MASTER OF ARTS IN DESIGN
AT DESIGNKREFELD

MASTER OF ARTS
Welcome to designkrefeld.

You are passionate about design. You are curious and want to make a contribution to society. You are interested in topics related to design in the future and you want to develop on a personal level and in a team. You are interested in design and science, in methods and processes and want to design responsibly for the benefit of mankind and society.

If you can relate to several of these statements, the Master’s Degree Programme in Krefeld is right for you! We look forward to receiving your application!
Master of Arts in Design degree programme

The Master of Arts in Design degree programme broadens your horizons by looking at the world of design from new perspectives. You strengthen your own confidence as a designer personality in theory and practice during in-depth discourses with lecturers and fellow students and develop a qualified approach to design.

It is our aim to train designers who are not driven by the task in hand but drive these tasks forward. In this Master’s degree programme we want to train you to be world-shaping and proactive designers who create the world as it should be to the best of their knowledge and belief.
Degree programme structure The curriculum of our Master's degree programme is aimed at strengthening and professionalising your skills. By shaking up your design concepts in the first semester we help you find your own design perspective.

The “Human Sciences” module shows you how design can be placed in relation to social questions. In a number of discourses we look at the “creative development” and “-observation” more closely to train reflection skills.

Our professionalisation courses teach options and techniques for achieving success in the practical design world. Last but not least you will be able to further your own development and evolve your own design skills in the “Individual Specialisation” course and your master project.
Workshops  We have a number of workshops for an experimental approach to your projects and their implementation.

Our team members provide support for your project in the photography studio, green screen studio, virtual reality laboratory, CAD laboratory, graphic reproduction, printing workshop, graphic workshop, wood workshop, metal workshop, ceramic workshop and screen printing workshop.

https://web.hs-niederrhein.de/design/ueber-den-fachbereich/#c75325
Nice to know you All good friendships start with a “hello!”

We offer you a number of opportunities to get to know us: At the Master Symposium that is held every year you can meet other students, talk to the Master professors and find out more about the exciting careers of the Master alumni.

You can also come to a counselling session at which we provide more information about the degree programme at a personal meeting. These are always held in the autumn.

Our two-day faculty exhibition is held annually and showcases the variety of the work of the students throughout the entire complex. We would be very pleased to welcome you as our guest! The dates are announced well in advance on our website in the “News/Aktuelles” section.
designkrefeld On the following pages you will be able to take a glimpse at the Master’s degree programme in Krefeld. You will find information on excursions, events as well as project work and Master’s theses that were designed and created by designkrefeld students.
A cycle city for 200 days
Promoting cycling means building new cycle tracks. It takes time to build cycle tracks. A cycle city for 200 days places the emphasis on the cyclists, not on the cycle track. Started in 2013 in Mönchengladbach, this project reverses the cause and effect and for 200 days creates a cycle city in this municipality which is dominated by cars. In 2014 and 2015 the project was continued by official decree of the city of Mönchengladbach. Since then a wide range of people and institutions have voluntarily become involved in focusing on the topic of cycling under the motto “Vormachen Mitmachen Selbermachen” (lead the way, join in and do it yourself).

The joint project »Krummüse – schmeckt gerade gut« (Straight up - wonky veg tastes good) was a touring exhibition focusing on food waste. It was created in the “Design Development” course.

“Why not cook wonky veg for a change? Where is this standardised way of thinking taking us? What is more important - the shape or the taste?

The things we buy – ready-made products, sweets or fair trade and organic produce – say a great deal about how the world will evolve. Three times a day we can have our say.”

www.200Tage.de
“Vierteldrehung” (A Quarter Turn) was a temporary public exhibition focusing on the history of the southern quarter of the city of Krefeld, its “High Street” and its inhabitants. The project took place over a period of five weeks and was aimed at boosting the appreciation of the quarter among the people who live there.

www.vierteldrehung.de

Citizen involvement as part of the Master’s thesis of Katharina Girnuweit. A campaign stall entitled Turmzukunft – Zukunftsturm (Tower Future - Future Tower) was set up at the Platzhirsch Festival in Duisburg focusing on citizen involvement with the question: “What will happen to the Duisburg Stadtwerketurm chimney?”

For three days ideas from the public were collected, discussions about the future of the quarter and monument preservation were organised and around 400 postcards about the “Future Tower” were created.

www.herzderstadt.de
“Public - Private” at the DMY

Inspired by an excursion to the DMY Festival in Berlin in 2014, the students decided that they wanted to put the status of their master projects up for discussion within this framework in 2015.

For one semester the “Creative Observation” course was devoted to planning, design, discussion, calculation, experimentation, applications and construction. The topic “public - private” and the individual master projects were made accessible in a room made of cardboard boxes. Here the Master students discussed, developed and optimised their projects with the visitors to the DMY.

www.oeffentlichundprivat.wordpress.com
“Auklärung 2.0 – Kreativität verteidigt Freiheit” (Enlightenment 2.0 – creativity defends freedom)

The basis of and inspiration for this project was the book “Zivilisierte Verachtung” (Civilised Contempt) by Carlo Strenger. For one semester, as part of the “Ethics” course, students focused intensively on sensitive social and political topics. 19 theses were written that gave the main statements of the book an aesthetic form. The Master students implemented the concepts, created an exhibition and organised an evening event with a panel debate with four guests from the creative sector.
On the road Sometimes it’s necessary to focus your thoughts and intensify communication with one another. Then we withdraw to a special place and devote several days to intensive discourses.

If we want to expand our horizons, we go out into the world and look for design community hot spots. We get to know different cities and visit exhibitions, agencies, design studios and institutions.
Practical orientation Each year the Master students decide which potential employers are of particular interest to them and which they should visit. Excursions to these places are then planned. Armed with a long list of questions, they then visit ateliers, agencies, design studios and cultural institutions.

Here are some that we have visited to date:

- Aufbau Haus, dan pearlman
- Das gute Ding, Denkwerk
- dreigegeneinen, Edenspiekermann AG
- F1rstdesign, Fontshop, Formdusche
- Gemeinschaftsbüro am Westwall
- Gestalten Verlag, Goldener Hirsch
- Graft, Grey, Großgestalten
- Heine/Lenz/Zizka, Hybrid Space Lab
- Hort, Heimat, Kinzo-Berlin
- Monotype, Patricia Pisani, Raumdoktor
- Nichtmaleben, Raumlabor, Refunc am ZKU
- Rimini, Roberto Uribe Castro
- Sarah Illenberger Studio, Samtweberei
- Sputnic, Strichpunkt, Thorsten Goldberg, TRIAD Berlin
West Campus Since 2006 the tradition-conscious Design Faculty with both degree programmes has been located in a building complex designed in 1958 by the renowned architect Bernhard Pfau.

The “UFO”, as it quickly became known among the inhabitants of Krefeld, was an architectural sensation at the time.

The year 1904 is regarded as the foundation year of the “Handwerker- und Kunstgewerbeschule”, the “School of Arts and Crafts”, which was renamed as the “Werkkunstschule”, the College of Applied Arts, in 1949.

We have only been one of the currently ten faculties of the Hochschule Niederrhein since 1971.

designkrefeld is able to look back over a history that spans more than a century and at the same time is looking for new perspectives for our design and students in the future.
Studying for a Master’s Degree  If you enjoy designing, want to discover something new and approach social, societal and cultural questions with passion and imagination, apply before the 15th December with a letter of motivation and an exposé of a Master’s topic you have defined yourself. With this exposé you show us what you would like to work on and that you are able to formulate a complex topic and place it in a design context.

For initial contact with potential students we offer counselling sessions on the Master’s degree programme to which we would like to cordially invite you! Here you can find out all important information, ask questions and get to know designkrefeld. The exact dates are given on the faculty website.

We look forward to getting to know you!

www.hs-niederrhein.de/ma-design/
**CONTACT**

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**STUDIES**

Degree programme  
Design

Degree  
Master of Arts

Standard time to degree  
3 semesters (90 ECTS)

Start  
Summer semester

**APPLICATION**

Master’s counselling service  
Master’s degree programme  
information evenings are held in the autumn.

Online application  
Applications must be received before 15 December each year.

Exposé  
You write an exposé about your Master’s topic.

Letter of motivation  
Why do you want to study for your Master’s degree in Krefeld?

Project portfolio  
You show us what you can do and tell us about your previous experience.

Application interview  
In a 30 minute interview you have the opportunity to convince us of your motivation and your topic.

For more information visit:  
www.hs-niederrhein.de/ma-design/