

Schedule of the intercultural workshop

Friday, May 25

- 04:00 pm Kick-off event at the client's brewery "Barfässer" in Neu-Ulm
- Presentation of the Client, Ms. Riedmüller
- Presentation of the Master Brewer

Saturday, May 26

- 09:50 am Welcome by Prof. Radtke and her staff
- 10:30 am Presentation of the workshop topic by the German teams
- 11:15 am Lecture by Prof. Radtke: Introduction of the workshop and definition of the topics
- 11:45 am Formation of the German-American teams, initial research of the team topics
- 12:45 pm LUNCH BREAK
- 14:00 pm Conceptual phase of the workshop: brainstorming session by the teams
- 16:30 pm Brief summary and overview of the status of each team

Sunday, May 27

- 09:50 am Lecture by Prof. Noble on prominent American logo designers
- 10:30 am Work in progress
- 12:45 pm LUNCH BREAK
- 16:30 pm Preview team progress, 10 min. Overview of what the teams have accomplished

Monday, May 28

- 09:50 am Work on final designs
- 12:45 pm LUNCH BREAK
- 14:00 pm Work on Projects: Complete final designs and work on team presentations

Tuesday, May 29

- 09:00 am Final presentations with client, 15–20 min. per team
- 10:00 am Feedback from client
- 10:30 am Post Mortem: student feedback of workshop / written and verbal
- 11:00 am Team topics in website / summarization
- 12:30 am Lunch and time in the city center
- 15:00 pm Excursion: School of Design Ulm