live. study. get ahead.

B. A. Graphic Design and Visual Communication

Hochschule für Medien Kommunikation und Wirtschaft
University of Applied Sciences

H M K W

Study Program

The **B.A. Graphic Design and Visual Communication** offers a wide-ranging and interdisciplinary university education. It provides key competencies in all fields of visual communication. With its practical focus the study program prepares our students for their future career in the creative industry.

B.A. Graphic Design and Visual Communication imparts theoretical, technological and creative skills in order to create print and media works. Students are introduced to typography, logo design, corporate design, poster design, illustration, photography, film, motion design, editorial design, graphic design in public space and web and app design. With the acquired knowledge graduates of B.A. Graphic Design and Visual Communication are prepared for working as a freelancer or junior designer in design studios, advertising agencies or marketing departments.

Start
Winter term (October)

Location
Berlin

Language
English

Tuition fees
€ 750,– monthly

Degree
Bachelor of Arts (B.A.)

Duration
6 semesters

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)

WR

Wide-ranging and interdisciplinary!

You study at an university that particularly is specialized in educating media professionals. Our students benefit from various interdisciplinary cooperations and extensive technical equipment.

More information and application: www.hmkw.de

Events

Bachelor theses

Projects and cooperations

Campus Berlin	Fon +49 (0)30 / 46 77 693-36	study-berlin@hmkw.de
Campus Köln	Fon +49 (0)221 / 222 139-33	study-cologne@hmkw.de
Campus Frankfurt a. M.	Fon +49 (0)69 / 50 50 253-93	study-frankfurt@hmkw.de

B. A. Graphic Design and Visual Communication

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Interdisciplinary competencies 25 % of all CPs

CP = Credit Points, WHT= weekly hours per term

Compulsory 6 general basic modules

Propaedeutic
History of science / theory of Science, introduction to scientific working techniques
CP 5 WHT 3

Personal and Social Competencies
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 6 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

Subject-specific competencies 75 % of all CPs

Technical bases 5 basic mandatory modules

History and Theory of Art and Design
History of written language, image and material culture, methods of analysis
CP 5 WHT 3

Design Process and Creativity
Physiology/psychology of perception, aesthetics: form and colors, creative process
CP 5 WHT 4

Colors, form, composition
Basics of color theory, formal theory and composition
CP 5 WHT 4

Graphic Design
Illustration, corporate design, information design
CP 5 WHT 4

Project Workshop
Design transfer projects
CP 25 WHT 16

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

Graphic Design in Public Space
Graphic design for exhibitions, business and public space, guidance systems
CP 5 WHT 4

Basics: Interface and Interaction Design
Screen-based media, human-computer interaction, usability etc.
CP 5 WHT 3

Interactive Media
Navigation and interaction 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 und study sections 4 mandatory modules

Self-presentation
Career paths, competence/personal appearance, job profiles and professions
CP 5 WHT 2

Revision Course
Last semester:
Revision of central topics, exam preparation
CP 5 WHT 2

Internship
Practice phase (6 months)
CP 30 WHT 3

Bachelor Thesis
The bachelor project requires about 2 to 4 months subsequently:
BA colloquium
CP 10 SWS 2