

# MASTER'S DEGREE PROGRAMME IN DESIGN 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 shaping the future. You want to develop personally and as part of 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. Then you've come to the right place! We look forward to receiving your application!

## MASTER OF ARTS IN DESIGN DEGREE PROGRAMME

The Master's 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 discussions with lecturers and fellow students and develop a reflective approach to design.

It is our aim to train world-shaping and proactive designers who create the world as it should be to the best of their knowledge and belief.

Every autumn we hold several counselling sessions for the Master's degree programme - take the opportunity to get to know us and find out whether the programme is suitable for you.

You can find all counselling dates and all relevant information about the application on our website: [www.hs-niederrhein.de/ma-design](http://www.hs-niederrhein.de/ma-design)

USING LIVING SPACE MORE EFFECTIVELY  
MONIKA IZABELA JAGLA + KATRIN MEVISSSEN



## DATES AND APPLICATION PROCESS

### Online application

The application portal is online from October. The application deadline is the 15th of January.

### Send your application documents in PDF format

at the same time by the 15th of January to: [ma-design@hs-niederrhein.de](mailto:ma-design@hs-niederrhein.de). In an **exposé** you outline your idea for a possible Master's thesis and in a letter of **motivation you explain** why you want to do the Master's degree programme in Krefeld. Your **project portfolio** and a **curriculum vitae** complete your documents.

### Application interview

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



STRENGTHEN MORAL COURAGE  
LISA NATRUP

The curriculum is designed to give you the skills to successfully carry out your Master’s project, develop a reflective position in design and successfully put it into design practice.

**1st Semester | Searching & finding** 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 “design development” and “observation” more closely to train reflection skills.

In the „individual specialisation“ you can focus more closely on the design specialisations which are relevant to you - whether these are social design, typography or UX design.

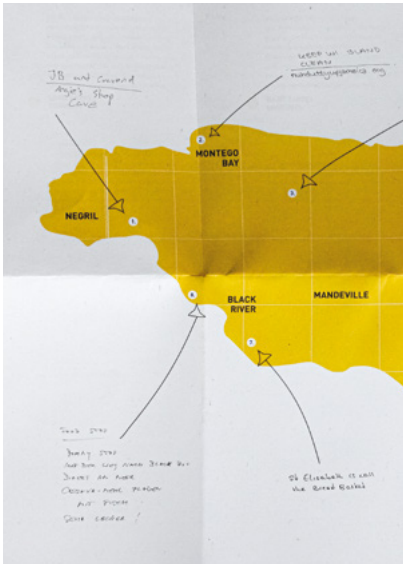


MASTER-SYMPOSIUM

**2nd Semester | Doing** Our “professionalisation” courses teach options and techniques for achieving success in the practical design world. In “Strategy and Future Research” you learn to recognise trends and to initiate innovations.

In the third module you start planning your Master’s thesis and learn to focus on your strengths, to divide your project into meaningful work steps and to communicate in an understandable manner.

# DESIGN



MAKING TOURISM MORE SUSTAINABLE  
NATALIE JOSTEN + KONSTANZE ALBRECHT

**3rd Semester | Communicating & presenting** This semester is dedicated almost entirely to the Master’s thesis.

The supervisor will coach you until you have successfully completed your thesis. In “Communication and Presentation” you will learn how to conclude your thesis convincingly and bring it straight to the point.

MASTER OF ARTS THREE SEMESTERS STANDARD TIME TO DEGREE		
1	2	3
INDIVIDUAL SPECIALISATION 6 ECTS	PROFESSIONAL SKILLS 12 ECTS	PRESENTATION & COMMUNICATION 5 ECTS
S   P		S   P
CREATIVE DEVELOPMENT 8 ECTS		MASTERS PROJECT 24 ECTS
S   P	S   P	
HUMAN SCIENCES 8 ECTS	STRATEGY 8 ECTS	
S   P	S   P	
DESIGNERLY THINKING 9 ECTS	MASTER CONCEPTION 10 ECTS	
S   P	S   P	S   P
fearless thinking		personal development and professionalisation
search / find		do
		communicate

S = Seminar / P = Private study

# THE MASTER’S DEGREE PROGRAMME



**Expertise.** To support your Master's thesis, our professors offer you their competence in consumer goods design, ceramic and porcelain design, trade fair design, urban design, public and social design, UX design, corporate design, advertising, typography, editorial design and illustration.

**Workshops.** We have a number of workshops for an experimental approach to your projects and their implementation.

Our team members provide support 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.

## AN ESSENTIAL FEATURE OF DESIGN IS ITS BELIEF IN THE DESIGNABILITY OF THE FUTURE.

PROF. NICOLAS BEUCKER, HEAD OF THE M.A. DESIGN DEGREE PROGRAMME

### CONTACT

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Faculty of Design  
Frankenring 20 – 47798 Krefeld

[www.hs-niederrhein.de/ma-design](http://www.hs-niederrhein.de/ma-design)

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

## THE MASTER'S PROGRAMME HELPED ME TO DEVELOP AN ATTITUDE, TO CROSS BORDERS AND TO GROW FROM MY EXPERIENCES.

JOSUA WAGHUBINGER, GRADUATE OF THE MASTER'S DEGREE PROGRAMME

PRODUCTS AGAINST THE THROWAWAY CULTURE  
EMILIA BREIT

**Master symposium.** 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.

**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.

**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 discussions.

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, cultural institutions and design studios.

**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.

