

# **DEGREE PROGRAMME COMMUNICATION DESIGN**

## **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 very 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 whole series of sometimes highly specialised occupational fields which cover different areas of responsibility on a common training basis.

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. The work in these areas also makes the interplay between traditional, analogue and digital tools as well as media, including social media an AI, an interesting field.

ANNA STEFANISCHIN



## WE'RE LOOKING FOR YOU!

If you enjoy designing, want to discover something new and approach wide-ranging questions with passion and imagination, then apply now!

### **Aptitude test**

Compile a portfolio 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.

### **Portfolio advisory service**

Regular portfolio advisory service sessions are held during the main lecture period. Our portfolio advisory service offers you valuable tips on how to create and optimize your portfolio.

The current dates are listed on our website in the section for prospective students:  
[hs-niederrhein.de/design/studieninteressierte](https://hs-niederrhein.de/design/studieninteressierte)

## DATES AND DEADLINES

### **Aptitude test**

The application for the aptitude test must be received by the 15th of March each year.

### **Online application**

After passing the aptitude test, you will need to apply online for a study place. The annual deadline for this is September 15th.

### **2-day DesignLab for those in secondary school**

Annually during the Easter and Fall holidays



SEMINAR FUNDAMENTALS OF DESIGN

At the beginning you will learn artistic, technical and theoretical principles, including, for example, subjects such as drawing, fundamentals of design, photography, typography as well as the use of the latest DTP software. This is supplemented by seminars on the history of design and design theory.

The general, qualifying, propaedeutic subjects are mainly concentrated in the first year of study.

## THE BACHELOR'S DEGREE PROGRAMME

JULE DERKX



## COMMUNICATION DESIGN

The professional and practical teaching units with the core project studies as well as the specializations 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 accompany you for the entire duration of your degree programme.



## SEVEN SEMESTERS STANDARD TIME TO DEGREE

To find your own individual path and get to know different disciplines, you will select subjects from different project areas that expand your creative skills and theoretical knowledge.

Together with the lecturers you will learn either independently or in a team how to approach topics from a design-oriented viewpoint and how to evolve solutions.

KATHERINA FRÖHLICH



In the third academic year you can complete your internship semester or semester abroad, and the last semester is reserved for the Bachelor's thesis.



# CORPORATE DESIGN INTERACTION DESIGN | UX | UI ADVERTISING

**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, printmaking as well as the printing workshop with the computer rooms.

The workshops in the product and object design field - the CAD laboratory, the wood, metal and ceramics workshops - are naturally also at your disposal.

## TYPOGRAPHY EDITORIAL DESIGN PHOTOGRAPHY

### CONTACT

Hochschule Niederrhein  
Faculty of Design  
Frankenring 20 – 47798 Krefeld

[designkrefeld.de/studieninfo](https://designkrefeld.de/studieninfo)

Please e-mail us with any questions at:  
[ba-design@hs-niederrhein.de](mailto:ba-design@hs-niederrhein.de)



VIRTUAL REALITY PROJECT



## ILLUSTRATION MOTION DESIGN PRINTMAKING

**Internship semester.** After counselling from our team, including optimization of your portfolio, you apply to a company or companies of your choice to complete your internship semester.

**Study abroad semester.** Alternatively you can spend a semester studying abroad at one of our international partner universities to get a glimpse of the international design world and to see things from different perspectives.

**Specialization.** The courses are selected individually and allow a host of different combinations so that you can customize your individual degree programme to suit your personal needs and preferences. In the specialization subjects and especially in the projects from the third semester you have the opportunity to specify your own areas of focus.

**Faculty exhibition.** 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.

Until then, you can have a look at graduation projects and other student work via the following links.

[designkrefeld.de/werkschau2020](https://designkrefeld.de/werkschau2020)  
[designkrefeld.de/werkschau2021](https://designkrefeld.de/werkschau2021)  
[designkrefeld.de/werkschau2022](https://designkrefeld.de/werkschau2022)

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