M.A. Communication Design
(English or German)
# M.A. Communication Design

For more information and how to apply, visit: [www.hmkw.de](http://www.hmkw.de)

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

<table>
<thead>
<tr>
<th>Start</th>
<th>summer (April) and winter term (October)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locations</td>
<td>Berlin, Cologne, Frankfurt/Main</td>
</tr>
<tr>
<td>Language</td>
<td>English or German</td>
</tr>
<tr>
<td>Type</td>
<td>Full-time or part-time</td>
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<tr>
<td>Tuition fees</td>
<td>Full-time: € 670,- monthly</td>
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<td>Part-time: € 449,- monthly</td>
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<tr>
<td>Duration</td>
<td>Full-time: 4 semesters</td>
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<td>Part-time: 6 semesters (If you have 210 ECTS, a reduction by one sem. may be granted)</td>
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## 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) or German (Cologne)
- **Learning outcomes:** The ability to carry out the roles and responsibilities associated with the position of an art 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), art 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

<table>
<thead>
<tr>
<th>Elective subjects:</th>
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<tbody>
<tr>
<td>Law and the Media, Media Asset Management, Intercultural Leadership Techniques, Media Psychology, Converging Technological Trends, Media Production, Business English</td>
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</tbody>
</table>

## Subject-specific modules

<table>
<thead>
<tr>
<th>Basic subjects:</th>
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</thead>
<tbody>
<tr>
<td>Critical &amp; Creative Thinking</td>
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<tr>
<td>Design &amp; Social Research</td>
</tr>
<tr>
<td>Design Management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Practical modules include:</th>
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</thead>
<tbody>
<tr>
<td>Creative Design Processes</td>
</tr>
<tr>
<td>Persuasion, Engagement</td>
</tr>
<tr>
<td>Communication</td>
</tr>
</tbody>
</table>
# M.A. Communication Design

Interdisciplinary competencies (3 of 7 elective modules)

<table>
<thead>
<tr>
<th>Basics</th>
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</thead>
<tbody>
<tr>
<td><strong>BusE</strong></td>
<td><strong>Business English</strong></td>
<td>Commercial correspondence, presentation and moderation</td>
</tr>
<tr>
<td><strong>LawM</strong></td>
<td><strong>Law and the Media</strong></td>
<td>Copyright, DRM, privacy and other ethical-juristic issues</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Technology</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>MAM</strong></td>
<td><strong>Media Asset Management</strong></td>
<td>Organisation of data/documents: formats, versioning, searching, distribution etc.</td>
</tr>
<tr>
<td><strong>CTT</strong></td>
<td><strong>Converging Technological Trends</strong></td>
<td>Convergence of communication, computing, and broadcasting technologies</td>
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<tr>
<td><strong>MPro</strong></td>
<td><strong>Media Production</strong></td>
<td>Introduction to the most important techniques of creative and professional media production</td>
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<table>
<thead>
<tr>
<th>Human Factors</th>
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<tbody>
<tr>
<td><strong>IntLT</strong></td>
<td><strong>Intercultural Leadership Techniques</strong></td>
<td>Managerial capabilities in a globalized world</td>
</tr>
<tr>
<td><strong>MPsy</strong></td>
<td><strong>Media Psychology</strong></td>
<td>Psychological foundations of media consumption</td>
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</tbody>
</table>
M.A. Communication Design

Subject-specific competencies (9 modules)

<table>
<thead>
<tr>
<th>3 basic modules</th>
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<tbody>
<tr>
<td><strong>CCt</strong> Critical &amp; Creative Thinking</td>
<td>Practical training and critical reflection of creative problem solving in complex scenarios</td>
</tr>
<tr>
<td><strong>DSR</strong> Design &amp; Social Research</td>
<td>User-centered analysis and target marketing tools, user experience and service design strategies</td>
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<tr>
<td><strong>DesM</strong> Design Management</td>
<td>Art direction as creative process value analysis and leadership in design agencies</td>
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<table>
<thead>
<tr>
<th>5 practical modules</th>
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<tbody>
<tr>
<td><strong>CDP</strong> Creative Design Processes</td>
<td>Design projects, cross media, user &amp; service oriented: conception, production, presentation</td>
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<tr>
<td><strong>Com</strong> Communication</td>
<td>Projects focused on visual communication strategies</td>
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<tr>
<td><strong>CrL</strong> Creative Leadership</td>
<td>Management techniques in diverse, eclectic and fast changing work environments</td>
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<tr>
<td><strong>PE</strong> Persuasion, Engagement</td>
<td>Projects focused on marketing, advertising, sales/conception, production, presentation</td>
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<tr>
<td><strong>UCD</strong> User Centered Design</td>
<td>Cross-media and user-centered design projects: conception, production, presentation</td>
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<table>
<thead>
<tr>
<th>1 further module</th>
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<tbody>
<tr>
<td><strong>MTh</strong> Master Colloquium and Thesis</td>
<td>Colloquium devoted to master subjects, writing of the MA-Thesis (4th term)</td>
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</tbody>
</table>
# M.A. Communication Design

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

**Key figures:**  
16 weeks lecture period per semester  
73 WHT total  
30 Credit Points (CP) per semester  
120 CP total  
30 Workload Hours (1 WL of 60 min) per CP

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### Comprehensive competences

<table>
<thead>
<tr>
<th>1. year</th>
<th>2. year</th>
<th>3. year</th>
<th>4. semester</th>
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<tbody>
<tr>
<td>1. semester</td>
<td>2. semester</td>
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<td><strong>Basics</strong></td>
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<td>Converging Technological Trends</td>
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<tr>
<td><strong>Subject specific competences</strong> (choose 3 of 8 modules!)</td>
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### Module Chronology

**1. year**  
1. semester:  
2. semester:  
3. semester:  
4. semester:  

**2. year**  
1. semester:  
2. semester:  
3. semester:  
4. semester:  

**3. year**  
1. semester:  
2. semester:  
3. semester:  
4. semester:  

**4. semester**  
1. semester:  
2. semester:  
3. semester:  
4. semester:  

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### Subject specific competences

<table>
<thead>
<tr>
<th>1. year</th>
<th>2. year</th>
<th>3. year</th>
<th>4. semester</th>
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<tbody>
<tr>
<td>1. semester</td>
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<tr>
<td><strong>3 foundational modules</strong></td>
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<td>8</td>
<td><strong>CCT</strong></td>
<td>Critical &amp; Creative Thinking</td>
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<td>9</td>
<td><strong>DSR</strong></td>
<td>Design &amp; Social Research</td>
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| **3 practical modules** | | | | | | | | | | | | | | | |
| 11 | **UCD** | User Centered Design | 10 | 12 | 360 | | | | | | | | | | |
| 12 | **CDP** | Creative Design Processes | 5 | 6 | 180 | | | | | | | | | | |
| 13 | **Com** | Communication | 10 | 12 | 360 | | | | | | | | | | |
| 14 | **PE** | Persuasion, Engagement | 5 | 6 | 180 | | | | | | | | | | |
| 15 | **CrL** | Creative Leadership | 11 | 18 | 540 | | | | | | | | | | |
| **Total** | 10 | 12 | 360 | 15 | 18 | 540 | 16 | 24 | 720 | | | | | |

| **1 further module** | | | | | | | | | | | | | | | |
| 16 | **MTh** | Master Colloquium and Thesis | 2 | 30 | 900 | 2 | 30 | 900 | 2 | 30 | 900 | 2 | 30 | 900 | 58 | WHT | 102 | CP | 3060 | WL | 928 h |

**Total**  
25 | 30 | 900 | 25 | 30 | 900 | 21 | 30 | 900 | 2 | 30 | 900 | 73 | WHT | 120 | CP | 3600 | WL | 1168 h

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**Key figures:**  
16 weeks lecture period per semester  
73 WHT total  
30 Credit Points (CP) per semester  
120 CP total  
30 Workload Hours (1 WL of 60 min) per CP

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**Module Chronology**

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### Key Points
- **Basics:**  
  - BusE: Business English  
  - LawM: Law and the Media

- **Technology:**  
  - MAM: Media Asset Management  
  - CTT: Converging Technological Trends

- **Human Factors:**  
  - InLT: Intercultural Leadership Techniques  
  - MPsy: Media Psychology

- **Subject specific competences:**
  - Choose 3 of 8 modules!

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**WHT = weekly hours per term**  
**CP = Credit Points**  
**WL = Workload Hours**

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**Campus Cologne:** Fon +49 (0)221/222 139-33 | study-cologne@hmkw.de  
**Campus Frankfurt/Main:** Fon +49 (0)69/50 50 253-91 | study-frankfurt@hmkw.de

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**Last update:** 15.11.2017  
**Subject to modifications!**