PRODUCT
AND OBJECT
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.
Product and object designers plan, design and create products, objects and even rooms. You develop concepts that always focus on functional, technical, economic and social aspects. The individual needs of the respective target groups, markets and also individuals are taken into account.

Our students are trained with a great deal of emphasis on teamwork and conceptual strength. Product and object design plays a major role in fields with a strong industrial and orientation and focus on craftsmanship. Graduates can work on a freelance basis or as employees in a design studio or the design department of a company.
Our project degree programme
The Bachelor of Arts in Project and Object Design degree programme comprises seven semesters standard time to degree. At the beginning you will learn artistic, technical and theoretical principles. These include, for example, subjects such as drawing, design theory, model making as well as the use of the latest CAD software. These are supplemented by seminars on design theory and the history of design.

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 project studies as well as the specialisations 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 subjects are continued throughout the entire degree programme.

The seventh semester is reserved 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:

**Product Design**
- Consumer Goods Design
- Furniture and Lighting Design
- Equipment Design
- Ceramic, Glass, Porcelain Design

**Object Design**
- Design of Unique Objects
- Trade Fair Design
- Public Design
- Building Design
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 supports you in the ceramic, porcelain and glass workshops, the wood, metal and plastic workshops, the painting shop, in the 3D printing shop, in the materials library and the CAD laboratory.

The workshops of the Faculty of Communication Design – the photography studio, the green screen studio and the printing shop – are also naturally 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.
»Spinning bike« | Marius Mühle

Object Design bachelor’s thesis | Vera Stassen

Object Design bachelor’s thesis | David Antonin

Heritage beard trimming set | Jonas Borngräber, Marius Mühle
Soda maker | Carina Busch

Trade fair concept for a bag manufacturer | Jan Bouxhein

Helmet for mountaineers | Carina Gronen

Design concept for a compact dumper | Tillmann Schmitz
»Anvil« nutcracker | Lennart Ebert

»Medusa« Bachelor’s thesis | Sabrina Stutzmann

»Gestaltbar« | Leonard Gerke, Kai Jaschek, Phillip Deilmann

»Refraction« | Stella Harding

»Anvil« nutcracker | Lennart Ebert
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.
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STUDIES
Degree programme
Product and Object 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