Vorarlberg University of Applied Sciences, Austria

InterMedia, BA
English Course Offer (spring semester)

Main focus of the three years bachelor degree programme InterMedia is an extensive design project – for example, on a corporate video, an exhibition project, a brand development, a publication, an application etc. Students are allowed to deal with any significant current design issue.

During the spring semester all 4th semester courses are offered in the English language. This semester offers the opportunity to develop a workable design solution.

Semester duration

- Mandatory Welcome Week: last week of February
- Study period: March – June

Prerequisites for exchange students

- Knowledge of design basics
- Interest in current design tasks
- Your own media question
- English min. level B2

ATTENTION:
It is necessary for students to participate with their own media question!
To find an answer to this question, students can enroll in our labs (Elective Course: Technical Skills). Available are 3D Animation, Analogue Image Composition, Audio, Digital Media Formats, Interactive Coding and Prototyping, Photography, Post-digital design, Text, Video and Virtual reality.

Detailed information for the organisation of the exchange semester
https://www.fhv.at/en/studies/international/exchange-students-incomings/

ECTS Course Descriptions
http://www.fhv.at/en/studies/international/exchange-students-incomings/courses-taught-in-english/intermedia-semester-4/

Website InterMedia
http://www.fhv.at/en/studies/design/intermedia-ba/

Contact for exchange students
Carla Herrmann, BA
Exchange Coordinator
International Office
Vorarlberg University of
Applied Sciences
Email: carla.herrmann@fhv.at
Tel. +43 5572 792 1200

What educational content is offered to exchange students?

General learning outcomes of the 4th semester InterMedia
The students know the development of media techniques and are familiar with the current level of technical media offers. They know the respective requirements of different media channels. They know how content must be prepared for publication using different media. They are able to assess media usage and design content accordingly. The students can analyse design solutions and are able to assess the mutual dependencies and effects of individual factors – requirements, historical, technical, economic and organisational conditions, decision-making and implementation processes, interdependencies etc. They can recognise and assess the objectives of design measures and the extent to which the existing solutions meet the objectives.

The students know the options that various design elements – colour, shape, space, proportions, text, symbols etc. – offer within the scope of design tasks.

The students are able to

- use the manual techniques they need to work on their project.
- plan the steps that appear to be necessary to implement a design idea.
- define priorities and break a project down into work steps to estimate the resources needed for implementation.

The students know

- which design methods help to give signs a certain character.
- which features help to connect a manifestation to a certain sender.
- the formal criteria in response to which people make certain statements and take on certain characteristics.

The students are able to implement a design concept. They know the appropriate production methods and the necessary manual and technical requirements. They know which criteria need to be taken into account as part of implementation (economy, culture, law, security etc.). They are able to assess which services they can provide themselves and where and under what conditions they can ensure support.

Courses offered in ENGLISH

Technology & Design (4 ECTS)
Media Technology, Cross-Media-Design, Introduction to Multimedia Production Methods

The lesson informs about basics of media technology (bit, file, data format, resolution, digitisation, colour, space, pixel, vector, frame etc.); different media and their technological basis; basics of cross-media communication; intermediality, inframediality, intramediality and its processes; cross-media strategies, interaction and diversification of media, software as a medium, generative design, the significance of the physical in the context of digital systems.

The students have a general overview of all of the current techniques used as part of the production of visual and acoustic media. The students are able to name and use key concepts, methods and tools for media processing. The students know the usage parameters, opportunities, range of application and restrictions of individual media and can select these appropriately based on the content, the available resources, the desired effects and the technical possibilities. The students can name and explain the most important tools and procedures in the production of various media, describe the workflow and describe the link between their work and the work of

other members of the team. They can analyse and modify a design so it can be implemented optimally using a cross-media strategy.

Best Practice Analysis (3 ECTS)

Selected examples are used to show how certain solutions are developed and why they have proven to be good in certain contexts. The samples selected correspond to the tasks the students are working on.

The students know various best-practice examples for an effective design solution in complex areas that correspond to the objectives and are able to assess these. The students can determine and evaluate corresponding solutions on the basis of an existing task and they use the knowledge of their field obtained through best practice analyses.

Project Management of Design Processes (2 ECTS)

The lesson is about initiating, planning and implementing projects / project management: implementation timetables, work phases, time windows, milestones, time frames, responsibilities, resources / expectations by the client of the designer as a collaboration partner / agreement between clients, partners, test persons etc. / waterfall vs. agile methods / online tools.

The students know the necessary work steps from briefing to design idea, design concept, binding prototypes, implementation and realisation. The students are able to describe project objectives and break them down into project phases; control projects for which the outcome is open. They can manage unexpected events in a methodical manner. They can create an overview of the people involved, parties, lobbies and professionals to assess their roles and set up appropriate interfaces. They know how different interests present and can find common goals. They know various project management methods and tools that help them with implementation.

In case you want to attend the course “Project Management of Design Processes”, please note that it is mandatory to register also for the course “Stage & Elements”.

Stage & Elements (8 ECTS)
Form, Space, Time, Character, Identity

The lesson is about anatomy and morphology of the design elements: shape (point, line, surface), proportion, contrast, composition, colour, texts, symbols, signets, signals, dynamics, tension, movement, symmetry and asymmetry / about identity as an assertion of difference – relationships and difference (family, kin) / about design dramaturgy: temporal structure, change of scene, act, visual dramaturgy / and about variables and constants – what must stay, what can change.

The students know the elements used by designers / the principles and vocabulary of design / typical features of technical processing of media and they are able to use stylistic devices in multiple media in a targeted manner / the formal properties that can trigger certain ideas of character and identity.

In case you want to attend the course “Stage & Elements”, please note that it is mandatory to register also for the course “Project Management of Design Processes”.

Technical Skills / Face-to-face Coaching (2 ECTS)
Free choice from a wide range of courses available for selection. Students can choose up to 3 of the following courses. Most courses are offered at two different levels (for beginners and advanced students). Please note that due to timetable overlaps / limited places, it might not be possible to attend all the selected courses.

- 3D animation: 3D modelling, visualisation and animation
- Analogue image composition: drawing, sketching, collaging, painting techniques
- Audio: sound recording and processing, sound collages
- Digital Media Formats: Video and Podcasting
- Interactive Coding and Prototyping: internet, applications, interface design, 3D printing, Internet of Things, microcontrollers, electronics, robotics

- Photography: lighting, aperture, camera techniques, image processing
- Post-digital design: design of posters, newspapers, magazines and books
- Video: lighting, camera techniques, direction, video processing
- Virtual reality: expanded reality, games
- Text: analysis, discussions and creating various types of text.

The students master the basic manual skills of a self-selected field. They know how to operate the relevant software, tools and devices. They know the relevant design options and design examples. They can estimate the complexity of various design processes.

Students also have the opportunity to work independently and outside the courses on their own topics in our design labs.

Design Basics (4 ECTS)
Concretization, Production, Implementation

The course helps in examining and weighting experiments and presents methods of the draft process. It also explains the development of fallback strategies and teaches how to check final presentations, and how to incorporate feedback.

The students are able to formulate an idea and a concept as guiding principles in writing. They are able to translate a concept into a specific product or service; estimate which skills they have themselves and which they must supplement by external services. The students can define requirement parameters and success criteria as the basis for the assessment of the implementation. They know which specific tasks can be expected, overcome and anticipated during implementation.

Project work on the design of a self-imposed task (6 ECTS)
Design Execution

The course supports students in implementing their design projects.

The students are able to convert an idea into a specific implementation. They learn to define and capture the basic design concept such that future developments can also be carried out by other people in a coherent manner. They learn to define all elements which contribute to the successful implementation of a task.

They can develop the templates required for implementation in production teams: print templates, storyboards, sitemaps etc.

For this course it is essential to have your own media question.

Design Talk – OpenIdea (1 ECTS)
Discussions with external guests about their specific topic and workshop with one of the guests.
The students are able to engage in specialist discussions, ask technical questions appropriate to the topic and obtain information.

Overview of previous speakers: https://www.fhv.at/studium/gestaltung/openidea/vergangene-veranstaltungen-openidea/

Courses offered in GERMAN

German Language Courses (3 ECTS)

- German Basic*
- German Basic Fast Track*
- German Intermediate*
- German Advanced*
- German for Business*

* Minimum participation 6 students.