

VISUAL COMMUNICATION

Prof. Steffen Schuhmann
 Prof. Stefan Koppelkamm
 Prof. Barbara Junge
 Prof. Wim Westerveld
 Gastprof. Kerstin Rupp
 and additional contract teachers
 as well as artistic assistants

The course Visual Communication is divided into a four-year Bachelors and a one-year Masters course. Students spend the first year of the Bachelor's course learning the basics of art and design in an interdisciplinary course together with students from other courses at the School. The Bachelor's course builds upon that foundation and prepares students for a career in a dynamic and constantly changing field of work. It does not aim to produce specialists, but rather to impart a wide-ranging understanding of our visual culture and the value placed on it in society. The course aims to help students to develop their own design standpoints.

The tools of visual communication can include two-dimensional print media (books, posters), digital media (Internet) and spatial media (exhibitions, orientation systems), as well as actions in the public space. Students learn to analyse problems and to conceptualise and implement the results of those analyses in a creative and media-oriented way. In this process, particular importance is given to the creative and theoretical foundations of visual communication. The course is distinguished by the intense interplay of practical design work and theoretical debate on the effects of visual and verbal communication.

During this study course, prospective designers learn to approach and solve complex design tasks methodically. This includes not only design skills but also linguistic and social ones. Designers in visual communication need to be able to explain their concepts and work in teams. They require a theoretical and historical background as a reference for their own design work. Students learn about work in the profes-

sional world during their work projects which include practical tasks often carried out with partners from outside the university. Graduates will have received a broad technical foundation which enables them to work in all areas of visual communication and react flexibly to future developments in their profession.

Student advisory service

Susan Lipp
 general course guidance

Student Service, room A 1.09
 weissensee academy of art berlin
 Bühningstr. 20 - 13086 Berlin
 mail: studienberatung@kh-berlin.de

open hours: tuesday 11-13, thursday 14-17
 telephone advisory service: +49 30 47705 342
 tuesday 14-16, wednesday 10-12

Consultation of applicants

October to December and April to June, only after appointment via the secretariat, Miss Hoppe. Mail: fachgebietsverwaltung2@kh-berlin.de

Admission prerequisites

- A special artistic talent is required
- Minimum age 18 years
- General matriculation standard / general certificate of secondary education
- Preliminary practical or vocational training

Artistic admission test / aptitude test

The artistic talent will be ascertained by a test procedure in the middle of February.

The application period for all undergraduate courses of study is from 1 November to 10 December of each year. The Registration is made through the website: www.kh-berlin.de.

For summer term a registration is not possible. In January applicants will receive an invitation and practical hints for the aptitude test.

This admission test or exam will consist of:

- The test starts with the submission of your portfolio and if required your special homework. Minimum of 15 to maximally 20 personally produced artistic works (mainly drawings and other specimens). Admission to the test will be decided upon after examination of these works (preselection).
- A 2 to 3-day exam for proving the required aptitude.
- An interview concerning, as a rule, the evaluation of the artistic achievements shown as well as the technical skills and motivation of the participants.

Handicapped or chronically ill applicants may apply for compensation of their drawback in the test. The test participants will be informed in writing about the results. A successfully passed test is valid for two years.

Portfolio

An admission to the aptitude test will be decided after the review of the portfolio. All applicants will be invited and required to submit the portfolio personally. The content of the portfolio naturally varies depending on the desired department, but here are some general tips.

There are not too many specifications from the faculties regarding the portfolio, other than the fact that it should include ca. 15 to 20 preferably original works (drawings, paintings, photographs, collages, videos, three-dimensional works or works on canvas must be documented as photographs). All media are permitted. The portfolio should be easy to manage and not exceed DIN A0.

The concept of the portfolio is entirely up to the applicant and should demonstrate not only basic artistic skills and creativity but also works that are relevant to the desired program. It should be very selective about the works. As the portfolio is the first part of the entrance exam, applicants should think carefully about their artistic identity, talents, and goals. They

try to avoid works that appear as if they were instructed to create it – it is very important that the creative, artistic personality can be seen in the portfolio. It is also important that the portfolio illustrates that applicants have continuously and intensively worked on their creative development. The professors place great value on high quality drawings. For inspiration, applicants can view a range of different student projects on the website or alternatively visit the open days in July.

Preliminary practical training

A preliminary practical training is considered as basic requirement for matriculation. The weißensee academy of art berlin is not in a position to mediate training placements. The preliminary training is necessary for acquiring knowledge and experience concerning basic working techniques, materials and working processes. Especially suitable to this effect are the printing trade, book and newspaper publishers, graphic studios, publicity agencies as well as studios of electronic media. The minimum duration is 6 to 8 weeks.

Application/admission

An application can be filed only after having passed the artistic admission test, whereupon the suitable applicants will receive the corresponding application form from weissensee. This form has to be sent within the established period, together with the appertaining documents, to the matriculation office of the khb. The application deadline is preclusive. Allotment of the study places by central assignment (ZVS), numerus clausus, waiting semesters or drawing of lots is not done. After conclusion of the admission procedure in April of the same year, the applicants receive a written admission award and the registration forms.

Information on admission and matriculation for international applicants

In application proceedings, there are no differences between Germans, EU-Citizens or other international applicants, provided international applicants can submit a proof of German language proficiency with the application form: minimum of the qualification B1/B2 for Design departments.

The language of instruction is German in all our courses. As the aptitude test will be also carried out in German it is absolutely necessary to be provided with a sufficient knowledge of German language. Needless to say that most professors speak English very well, so in case of need, applicants may be able to explain the ideas, aims and motivation also in English.

After a positive decision, it must be presented a language certificate for the admission: for example TestDaF 4, telc Deutsch C1 Hochschule, DSH 2 or the language proof of the UDK (qualification level C1) for all Design departments.

In exceptional cases, a proof of the exam registration or a certificate of the C1 - course is also sufficient for the time being. The relevant language certificate must be submitted before the studies begin.

Recognition of certificates

First if applicants pass the aptitude test successfully, they have to apply for admission with the necessary certificates and documents, and these must be submitted in form of an officially authenticated translation in German or English. Foreign higher education entrance qualifications (allgemeine Hochschulreife) must be recognised as equivalent to the German general or subject-specific higher education entrance qualification. An exemption from this is possible if you have a „special artistic aptitude“ and it is declared in the notification for the result of the aptitude test.

Applicants from the People's Republic of China, Vietnam and Mongolia must include the original certificate confirming that the papers have been pre-checked by the Academic Evaluation Centre (APS).

Registration/fees

For registration it is necessary to present the health insurance vouchers and to pay the contributions of 300 € (registration fee, social contribution, Students' Association (ASTA), public transport). Tuition fees are not charged.

Commencement of study

Admission of beginners is for the winter semester only, i. e. from October of the current year.

Duration of study

The regular duration of study is of 8 semesters, 240 ECTS-credits (Bachelor) and 2 semesters, 60 ECTS-credits (Master of Arts).

Syllabus

The first two semesters are dedicated to fundamental artistic and scientific studies. Teaching in the shape of exercises, seminars and lectures is largely done in common courses for all specialisms.

Stay abroad

The weißensee academy of art berlin cultivates direct contacts with a great number of colleges in other countries and promotes student exchange. Interested students in the main course may contact the international office of weißensee for information about exchange emplacements available within the SOKRATES/ERASMUS Programme or other possibilities for a stay abroad, and hand in their corresponding applications.

Conclusion of study

The study is concluded with a Bachelor examination. Admission to the bachelor thesis procedure is only for students who have completed at least two semesters of main study at the weißensee academy of art berlin and have concluded this study successfully. After having passed the bachelor examination, the graduate will receive the academic degree of „Bachelor of Arts in Visual Communication“.

Master Program

In the Masters course, students have the opportunity to intensify their knowledge and skills, and to expand their creative potential in the area of social and cultural communication. The course is based on project work, which is not oriented to individual medium, but to selected media deemed suitable to each project's topic and aims.

There is only one admission term (winter) that means next application is valid for winter term, start in October. The applications are open from March, 01 and close on April, 30. Please use exclusively the online application platform, the link can be found on our website.

Change of college

Changing to the weißensee academy of art berlin is possible only after completion of the fundamental study or of the 2nd semester in the same course of study. It is recommendable first to get into touch with the professors of the desired specialism and to arrange a personal interview. Acceptance and acknowledgment of accomplished studies are assessed and approved by the examination and admission committees. The form covering an application for change of college can be obtained from the Referat für Studienangelegenheiten.

Financial assistance

Basing on the Federal Law for Educational Advancement (BaföG), Students may apply for a financial assistance with the Student Welfare Organisation (studierendenWERK BERLIN).

studierendenWERK BERLIN,
Amt für Ausbildungsförderung
Behrenstrasse 40/41, 10117 Berlin
Phone:+49 (0)30-93939 - 70
www.stw.berlin
www.bildungskredit.de

Accommodation

The weißensee academy of art berlin does not have any student hostels or flats. The studierendenWERK BERLIN, however, disposes of a great number of rooms in Berlin at a cost of between EURO 250,00 and 450,00. International Students as well as handicapped or chronically ill students enjoy a preferential attendance in this respect. The address of the central accommodation agency is

studierendenWERK BERLIN,
Abteilung Wohnen InfoPoint
Hardenbergstr. 34
10623 Berlin
Phone:+49 (0)30-93939 - 70
www.stw.berlin

Moreover there exists in Berlin an ample offer of private flat-sharing and subtenancy opportunities which can be found in newspaper ads, on notice boards, by personal contacts or in internet, for example: wg-gesucht.de, easywg.de, wg-welt.de

Information material

Further information about the weißensee academy of art berlin can be found in the Internet (www.kh-berlin.de).

Information days

Once a year – in July – the weißensee academy of art berlin hosts its traditional „RUNDGANG-Open Days“ providing prospective students and applicants best opportunities for information and offer you an ideal introduction to this school. And all interested people are also invited to an informative event in November, here will take place a presentation of all departments.

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