</i>	<i>Create various type layouts, consciously apply different styles, creating a variety of emotional effects</i>
6	April 20th	Kinetic Typography: <i>how does movement add to design? The language of speed and rhythm</i> SPECIAL: TASK 1 hand out	<i>Get into After Effects and test with text animations create a concept of all kinds of relevant movements to enhance your text content start animating and find out about rhythm, speed and movement</i>
7	April 27th	Semiotics: Signs Signets Logos: <i>from letter signs to image signs graphic illustrations and how to make them move, and study adequate movement options</i>	<i>Create a sign along a specific briefing, get ideas for possible animations, scribble and think about rhythm, directions of movement and duration, try to animate with Flash or AFX</i>

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8	May 4th <i>Start of fmx conference www.fmx.de</i>	SPECIAL: TASK 1 hand in <i>the role of value and color, layouting with value and color guiding through a design with the conscious use of value and colour, consciously coloring your previous designs</i>	<i>Color Exercises, followed by creating a multipage layout, using headline. body text and any kind of images/graphic forms, using value & colour include a small animation with colored elements</i>
9	May 11th	SPECIAL: Excursion Week.....? <i>Excursion offer is being researched...</i>	
10	May 18th	Motion Graphics <i>How can video images be connected by graphic forms which move with the video footage and enhance them? Analyze existing moving graphic concepts...</i>	<i>Create a design concept for your favourite tv channel. Try and put it on the screen!</i>
11	May 25th	Holiday - Christi Himmelfahrt	
12	June 1st	TV Corporate Design <i>what is „CD/CI“, „Branding“, creating a Corporate Identity? Analyzing design elements and design principles applied in program promotion, public service announcements, news graphics, information graphics... How can we apply good design to these parts of broadcast?</i> SPECIAL: TASK 2 hand in	<i>Create a branding concept think about a layout and the kinds of animation for relevant parts of your design. Create concepts for a broadcast or web graphics application: work on paper, THINK! and SCRIBBLE! before you start working at the computer...</i>
13	June 8th	Whitsuntide (Pfingsten): No Lectures this Week!	
14	June 15th	Holiday - Fronleichnam	
15	June 22th	Film Titles: <i>what goes into designing titles and openers for film? Creative new ideas and historical review...</i> SPECIAL: TASK 2 hand in	<i>Discuss and exchange view- points on task 2, share your design approaches and ideas</i>
	June 29th	MEDIA NIGHT	