

# Graphic Design and Visual Communication (B. A.)

Media University  
of Applied Sciences



## Study Program

Visual communication is everywhere – we design it! The bachelor's degree program at Media University offers a broad and advanced education for all relevant aspects of visual communication. You will learn the theoretical basics and skills to design print and digital products.

You will be introduced to typography, logo design, corporate design, poster design, photography, film, motion design, editorial design, interior design and UX design. Practical workshops also offer space for in-depth study, experimentation and innovation.

You will be well prepared to start your creative professional life as a freelancer or junior designer in a design studio, advertising agency, start-up or marketing department.

We offer top support for your path into a creative professional life.



## Shortly

### DEGREE

Bachelor of Arts (B.A.)

### STUDIENFORM

Präsenzstudium  
mit Online-Anteilen

### MEDIA UNIVERSITY

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

### DURATION

6/7 Semesters

### START

April (Summer term)  
October (Winter term)

### LOCATION

Berlin

### LANGUAGE

English

### TUITION FEES

€ 750 monthly



## Die Standorte

### CAMPUS BERLIN

Tel +49 (0) 30 – 46 77 693 – 30  
studienberatung-berlin@media-university.de

### CAMPUS KÖLN

Tel +49 (0) 221 – 222 139 – 33  
studienberatung-koeln@media-university.de

### CAMPUS FRANKFURT

Tel +49 (0) 69 – 50 50 253 – 96  
studienberatung-frankfurt@media-university.de

# Graphic Design and Visual Communication (B.A.)



## Interdisciplinary competencies (25 % of all CPs)

### 6 general basic modules



#### PROPAEDEUTIC

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

#### ECONOMICS

Basics of business management and economy: economic systems, structures, values  
→ 5 CP / 3 WHT

#### MEDIA AND COMMUNICATION

Media history, media theory, media law, theory of communication, communication analysis  
→ 5 CP / 3 WHT

#### INTERCULTURALITY

Cultural theory, cultural models, overcoming of cultural barriers, intercultural learning  
→ 5 CP / 3 WHT

#### EMPIRICAL METHODOLOGY

Empirical social research, fundamentals of statistics, research of media impacts, user experience  
→ 5 CP / 3 WHT

#### PERSONAL AND SOCIAL COMPETENCIES

Self- and learning management, presentation technique, team competence and project management → 5 CP / 3 WHT

### Choose electives – 3 of 6 in-depth modules



#### MEDIA LAW

Contract law, copyright law, data protection and privacy, liability issues etc.  
→ 5 CP / 3 WHT

#### SOCIAL SCIENCES

Sociology, political science, socio-economic analyses  
→ 5 CP / 3 WHT

#### SECOND FOREIGN LANGUAGE

Basic course Spanish or Basic course Chinese  
→ 5 CP / 3 WHT

#### MEDIA TECHNOLOGY

OS/networks, basic IT/Office tools, document management, programming languages, web protocols  
→ 5 CP / 3 WHT

#### DIGITAL ECONOMY

IT and media industry, e-commerce, big data, data mining  
→ 5 CP / 3 WHT

#### BUSINESS ENGLISH

Commercial correspondence, presentation techniques, TOEFL preparation etc.  
→ 5 CP / 3 WHT

## Subject-specific competencies (75 % aller CPs)

### Technical bases 4 basic modules



#### HISTORY AND THEORY OF ART AND DESIGN

History of written language, image and material culture, methods of analysis  
→ 5 CP / 3 WHT

#### DESIGN PROCESS AND CREATIVITY

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

#### COLORS, FORM, COMPOSITION

Basics of color theory, formal theory and composition  
→ 5 CP / 4 WHT

#### GRAPHICS AND IMAGE

Illustration, corporate design, information design  
→ 5 CP / 4 WHT

### Media, disciplines, techniques 8 in depth modules

#### PHOTOGRAPHY

Conception, production and editing of photographic images  
→ 5 CP / 4 WHT

#### FILM PRODUCTION AND POST PRODUCTION

History of film, film language and analysis, production/post-production  
→ 5 CP / 4 WHT

#### GRAPHIC DESIGN IN PUBLIC SPACE

Graphic design for exhibitions, business and public space, guidance systems  
→ 5 CP / 4 WHT

#### FOUNDATION OF INTERFACE AND INTERACTION DESIGN

Screenbased media, humancomputer interaction, usability etc.  
→ 5 CP / 4 WHT

#### LAYOUT

Editorial design: typography and typesetting  
→ 5 CP / 4 WHT

#### PREPRESS/PRESS

Prepress stage, printing techniques, PDF workflow, processing  
→ 5 CP / 4 WHT

#### MOTION DESIGN

From picture to motion, basics of animation technique  
→ 5 CP / 4 WHT

#### INTERACTIVE MEDIA

Navigation and interaction models  
→ 5 CP / 4 WHT

### Further modules & study sections 5 modules



#### PROJECT WORKSHOP

Design transfer projects (5 modules)  
→ 25 CP / 18 WHT

#### SELF PRESENTATION

Career paths, competence/personal appearance, job profiles and professions  
→ 5 CP / 2 WHT

#### REVISION COURSE

Last semester: Revision of central topics, exam preparation  
→ 5 CP / 3 WHT

#### INTERNSHIP

Practice phase (6 months)  
→ 30 CP / 3 WHT

#### BACHELOR THESIS

The bachelor project requires about 2 to 4 months subsequently: BA colloquium  
→ 10 CP / 2 WHT

