COMMUNICATION DESIGN

STUDY IN DESIGNKREFELD

BACHELOR OF ARTS
Welcome to designkrefeld.

We will work with you to develop communicative ideas that make life easier to understand, more interesting, more attractive, sometimes more humorous and, in the best case, simply better.

The personal contact between lecturers and students is a matter which is dear to our hearts and we support you in your artistic development as well as promoting your personal strengths. As a team we work closely together during project implementation.
Communication Design is the collective term for a series of professional fields, some highly specialised, such as graphic design, corporate design, editorial design, interface design, photography, illustration and advertising that are based on common training foundations while covering different fields of specialisation.

As a Communication Designer you process messages and information from your customers in a manner that ensures that they are perceived by their target audience.

The formal and content-related design of a medium is used to explain, convey, inform, present and organise. Working in these fields is particularly interesting due to the wide range of traditional, analogue and new, digital tools and media, including social media.
Our project degree programme
The Bachelor of Arts in Communication Design degree programme comprises seven semesters standard time to degree. At the beginning you will learn artistic, technical and theoretical principles, including, for example, subjects such as drawing, design theory, photography and typography as well as the use of the latest DTP software. This is supplemented by seminars on the history of design and design theory.

From the third semester onwards you will be able to select various project areas to expand your design skills and theoretical knowledge, familiarise yourself with different disciplines and find your own personal path.

Together with the lecturers you will learn either independently or in a team how to approach topics and questions from a design-oriented viewpoint and how to evolve solutions.
The general, qualifying, pro-
paedeutic subjects are mainly
concentrated in the first year
of study.

The professional and practical
teaching units with the core pro-
ject studies as well as the speci-
alisations follow from the second
year onwards.

As part of the project studies
you will be able to specify the
main area of focus yourself and
therefore concentrate directly on
promoting your own individual
strengths. The theoretical sub-
jects are continued throughout
the entire degree programme.

The seventh semester is reser-
vied for the Bachelor’s thesis.
Practical orientation As a university of applied science we have a strong practical orientation, and for this reason one semester is devoted to the practical and international phase as a mainstay of the programme.

After counselling from our team, including optimisation of your portfolio, you apply to a company or companies of your choice to complete your practical semester.

Alternatively you can spend a semester study abroad at one of our partner universities in Europe or the United States to get a glimpse of the international design world and to see things from different perspectives.
Specialisation The courses are selected individually and allow a host of different combinations so that you can customise your individual degree programme to suit your personal needs and preferences.

In the specialisation subjects and especially in the projects from the third semester you have the opportunity to specify your own focus in the following areas:

- Communication Design
- Corporate Design
- Advertising
- Interaction Design
- Illustration
- Motion Design
- Editorial Design
- Typography
Workshops  Concepts and ideas are developed using scribbles or digital drawings and initial concepts are tested with models.

Our workshops offer you facilities for highly professional prototyping. Our team members provide support in the photography studio, green screen studio, virtual reality laboratory, graphic reproduction as well as the printing workshop with the computer rooms.

The product and object design workshops – the CAD laboratory, the wood, metal and ceramic workshops – are naturally also at your disposal.
Portfolio The following pages feature a small selection of project work and BA theses designed and created by design-krefeld students.

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.
»Haze 1« | Max Kopp

»Review. Preview.« | Jil Leister

»Sampling Text« | Svenja Lüker

»The heart of the city« | Katharina Girnuweit
»Stroke« E-Book | Lisa Natrup, Fabienne Reinking

»Image campaign for Krefeld« | Lisa Hilbertz

»Dead words« PopUp-Book | Anna Milde

»Ubik City« Still Game-Trailer | C. Sander, J. Tschepe
Skyra: Typetrip to Iceland

Headline → № 1

Est 2012

Hamburgefont, but what about the quick brown fox?

Skyra« Typedesign | Sebastian Hähnlein

Magazine Skoop NL-D« | Anna Fabian

Image flood« | Charlotte Vorfeld

Vademecum for designers« | A. Goncarov, M. Schlunke
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.
We are looking for you if you enjoy designing, want to discover something new and approach social, societal and cultural questions with passion and imagination.

Aptitude test Compile a folder with your work that shows us your ideas, design skills and passion for design. The artistic and design aptitude test is the requirement for enrolment in the faculty.

Our folder advisory service offers you valuable tips on how to create and optimise your folder. You are also invited to visit the campus at any time to meet us and see faculty and its work for yourself.
CONTACT

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STUDIES

Degree programme
Communication Design

Degree
Bachelor of Arts

Standard time to degree
7 semesters (210 credits) Including practical semester/semester abroad

DATES AND DEADLINES

Aptitude test
Registration for the aptitude test to be received by 15 March each year.

Online application
After a successful aptitude test, online applications must be submitted until 15 July.

Taster Week
Every year in the autumn half-term holiday.

Folder advisory service
Regular folder advisory service sessions are held during the main lecture period for interested students. The current dates are listed on our website in the section for interested students.