



# B. A. Graphic Design and Visual Communication

## Study Program

Our **B.A. Graphic Design and Visual Communication** program conveys the key knowledge and skills which are needed for a professional career in the creative industry. With its practical focus on a wide range of topics and exercises, it offers you a solid orientation for your future career in design studios, advertising agencies, marketing departments etc.

With this goal in mind, you are introduced to typography, logo and corporate design, poster design and illustration, photography and film, editorial and motion design, signage in public space and web and app design. Theoretical lectures as well as highly specialized and interdisciplinary projects guide you to your starting point into the world of design and visual communication.

### Location

Berlin

### Language

English

### Tuition fees

€ 640,- monthly

### Degree

Bachelor of Arts (B.A.)

### Duration

6 semesters

### Admission fee

Due to an increased level of organisation and service effort, HMKW imposes an admission fee of Euro 980,- for prospective students who do not have an official and valid residence within the E.U. or Schengen area or who do not have a residence title for specific purposes in Germany of at least two years from the date the study contract is valid.

## Study at HMKW

### HMKW

- private, state-approved university
- institutional accreditation by the German Council of Science and Humanities and FIBAA (international agency for quality assurance in higher education)

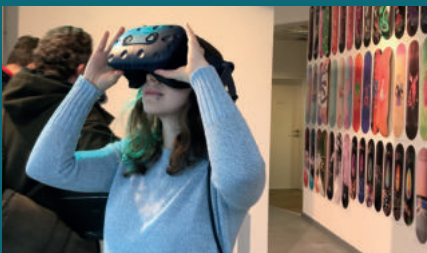


### Wide-ranging and interdisciplinary!

You study at a university which is particularly specialized in educating media professionals. You benefit not only from a high-end technical equipment, but also from a diverse, multi-cultural environment with open-minded lecturers and fellow students.

More information and application: [www.hmkw.de](http://www.hmkw.de)

### Events



### Bachelor theses



### Projects and cooperations



Campus Berlin

Fon +49 (0)30 / 46 77 693-36

[study-berlin@hmkw.de](mailto:study-berlin@hmkw.de)

Campus Cologne

Fon +49 (0)221 / 222 139-33

[study-cologne@hmkw.de](mailto:study-cologne@hmkw.de)

Campus Frankfurt Main

Fon +49 (0)69 / 50 50 253-93

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## Interdisciplinary competencies 25 % of all CPs

CP = Credit Points, WHT= weekly hours per term

### Compulsory

6 general basic modules

#### Propaedeutics

History of science / theory of science, introduction to scientific working techniques

CP 5  
WHT 3

#### Personal and Social Skills

Self- and learning management, presentation technique, team competence and project management

CP 5  
WHT 3

#### Media and Communication

Media history, media theory, media law, theory of communication, communication analysis

CP 5  
WHT 3

#### Economics

Basics of business management and economy: economic systems, structures, values

CP 5  
WHT 3

#### Interculturality

Cultural theory, cultural models, overcoming of cultural barriers, intercultural learning

CP 5  
WHT 3

#### Methodology

Empirical social research, fundamentals of statistics, research of media impacts, user experience

CP 5  
WHT 3

### Compulsory elective

3 of 7 in-depth moduls

#### Media Technology

OS/networks, basic IT/ Office tools, document management, programming languages, web protocols

CP 5  
WHT 3

#### Media Law

Contract law, copyright law, data protection and privacy, liability issues etc.

CP 5  
WHT 3

#### Social Sciences

Sociology, political science, socio-economic analyses

CP 5  
WHT 3

#### Digital Economy

IT and media industry, e-commerce, big data data mining

CP 5  
WHT 3

#### Business English

Business English: commercial correspondence, presentation techniques, TOEFL preparation etc.

CP 5  
WHT 3

#### Second Foreign Language

Basic course Spanish or Basic course Chinese

CP 5  
WHT 3

#### Social Psychology

Human behavior, thinking, feeling in social contexts

CP 5  
WHT 3

## Subject-specific competencies 75 % of all CPs

### Technical bases

5 basic modules

#### History and Theory of Art and Design

History of written language, image and material culture, methods of analysis

CP 5  
WHT 2

#### Design Process and Creativity

Physiology/psychology of perception, aesthetics: form and colors, creative process

CP 5  
WHT 3

#### Colors, form, composition

Foundations of color, form, and composition

CP 5  
WHT 4

#### Graphics and Image

Illustration, corporate design, information design

CP 5  
WHT 4

#### Design Projects

Concepts and realization of cross-media design projects

(5 modules)

CP 25  
WHT 18

### Media, disciplines, techniques

8 in depth moduls

#### Photography

Conception, production and editing of photographic images

CP 5  
WHT 4

#### Layout

Editorial design: typography and typesetting

CP 5  
WHT 4

#### Prepress/Press

Pre-press stage, printing techniques, PDF workflow, processing

CP 5  
WHT 4

#### Environmental Design

Graphic design for exhibitions, business and public space, guidance systems

CP 5  
WHT 4

#### Foundations: Interface and Interaction Design

Responsive and adaptive screen-design, ergonomics and user guidance

CP 5  
WHT 4

#### Interactive Media

Navigational and interactivity models

CP 5  
WHT 5

#### Film Production and Post Production

History of film, film language and analysis, production/post-production

CP 5  
WHT 4

#### Motion Design

From picture to motion, basics of animation technique

CP 5  
WHT 4

### Further modules and study sections

4 mandatory modules

#### Self-presentation

Career paths, competence/personal appearance, job profiles and professions

CP 5  
WHT 2

#### Revision Course

Last term: repetitions and exam preparations

CP 5  
WHT 3

#### Internship

Practice phase: industrial placement (6 months)

CP 30  
WHT 3

#### Final examination

Bachelor's Thesis (2 to 4 months) plus Bachelor's Colloquium

CP 10  
WHT 2