



M.A. Communication Design and Creative Strategies

For more information and how to apply, visit:
www.hmkw.de

- Private university
- State-approved
- Accredited by FIBAA and the German Council of Science and Humanities

Start	summer (April) and winter term (October)
Locations	Berlin, Cologne, Frankfurt Main
Language	English or German
Type	Full-time or part-time
Tuition fees	Full-time: € 695,- monthly Part-time: Price on request
	Admission fee of € 980,- (only prospective students from non-EU/non-Schengen area)
Duration	Full-time: 4 semesters Part-time: 6 semesters

Applications accepted at any time

Overview

- **Features:** Integration of theory and practice of design, oriented towards the real world of work in agencies:
 - latest developments in research and analysis of design and creativity
 - practical work and art direction projects
- **Language:** English (Berlin, Frankfurt Main) or German (Cologne, Frankfurt Main)
- **Learning outcomes:** The ability to carry out the roles and responsibilities associated with the position of a creative director and with other management positions held by creative talents, within the framework of the ever increasing convergence of print, online, broadcast and mobile media

Target Group

- **Applicants:** Graduates of creative study programs, esp. those who majored in design or fine arts
- **Career options:** Designer (self-employed or in employment), creative director

Admission Requirements

- Very good degree in design, fine arts or equivalent degree (university or university of applied sciences)
- Plus internal assessment process

General modules

Elective subjects:

- Electives on Convergent Technological Trends, Media Law, Media Production, Intercultural Management Skills, Media Psychology, Business English etc.

Subject-specific modules

Basic subjects:

- Critical & Creative Thinking
- Design & Social Research
- Design Management

Practical modules include:

- Human Centered Design, Creative Design Processes, Design Thinking, Visual Communication, Strategic Communication, Persuasion and Engagement etc.



M.A. Communication Design and Creative Strategies

Interdisciplinary competencies (3 of 8 elective modules)

Basics

BusE Business English

Commercial correspondence, presentation and moderation

LawM Law and the Media

Copyright, DRM, privacy and other ethical-juristic issues

Technology

MAM Media Asset Management

Organisation of data/documents: formats, versioning, searching, distribution etc.

CTT Converging Technological Trends

Convergence of communication, computing, and broadcasting technologies

MPro Media Production

Introduction to the most important techniques of creative and professional media production

Human Factors

IntLT Intercultural Leadership Techniques

Managerial capabilities in a globalized world

MPsy Media Psychology

Psychological foundations of media consumption

Methodological Foundations

ESR Empirical Social Research

Quantitative and qualitative methods, conception and implementation of empirical social research



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Subject-specific competencies

3 basic modules

CCt	Critical & Creative Thinking Practical training and critical reflection of creative problem solving in complex scenarios
DSR	Design & Social Research User-centered analysis and target marketing tools, user experience and service design strategies
DesM	Design Management Art direction as creative process value analysis and leadership in design agencies

8 practical modules

HCD	Human Centered Design Cross-media and user-centered design projects: conception, production, presentation
CDP	Creative Design Processes Design projects, cross media, user & service oriented: conception, production, presentation
DT	Design Thinking Management techniques in diverse, eclectic and fast changing work environments
VC	Visual Communication Projects focused on visual communication strategies
SC	Strategic Communication Projects focused on strategic communication
PE	Persuasion, Engagement Projects focused on marketing, advertising, sales/conception, production, presentation
BS	Brand Strategy Projects focused on the systematic development of brands and corporate identities
IaT	Innovation and Transformation Exploration of new trends and technologies, creative thinking, design experiments for innovation

1 further module

MTh	Master Colloquium and Thesis Colloquium devoted to master subjects, writing of the MA-Thesis (4th term)
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M.A. Communication Design and Creative Strategies

WHT = weekly hours per term
1 WHT = 1 lesson (à 45 min) per semester week

Key figures:

- 16 weeks lecture period per semester
- 65 WHT total
- 30 Credit Points (CP) per semester
- 120 CP total
- 30 Workload Hours (1 WL of 60 min) per CP

Module Chronology

			1. year						2. year						
			1. semester Winter 2020/21			2. semester Summer 2020			3. semester Winter 2021/22			4. semester Summer 2022			
			WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	
Comprehensive modules			One of these modules must be chosen in the 1., 2. and 3. semester, resp.												
1	BusE	Business English													
2	LawM	Law and the Media													
3	MAM	Media Asset Management													
4	CTT	Converging Technological Trends	4	6	180	4	6	180	4	6	180				
5	IntLT	Intercultural Leadership Techniques													
6	MPsy	Media Psychology													
7	MedP	Media Production													
8	ESR	Empirical Social Research													
Subtotal I			4	6	180	4	6	180	4	6	180				
Subject specific modules															
Foundational modules															
1	CCT	Critical and Creative Thinking	4	6	180										
2	DSR	Design and Research	4	6	180										
3	DesM	Design Management				4	6	180							
Subtotal			8	12	360	4	6	180							
Practical modules															
4	HCD	Human Centered Design				5	6	180							
5	CDP	Creative Design Processes	5	6	180										
6	DT	Design Thinking				5	6	180							
7	VC	Visual Communication	5	6	180										
8	SC	Strategic Communication				5	6	180							
9	PE	Persuasion and Engagement							4	6	180				
10	BS	Brand Strategy							5	9	270				
11	IaT	Innovation and Transformation							5	9	270				
Subtotal			10	12	360	15	18	540	14	24	720				
1 further module															
12	MTh	Master Colloquium and Thesis										2	30	900	
Subtotal II			18	24	720	19	24	720	14	24	720	2	30	900	
Total I+II			22	30	900	23	30	900	18	30	900	2	30	900	



M.A. Communication Design and Creative Strategies -part-time-

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Key figures:

16 weeks lecture period per semester
65 WHT total
30 Credit Points (CP) per semester
120 CP total
30 Workload Hours (1 WL of 60 min) per CP

Module Chronology

			1. year			2. year			3. year							
			1. semester		2. semester		3. semester		4. semester		5. semester		6. semester			
			Winter 2020/21		Summer 2020		Winter 2021/22		Summer 2022		Winter 2022/23		Summer 2023			
			WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL		
Comprehensive modules			One of these modules must be chosen in the 1., 2. and 3. semester, resp.													
1	BusE	Business English														
2	LawM	Law and the Media														
3	MAM	Media Asset Management														
4	CTT	Converging Technological Trends	4	6	180	4	6	180	4	6	180					
5	IntLT	Intercultural Leadership Techniques														
6	MPsy	Media Psychology														
7	MedP	Media Production														
8	ESR	Empirical Social Research														
Subtotal I			4	6	180	4	6	180	4	6	180					
Subject specific modules			WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL		
Foundational modules																
1	CCT	Critical and Creative Thinking	4	6	180											
2	DSR	Design and Research	4	6	180											
3	DesM	Design Management				4	6	180								
Subtotal			8	12	360	4	6	180								
Practical modules																
4	HCD	Human Centered Design							5	6	180					
5	CDP	Creative Design Processes				5	6	180								
6	DT	Design Thinking							5	6	180					
7	VC	Visual Communication							5	6	180					
8	SC	Strategic Communication									5	6	180			
9	PE	Persuasion and Engagement									4	8	240			
10	BS	Brand Strategy										5	8	240		
11	IaT	Innovation and Transformation										5	8	240		
Subtotal						5	6	180	10	12	360	14	20	600		
1 further module																
12	MTh	Master Colloquium and Thesis										1	7	210		
Subtotal II			8	12	360	9	12	360	10	12	360	14	20	600		
Total I+II			12	18	540	13	18	540	14	18	540	14	20	600		
											11	23	690	1	23	690