

# BA/VISUAL COMMUNICATION

weißensee

kunsthochschule berlin



## Study Program Visual Communication

Prof. Steffen Schuhmann (Graphic design)  
Prof. Barbara Junge (Interactive Media)  
Prof. Wim Westerveld (Typography)  
Prof. Kyung-Hwa Choi-Ahoi (Illustration)  
and additional contract teachers  
as well as artistic assistants

The programs in visual communication do not aim at specialization, but rather have general orientation. Students will learn to develop independent design positions in constantly changing fields of work. The foundation for this is a broad understanding of visual culture and its significance in society. Visual communication comprises a broad spectrum of media: printed media (for example, books and posters), interactive media (like websites, e-books, or interactive installations), three-dimensional media (like exhibitions or orientation systems), and performative media (like actions in public space).

Students learn how to critically question communicative tasks and contents, and to conceive and realize the answers resulting from such questioning in a design suitable for the given medium. The project-oriented program leads to an intense interchange between practical design work and theoretical engagement. Special attention is given to both design and theoretical approaches as foundations of visual communication.

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 professional 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.

## THE STUDY

### Start of studies

Admission for first-year students only in the winter semester, with the start of beginning in October. For transfer students (from the 3rd semester onwards) are admitted for the admission is possible for the summer and winter semester.

### Course structure

The entire program is modular in structure. modules and their contents are described in the Module Handbook (at [www.kh-berlin.de](http://www.kh-berlin.de) under >Study >Study Organization >Study Regulations.

The course is divided into a four-year Bachelor course and a two-year Masters. The bachelor's program starts with an one-year interdisciplinary foundation course, attended by students across all departments.

After the foundation year the Bachelors course aim to produce competent and independent designer personalities. Teaching in the shape of exercises, seminars and lectures is largely done in common courses for all specialisms.

## Foundation Course (first year of studies)

Students in all departments take the foundation courses in the foundation of art and design. General aesthetic, visual and practical foundational knowledge and practice are thought, including foundations in the fields of digital media and anatomy/morphology. Students are introduced to sensual-direct as well as analytical-systematic ways of working. The broad curriculum enables them to discover, develop, and deepen their individual abilities and talents.

Teaching takes place in interdisciplinary small working groups. Interdisciplinary interactions, teamwork, and communicative activity going beyond the limits of one own discipline and genre. With the special structure and its range of what is on offer, the foundational program is a specialty of weißensee academy of art. The program emphasizes in particular the following: teaching the foundation art and design, expanding individual creative abilities, open up new work modes, acquisition of expertise and skills in various crafts and more.

## Study abroad

The weißensee kunsthochschule berlin has an intensive student exchange program with more than 120 partner universities, academies and colleges in Europe, Asia, USA and Canada. At the International Office of the weißensee kunsthochschule berlin, students in the second stage of their studies can obtain information about exchange places in the ERASMUS program or other opportunities for a stay abroad and submit their applications.

## Studio Workshops

The instructional program of weißensee academy of art berlin is outstanding supported by its studios workshops. The 19 superbly equipped workshops and studios provide practical, technical training in printing,

casting, weaving and knitting skills as well as in solid digital technologies. The artisans convey skills and basic knowledge about the most disparate materials. All students can use the workshops, whatever course they are enrolled. Besides acquiring traditional manual skills, they can learn the newest computer-aided techniques.

For example weißensee has a Ceramic- and Model Making Workshop, also a Wood-, Welding- and Bookbinding Workshop, a Printing Studio, a Silkscreen- and Gravure Workshop, Weaving/Dying/ Knitting rooms, Photography- and a Computer Studio, an Interactive Technology Lab and more. The research laboratories at the school focus on experimental research and networks for sustainable design strategies as well as media and information technologies.

## 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 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 graduate program, students are given the opportunity to deepen their knowledge and skills, and to expand the design potential in the fields of social and cultural communication.

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.

## APPLICATION PROCESS

### Application Periods

#### Step 1: Online Registration

The artistic aptitude is determined in an artistic examination procedure. Registration for the aptitude test done exclusively online via our application application portal Campuscore. The link to the Campuscore portal can be found on our on our website: [www.kh-berlin.de](http://www.kh-berlin.de) under >studies >application for studies >bachelor-design-and-fine-art

The application period for undergraduate programs is always from 01 Nov to 10 Dec; all undergraduate study programs commence winter semester only, start in October.

The application periods for University Transfer (from the 3rd semester). Admission are from 01 Dec to 02 Jan 02 for the summer term and May 01–31 for winter term.

Please see information and guidelines for online application on the website: [www.kh-berlin.de](http://www.kh-berlin.de) >Study >Study Application

#### Step 2: portfolio submission

The format of the portfolio submission (digital or analog), is always decided at the beginning of the application phase. You will receive organizational information on the submission of the portfolio, the place and date of the exam will be sent to you at the latest at the beginning of January via the application portal and by mail.

The entrance examination usually starts with the submission of the portfolio with about 20 own creative works, which allow to assess the individual artistic expression of the applicants. Drawings, paintings, photographs, collages, sketchbooks, drafts and samples of work are desired (originals if possible, three-dimensional works as well as canvases should be photographed. All media are allowed, digital work should be sub-

mitted on a flash drive. The analog portfolio should be easily manageable, no larger than DIN A0. The current guidelines for the analog as well as digital portfolio can be found on our website,

#### Step 3: Admission exam

ONLY if you pass the portfolio exam will you receive an invitation to the artistic entrance exam. 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 admission committee, which usually refers to the artistic results shown and the prof. development as well as motivation of the participants.

Applicants with physical or mental disabilities or chronic illness can apply for compensation for disadvantages before the exam.

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

#### General notes on portfolio creation

The format of the portfolio submission (digital or analogue) will always be decided at the beginning of the application phase and published on our website.

The admission test usually begins with the with the submission of the portfolio with approx. 20 own creative works, which enable the individual artistic expression of the applicants to be assessed. The concept of the portfolio is entirely up to the applicant and should be demonstrate not only basic artistic skills and creativity but also works that are relevant to the desired program.

Drawings are desired, sculptures, photos, collages, sketchbooks, sketches and samples of work (if possible originals, three-dimensional works and Canvases should be photographed. All media are allowed, digital

works should be submitted on a flash drive. The analogue portfolio should be easy to handle not larger than DIN A0. The current guidelines for the analog and digital portfolio can be found on our website.

#### Step 4: 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 the weißensee academy of art berlin. This form has to be sent within the established period (March 31), together with the appertaining documents, to the matriculation office. 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 Mai of the same year, the applicants receive a written admission award and the registration forms.

#### Place / date of the admission test

You will receive the organizational instructions for portfolio submission, place and date of the examination at the beginning of January at the latest. The format of the portfolio submission (digital or analogue) will always be decided at the beginning of the application phase and published on our website. The admission test always takes place at the end of the winter semester, in early or mid-February of the year.

International applicants who require a visa are kindly requested to request a pre-confirmation of their application for the examination in due time.

#### Admission requirements

If you pass the admission test successfully you are allowed to apply for admission, if you comply with all formalities in March:

1. artistic talent/ability (exam in weissensee)

2. qualification for entrance to German University that means a Higher Secondary (School) certificate or alternatively special artistic aptitude, applicants without Abitur can also be admitted to study if they prove a special artistic aptitude in the admission test. The secondary school certificate is sufficient for the Fine Arts Programs!

3. Proof of the pre-study internship in the study-relevant area (6-8 weeks), only for the design study programs, at the latest at the beginning of the study.

#### 4. Proof of sufficient German language skills for international applicants

All applicants regardless the nationality are equate with in the application process, provided international applicants can submit a proof of German language proficiency with the online application in December: minimum of the qualification level A2 all programs. Please upload the recent proof you have. The language of instruction is German in all our courses.

Please note: The relevant language certificate must be submitted before your studies begin. If you think you can't prove the required certificate, you may apply for delay. For the design courses for example Testdaf 4, DSH 2, telc Deutsch C1 Hochschule, DSD II, the C1 examination certificate of the Goethe-Institut.

#### Recognition of certificates

First if applicants pass the exam successfully, they have to apply for admission with the necessary certificates and documents. International certificates are to be submitted in German or English and as officially certified copies. The university entrance qualification as well as international certificates must be recognized in Germany. The examination can be viewed at [www.anabin.de](http://www.anabin.de).

For Chinese and Vietnamese applicants, we also require proof of APS. Under certain

circumstances, applicants who are unable to provide proof of the university entrance qualification they acquired in their home country due to their flight may be granted an exemption from the requirement to provide proof. The examination is carried out by the Department of Student Affairs.

## University Transfer

Transfer 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 acknowledgement of accomplished studies are assessed and approved by the examination and admission committees. Please see information for online application on: [www.kh-berlin.de](http://www.kh-berlin.de) under >Studies >Applying For Studies >Transfer Students

## Applying/studying with a disability or chronic illness

Applicants and students with disabilities or chronic illnesses who are unable to complete the application process, examinations or courses in the planned form due to their illness/disability can request individual compensation for disadvantages compensation in consultation with the department concerned. Information is offered by the general student advisory service.

## Preliminary practical training

A preliminary practical training is considered as basic requirement for matriculation. The preliminary training is necessary for acquiring knowledge and experience concerning basic working techniques, materials and working processes. Especially suitable to this effect are metal working and processing factories or other technically oriented industries. Minimum duration should be 6 to 8 weeks.

## Enrollment/Fees

For the enrollment the proofs of the health insurance and the payment of the semester fee of about 320€ are necessary (registration or administration fee, social contribution, AStA and semester ticket).

## Info and Open Days/ Portfolio Consultations

A wonderful opportunity to inform yourself about studying at weissensee and to get an ideal insight into studies is offered by the annual RUNDGANG/ open days in July as well as the public final and annual exhibition of the finearts programs. For the start of the application process in November we offer a digital information evening. Teachers as well as students will give short presentations on the bachelor's degree programs as well as on the study programs of fine arts. Afterwards, there will be the opportunity to talk to students and professors from the departments. In addition, digital as well as analog portfolio consultations will be offered during the application period. Registration is required. Current events and dates for portfolio consultations can be found on our website.

## Student advisory service

Susan Lipp  
General Student Advisory Service  
Room A1.03

e-mail: [studienberatung@kh-berlin.de](mailto:studienberatung@kh-berlin.de)

### office hours by phone:

Tel 030-477 05 342

Tue - Wed 10 -15 h + Thu 10 -17 h

### personal office hours in room A 1.03:

Tue 14-17 + Thu 10-12 h

and by appointment

### video consultation

every Thursday from 12-13 h:

<https://jitsi.kh-berlin.de/studienberatung>

**see**

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