

Design (B. A.)

The Bachelor's programme in Design aims to enhance the design related knowledge, methods and creativity concerning communication, product and environmental phenomena. Graduates of the programme are able to solve design problems in industrial, service and communication companies.

This enables the graduates to analyse design problems as a part of human life and as an expression of a cultural self-understanding in order to find solutions for economic success, functional ability and social acceptance.

The programme engages in intense dialogue with business and industry. On the other hand, the programme provides widespread theoretical reflection on the development of academic skills for further studies and practical competence in leading positions.

The main goal is indeed to integrate the practical and theoretical knowledge so as to profit from interdisciplinary and transdisciplinary competences, which are in rich supply on both sides. A practical training course is also part of the programme.