

BA/VISUAL COMMUNICATION

weißensee

kunsthochschule berlin

Study Program Visual Communication

Prof. Steffen Schuhmann (Graphic design)
Prof. Barbara Junge (Interactive Media)
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and additional contract teachers
as well as artistic assistants

THE STUDY

The Visual Communication degree programme is not aimed at specialisation - it has a generalist structure. It is intended to enable students to develop independent creative positions in constantly changing fields of work. The basis for this is a broad understanding of visual culture and its significance in society. Visual communication encompasses a broad spectrum of media: printed (such as books or posters), interactive (such as websites, e-books or interactive installations), three-dimensional (such as exhibitions or orientation systems) and performative (such as actions in public spaces). Students learn to critically scrutinise communicative tasks and content and to conceive and implement the resulting answers in a creative and media-appropriate way.

The project-orientated course requires an intensive interaction between practical, creative work and theoretical examination of the effects of visual and verbal communication as well as cultural and social issues. In this way, students not only develop an independent critical position towards their own work, but also a theoretical and historical frame of reference, which is essential for the formation of quality standards and assessment criteria, and the creative and theoretical foundations of visual communication are of particular importance. Students learn professional working methods during their project studies by working on specific tasks that are realised in collaboration with external partners. With increasing independence, students set their own priorities and define their own topics. Conception and design are at the centre of the course.

The interdisciplinary exchange with other departments is promoted by the close proximity and a corresponding range of projects. Numerous co-operations with partners from research and practice are cultivated.

Even if the boundaries between the disciplines are becoming increasingly blurred, specific conditions are constitutive for design. Social and functional parameters provide the framework within which the functions and effects of products are conceptualised. It is the designers' task to interpret, reformulate, bend or partially break these parameters. They also define what convention is, remains or becomes. Design with its specific methodology has gained relevance as a catalyst for generating and visualising new thinking and solutions in many areas of science, business and society. The fields of activity for prospective designers today are correspondingly diverse and demanding.

The Bachelor's degree programme prepares students for a career in this dynamically developing professional field. The aim is to train competent designer personalities who are able to act responsibly and independently in social, economic, cultural, technological and ecological terms. 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. Using analogue and digital design techniques, use-oriented solutions are developed for the defined context. The workshops offer the best opportunities for simulation and realisation in the design process. Critical thinking and analytical thinking and working are important aspects of the project work. In addition to the central components of „conception and design“, comprehensive theoretical, methodologi-

cal and creative knowledge and skills are taught. The interdisciplinary exchange with other departments is promoted by the close proximity and the corresponding project programme. Numerous co-operations with partners from research and practice are cultivated.

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 Visual Communication degree programme is divided into a four-year Bachelor's and a two-year Master's degree programme.

The two-semester joint foundation programme is followed by the subject-specific basics of visual communication. During this year, students deal with the basics of type

and typography, photography and drawing, web design and animation and spatial design.

In the main course, students on the Bachelor's and Master's degree programmes develop an individual approach to the topics set and select the appropriate media for each. The design projects are always about shaping social communication. As part of international co-operations and interdisciplinary projects, students get to know other cultural positions. The diverse cultural backgrounds of the students as well as workshops and lectures by guest lecturers and exhibitions allow students to reflect on their own work in a differentiated and critical way.

In the final year, it is important to find a topic for the Bachelor's or Master's thesis (B / M) - the final thesis is often the ticket to professional life and the first success outside the university. Bachelor's theses therefore mark a decisive point in the careers of young designers.

The study plans and module handbooks are available at www.kh-berlin.de under
>Studies >Study organisation
>Study organisation >Study regulations

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.

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.

Master Program

Qualified graduates can follow the Bachelor's degree programme with a 4-semester Master's degree programme. In the Master's programme, students are given the opportunity to deepen their acquired knowledge and skills and expand their creative potential in the field of social and cultural communication. The programme is project-oriented. The project work is not orientated towards individual media, but selects the appropriate media to suit the chosen topic and goals.

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 kunsthochschule 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

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 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

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

- 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 numerous clauses values, waiting semesters or lottery procedures. After the admission procedure in April, applicants will receive written notification of admission and enrolment forms.

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 >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

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

For information on scholarship programmes and other funding opportunities can be found at: 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
>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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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
Instagram: @kunsthochschuleberlin