

All students define their own media question!

Design gains in importance when it proves to be helpful. Design means to bring something into shape. Design means to change something. Design proves to be helpful when it supports our life and gives us security. Design proves to be helpful when it enables us to exchange thoughts and emotions and to experience a community. Design is an impulse within complex processes and is much more than just the creation of artefacts.

Nowadays design competences are needed in various fields. Therefore students opt for one of those areas:

_lifestyle [luxury](#) • [experience](#)
_consumption [fashion](#) • [household](#) • [personal care](#) • [electronics](#)
_culture & sub-culture [architecture](#) • [art](#) • [museum](#) • [event](#) • [theatre](#) • [music](#)
_sports [event](#) • [shop](#) • [training](#)
_health [surgery](#) • [medicine](#) • [hospital](#)
_entertainment [games](#) • [event](#)
_nutrition [restaurant](#) • [packaging](#) • [recipe](#)
_economy [management](#) • [finances](#) • [agriculture](#) • [ecology](#) • [commerce](#)
_tourism [wellness](#)
_media [telecommunication](#)
_science [education](#)
_society [politics](#) • [security](#) • [mobility](#) • [identity](#)

In the first semester students choose a topic. Based on profound research on this topic, students develop by the end of the second semester a concrete problem. In the following semesters students work on this problem before they finally realise and evaluate their topic.

The goal of the **4th semester** lies on the necessary preparation for the realisation and implementation of the design idea.

This also applies to the acquisition of the required technical design skills. To find an answer to their own media question, students can enroll in our labs. Available are 3D animation, analogue image composition, audio, interactive design/creative programming, photography, post-digital design, prototypes, text, video and virtual reality. Students can choose between beginner and advanced level.

As most of our courses are related to the chosen topic, it is also necessary for incoming students to define their own media question/self-imposed task to work on. Media questions should be formulated like these examples:

- _How does a website need to be further developed in order to be suitable for the elderly?
- _Which measures need to be taken in order to generate eco-friendly alpine tourism?
- _Which brand identity needs to be established in order to arouse enthusiasm for a cultural centre among young people?
- _Does it make sense for a company to introduce a cheap brand in order to acquire new customers?