

# BA/ FASHION DESIGN

weißensee

kunsthochschule berlin



## Study Program Fashion Design

Prof. Patrick Rietz  
Prof. Clara Leskovar  
Prof. Doreen Schulz  
Madeleine Madej (artistic adviser)  
Lucia Mors de Castro (artistic adviser)  
and additional contract teachers

### THE STUDY

Fashion encompasses all areas of life. Clothing represents an emblematic area of fashion development. With the replacement of classic fashion mechanisms, fashion today appears in an almost unmanageable complexity and diversity. Both nationally and internationally, a multitude of partly contradictory fashion trends and concepts with the most diverse organisational structures and market strategies exist in parallel. In addition to the classic proximity to industry, media and marketing, there are interfaces to other design disciplines, as well as to science and the fine arts.

With numerous theoretical art and cultural studies seminars and subject-specific workshops, students are prepared for a wide variety of working areas in fashion. With a view to internationality and the exciting dynamics of fashion, the development of a creative identity is a focal point of the artistically orientated course. Berlin has now established itself as a fashion city, partly because young designers in particular like to settle here. Quite a few of them are graduates of the weißensee academy of art berlin. In recent years, students from the department have participated in international competitions with great success.

The Bachelor's degree programme aims to enable students to develop their own creative position and design identity in the field of fashion design. The degree programme is characterised by an intensive interaction between practical design work and theoretical analysis. In addition to practical training, the programme trains the ability to

approach complex design tasks methodically and solve them independently. Project-orientated teaching takes centre stage.

In the first year of the four-year Bachelor's degree programme, artistic and design fundamentals are taught in an interdisciplinary manner together with students from other degree programmes at the art academy. The following three years are organised on a project-oriented basis.

The project topics on offer form the framework for students to develop their own questions. The interdisciplinary exchange with the other departments is promoted by the close proximity and a corresponding range of projects.

### 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 Fashion Design degree programme is divided into a four-year Bachelor's and a two-year Master's degree programme.

After the two-semester joint foundation course, the third semester introduces students to design and project work in fashion design. This is a project study programme with extensive subject-specific content. The semester is divided into three weekly teaching and learning units: Practical projects are carried out two days a week. Theoretical lectures and seminars are held on two other days. One day a week is set aside for nature study, illustration and accompanying subjects. Throughout the programme, students also receive extensive tuition in classical and computer-aided editing. The projects in the second year of the programme serve to teach students how to find forms and how to consistently develop them into concrete designs. The focus is on the examination of form and silhouette as well as the sensitive handling of proportion and colour and the learning of a technical language. In addition, basic skills and knowledge of fashion design are learnt and trained.

In the second stage of the programme, students generally work on a practical design project that aims to develop their sense of form, a sensitive approach to proportions and materials and a serial collection design. There are also short-term projects, which are intended to enable students to work independently on tasks in a short period of time.

The Bachelor's examination concludes with the presentation of the final design project/Bachelor's thesis. The thesis includes the design of an extensive, independent collection, which focusses on the individual style concept. Students also have the opportunity to carry out extensive research; they can deal with current developments or technologies and focus on material finishing or surface

design. 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 lab 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's programme

Qualified graduates can follow the BA programme with the 4-semester Master's programme. The MA programme aims to further develop students' design identity and their creative visions at the highest level. A comprehensive understanding of the global fashion market is taught on the basis of sound fashion design knowledge. Project-orientated teaching takes centre stage. In addition to classic fashion concepts, the Master's programme also develops projects from related fields and interdisciplinary work.

## 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 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

- proof of the pre-study internship (6-8 weeks), proof must be submitted at the latest at the start of the degree programme

- for international applicants, proof of language proficiency is required:

>for the BA Design programmes: e.g. Testdaf 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).

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.

## Pre-study internship - Fashion Design

Pre-study internships should last 6-8 weeks and be completed in a field relevant to the degree programme. It is possible to have several shorter internships recognised together. The aim of the pre-study work placement is to acquire knowledge and experience of basic work techniques, materials and work processes. Completed vocational training in the relevant field can be used as proof for the internship. A pre-study work placement or vocational training is a necessary prerequisite for enrolment.

## Transfer Students/ Change of academic institution

It is possible to transfer to the weißensee academy of art and design berlin after completing the 2nd semester of a similar degree programme. It is advisable to contact the professors of the department beforehand. The admission committee of the department decides on admission and the examination board decides on the recognition of academic achievements. The application for a change of university is made online and must be submitted in December for the summer semester and in May for the winter semester. Further information on the online application procedure can be found at: [www.kh-berlin.de](http://www.kh-berlin.de) >Study application

## 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

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weißensee kunsthochschule berlin  
Bühningstr. 20 - 13086 Berlin

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