

# BA/ PRODUCT DESIGN

weißensee

kunsthochschule berlin



## Study Program Product Design

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as well as guest professors &  
artistic assistants

### THE STUDY

Even though the boundaries between disciplines are becoming increasingly fuzzy, specific conditions are still constitutive for design. Social and functional parameters provide the framework within which the functions and utility of products are conceived. The designer's task is to interpret these parameters, to reformulate, bend, or even partially suspend them. In so doing, designers define what convention is, remains, or becomes. Design, with its specific methodology, has become increasingly relevant as a catalyst for generating and visualizing new approaches to theoretical and applied solutions in many scientific, economic and social areas. The fields of activity open to emerging designers today are correspondingly multifaceted and challenging.

The bachelor's program prepares students for work in this dynamically evolving profession. The aim is to train competent design-personalities who are in a position to act responsibly and independently in social, economic, cultural, technological and ecological contexts.

During the first year of the four-year bachelor's program, an interdisciplinary course imparts art and design fundamentals to students in all departments of the School of Art. The following three years are organized around projects. Designated project themes form the framework for the development of each student's inquiries. Analog and digital design methods are used to generate user-oriented solutions within

defined contexts. Studio workshops offer outstanding options for simulation and realization in the design process. The ability to deal with criticism, as well as a analytical approach to thinking and working, are important aspects of the project work. In addition to the central components of "conception and design", the coursework conveys extensive theoretical, methodological and creative knowledge and skills.

Interdisciplinary exchange with other departments is encouraged through spatial proximity and an array of coordinated projects. Numerous collaborations are cultivated with partners involved in research and practical applications.

### Start of studies

First-year students are only admitted for the winter semester, starting in October. For students changing universities (from the 3rd semester), admission is possible for the summer and winter semesters.

### Foundation Course (first year of studies)

The foundation course is completed by students from all degree programmes together in mixed groups. It is one of the special features that define the profile of the weißensee school of art berlin and, in addition to elementary artistic knowledge, is intended to enable communicative action that goes beyond the individual degree programme. Students are able to test sensual-immediate and analytical-systematic working methods in a practical comparison and reflect on them theoretically. The central subject is the teaching of the fundamentals of art and design. In addition to the necessary technical skills, creative and artistic processes are experienced from as many different perspectives as possible in lively practice. Courses in the basics: drawing, visual artistic design, spatial and sculptural design, digital media, anatomy/morphology and photography.

## Study structure

The Product Design programme is divided into a four-year Bachelor's degree course and a two-year Master's degree course.

After the two-semester joint foundation course, the third semester introduces students to design work in product design. In a series of design exercises, methods for dealing with design issues are trained and the interdisciplinary challenges of design work are taught through workshops, excursions and collaborations. Students also acquire basic knowledge in the use of classic and digital design tools.

From the 4th semester onwards, students choose a project to work on each semester. This design work forms the central component of the programme. The projects offered reflect different forms of work, product categories and professional fields in design. The project is supplemented by a corresponding subject-specific module, which is taught in a project-integrated manner. This module teaches socio-cultural, technical, ergonomic or ecological principles in a project-integrated manner. Students develop an individual competence profile by choosing projects. The module areas „Design tools and media“ and „Presentation and documentation“ form flanking teaching units, as does the module area „Practice“, which introduces the basic principles of economics and the conditions of design practice in particular.

An internship or practical project is completed in the 7th semester. In this internship, students carry out professionally relevant activities in design-oriented companies or in design agencies or offices. The internship is intended to give students an overview of possible activities and prepare them for their future professional field of work.

The programme concludes in the 8th semester with the presentation of the BA design thesis.

The study plans and module handbooks are available at [www.kh-berlin.de](http://www.kh-berlin.de) under  
>Studies >Study organisation  
>Study organisation >Study regulations

## Studio Workshops

In addition to the individual departments, the 19 excellently equipped workshops and studios offer training in the craft of printing, casting, weaving and knitting techniques as well as in solid digital technologies. The academy's research laboratories focus on experimental research and networks on sustainable design strategies, media and information technologies. In the workshops, artists and designers can try out artistic and creative designs on models or objects. The workshops provide an introduction to basic craft skills and have the material equipment for the most important techniques.

There is a bookbinding workshop, a screen printing, gravure printing and lithography workshop, the elab for interactive technologies, a wood, ceramics and metal workshop, model making, metal welding, the photo workshop and more. The in-house library and computer studio round off the programme.

## Study abroad

The weißensee school of art and design berlin has an intensive student exchange programme with more than 120 partner universities, academies and colleges in Europe, Asia, the USA and Canada. Students in the second stage of their studies can find out about exchange places on the ERASMUS programme or other opportunities for a stay abroad and submit their applications to the International Office.

## Master Program

Qualified graduates can follow the BA programme with a two-year Master's programme. The MA programme in Product Design is intended to enable students to further develop their own creative position responsibly and confidently in order to be able to deal with complex design issues comprehensively and sustainably.

The aim is to individually perfect their own design expertise in the interaction of different disciplines in research and development processes. Graduates should be able to lead complex development work in the future and give impetus to the discipline itself. The Weissensee study model offers three perspectives within the MA in Product Design:

- Design and Mobility
- Design and Interaction -
- Design and Experimentation

## APPLICATION PROCESS

### Application Periods

#### Step 1: Online Registration

The first step in the application process is the online registration for the entrance examination.

Please note that the application periods at art colleges always start very early. An application for a place at the weißensee kunst-hochschule berlin is only possible for the winter semester.

The exact dates for the application period are set each year and are usually in the months of October and November for the following winter semester. The current application deadlines can be found on our website: [www.kh-berlin.de](http://www.kh-berlin.de)

Artistic aptitude is determined in an artistic examination procedure. Registration for the aptitude test takes place exclusively online via our application portal Campuscore.

You can find the link to the Campuscore online application portal on our website: [www.kh-berlin.de](http://www.kh-berlin.de) under >study >application >bachelor-design-and-fine-arts

#### Step 2: portfolio submission

The format of the portfolio submission (digital or analogue) is always decided at the beginning of the application phase. Portfolio submission usually takes place at the beginning of January.

All information will be announced in the invitation letter after successful online registration. Applicants are asked to submit about 20 of their own creative works, which will enable us to assess their individual artistic expression.

The current guidelines for the analogue or digital portfolio can be found on our website [www.kh-berlin.de](http://www.kh-berlin.de) under Application >Study application >BA Design and Fine Arts > Notes on portfolio & aptitude test

#### Step 3: Entrance examination

ONLY if you pass the portfolio examination will you receive an invitation to the artistic entrance examination. Here you will be given artistic tasks.

The 2-3 day examination to determine the aptitude to be proven consists of artistic-practical tasks as well as an interview between the applicant and the admissions committee, which usually relates to the artistic results shown and the professional development and motivation of the participants. Applicants with physical or mental disabilities or chronic illness can apply for compensation for disadvantages before the examination.

The proof of artistic aptitude acquired through the examination remains valid for 3 years.

## Place / date of the entrance examination

The entrance examinations are held on site at the end of the winter semester, in mid-February. All information and instructions regarding the artistic entrance examination will be sent to all registered applicants in the invitation letter two weeks after the application deadline.

International applicants who require a visa are asked to request confirmation of their registration for the examination in good time.

## General notes on portfolio creation

No topic or form is specified by the departments, apart from the number of approx. 20 own artistic/design works. It is important that the portfolio is individually designed and, in addition to a basic artistic aptitude and creativity, also expresses that the applicants are applying for their desired specialisation. A good selection of works is important because the first task when applying for a place at an academic institution is to think intensively about your own artistic identity, talents and objectives.

The creative artistic personality of the applicant should be recognisable in the portfolio. Works that look like they were created under supervision should be avoided.

Artistic and creative work samples that demonstrate a certain continuity and intensity are highly desirable. Drawing is also highly valued in all degree programmes. Student projects and works on our website can serve as inspiration.

## Step 4: Admission

Admission to the programme can only be granted after passing the artistic entrance examination! Suitable applicants will receive an application for admission, which must be sent together with the relevant documents by the application deadline (31 March). There is no awarding of study places via the Foundation for University Admission, according to numerus clausus values, waiting semesters or lottery procedures. After the admission procedure in April, applicants will receive written notification of admission and enrolment forms. Enrolment takes place by 30 April of the year for the following winter semester.

## Step 4: Admission & Admission requirements

The following documents will only be requested for admission in March once you have passed the entrance examination: -

- Proof of general higher education entrance qualification, applicants without a high school diploma can also be admitted to the degree programme if they can prove a special artistic aptitude in the entrance examination

- artistic aptitude: you have this if you have passed our examination

- for international applicants, proof of language proficiency is required:  
>for the BA Design programmes: e.g. Test-daf 4, DSH2, telc Deutsch C1 Hochschule or the C1 certificate from the Goethe Institute.

For registration for the entrance examination, proof of language proficiency at level A2 is sufficient! The corresponding examination certificate must be provided by the start of the programme in October at the latest. (Native German speakers and those who have a German Abitur are exempt).

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### Social Affairs

In addition to counselling in the Department of Student Affairs, the studierendenWERK BERLIN offers a wide range of support and counselling services:

- Counselling and support for international students and refugees
- Counselling and concrete help for all students in overcoming personal problems in times of crisis and examinations
- Special counselling, support and specific help for students with disabilities and chronic illnesses
- Counselling for student parents  
Info website: [www.stw.berlin](http://www.stw.berlin)

### Enrolment/fees

For enrolment, proof of health insurance and payment of the semester fee of around €300 (enrolment or administration fee, social contribution, AStA and Germany semester ticket). Tuition fees are not charged.

### Financial study support

On the basis of the Federal Training Assistance Act (BAföG), students can apply for financial assistance from the studierendenWERK BERLIN: [www.stw.berlin](http://www.stw.berlin).

For information on scholarship programmes and other funding opportunities can be found at: [studienberatung@kh-berlin.de](mailto:studienberatung@kh-berlin.de)

### Applying/studying with a disability or chronic illness

Applicants and students with a disability or chronic illness can in the event that, due to the illness/disability the application procedure, the examinations or courses cannot be completed in the intended form, an individual compensation for disadvantages can be arranged in consultation with the relevant department. Applicants are welcome to contact Susan Lipp, student counsellor and representative for people with disabilities and chronic illnesses at weißensee academy of art berlin.

### Info days and portfolio counselling

Current dates for all information days and counselling services can be found at [www.kh-berlin.de](http://www.kh-berlin.de)

- >Studies >Study application
- >Study orientation counselling

Calendar:

May/June: Study information days in Berlin

July: Tour/ Open Days

Oct/ Nov: Digital Info Evenings

Nov /Dec: Portfolio consultations

### RUNDGANG/ Open days

A wonderful opportunity to find out more about studying at the academy and to gain an ideal insight into study and final theses is offered by the annual RUNDGANG in July as well as the public exhibition of the Fine Arts programme.

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Student advisory service  
Susan Lipp  
room A1.03

office hours by phone:  
Tel 030-477 05 342

Tue - Wed 10 -15 h + Tue 10 -17 h  
personal office hours in room A 1.03:  
Tue 14-17 + Thu 10-12 h + by appointment

[www.kh-berlin.de](http://www.kh-berlin.de)  
Instagram: @kunsthochschuleberlin