

Master

Bachelor

Design

Exhibition Design

Master

Architecture

Design

Retail Design

Bachelor

Design

New Craft Object Design

Master

Bachelor

Design

Communication Design

Master

Bachelor

Design

Design

Bachelor

Retail Design

Retail design reflects economic interests of retail trade, socio-cultural expectations and the needs of the population in their capacity as consumers as well as the social and ecological requirements of urban society overall. Students of the Retail Design bachelor's programme have access to the broad range of courses at the Faculty of Design. They can expand and deepen their skills according to their interests in different fields of application of design (typography, photography, corporate design, moving image, illustration, interactive design). We are well-equipped with more than 100 professors and lecturers from science and the industries as well as our workshops and laboratories for wood, metal, plastics and 3D printing.

Bachelor's programme Degree: Bachelor of Arts ● Normal programme length: 7 semesters ● Admission requirements: creative design aptitude test (↗ registration by 1 February each year) ● Programme start: winter semester

Design

Architecture

Master

Exhibition Design

This master's programme is shaped by edi, the Exhibition Design Institute of Peter Behrens School of Arts. With edi, the Faculties of Design and Architecture at Hochschule Düsseldorf – University of Applied Sciences have established a cross-faculty centre of excellence for exhibition design and three-dimensional communication. Students are introduced to complex spatial concepts and design systems, strategies and their solutions. This is realised in the context of a trans-disciplinary teaching approach at the intersection of the fields of communication and product design on the one hand and architecture and interior architecture on the other. In addition to the benefit of an attractive location providing diverse career prospects, students may also profit from international partnerships and concrete practical projects for cultural institutions and businesses.

Master's programme Degree: Master of Arts ● Normal programme length: 4 semesters ● Admission requirements: creative design aptitude test (↗ registration by 1 May each year) and successful completion of a bachelor's or Diplom study programme in design ● Programme start: winter semester

Design

Bachelor

Master

Communication Design

The Communication Design study programme covers the broad panorama of design with subject-specific expertise and design quality: The initial part of the study programme teaches essential fundamentals in graphic design, illustration, photography, exhibition design, text and conceptual design as well as digital media, audiovisual design and virtual reality. During the advanced study period, students can choose individual specialisations or become 'general specialists'. Intensive student mentoring by our professors promotes education quality and students' personal development. The Bachelor of Arts degree is internationally recognised. It allows students to progress to the Master of Arts qualification in Germany or abroad. Design is attitude.

Bachelor's programme Degree: Bachelor of Arts ● Normal programme length: 7 semesters ● Admission requirements: creative design aptitude test (↗ registration by 1 February each year) ● Programme start: winter semester
Master's programme Degree: Master of Arts ● Normal programme length: 3 semesters ● Admission requirements: creative design aptitude test (↗ registration by 1 May each year) and successful completion of a bachelor's or Diplom study programme in design ● Programme start: winter semester

Design

Bachelor

Master

New Craft Object Design

Objects, jewellery and products are the focus of the New Craft Object Design study programme. We emphasise the intersection of technical and creative education. Our teaching reflects a great openness towards all forms and orientations of art and design. The variety of courses offered is very broad. Students master new technologies and become competent and confident in various practices, applying them creatively and combining them professionally. The resulting designs range from applied to creative. We encourage lateral thinking of every single student and emphasise an open exchange between all different fields of design. Students discuss analyses, innovative concepts, production methods as well as creative experiments and use their insights to create one-off designs and/or design concepts for series production. We consider both of these fields equally important.

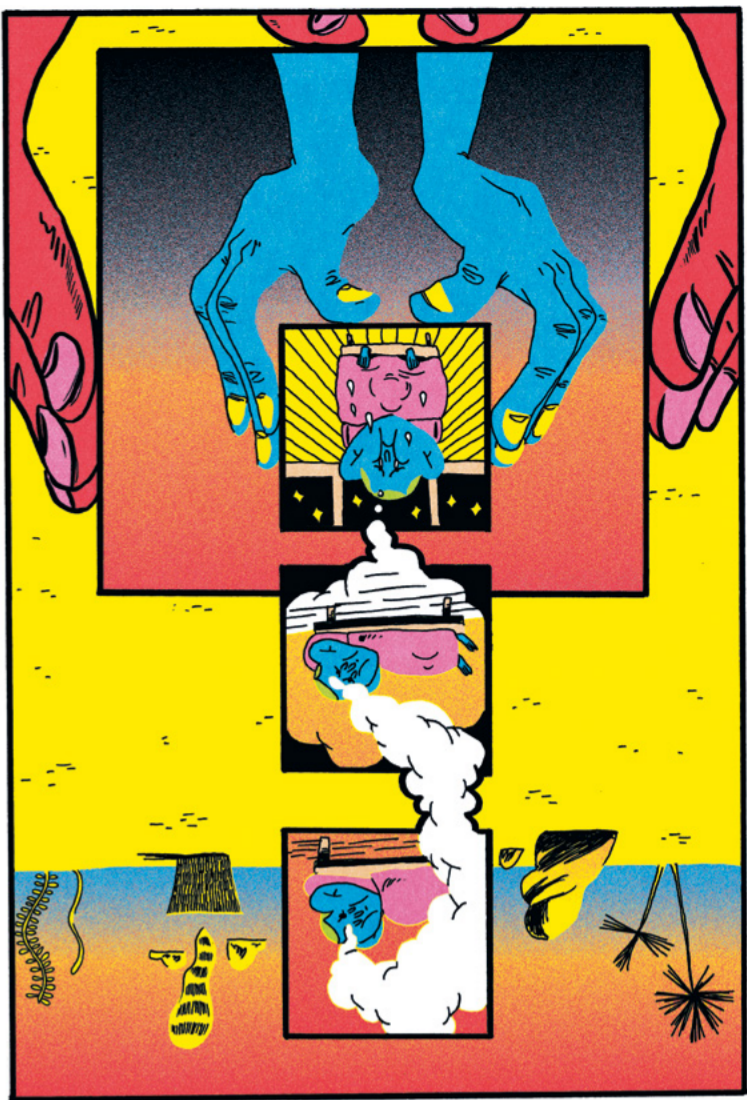
Bachelor's programme Degree: Bachelor of Arts ● Normal programme length: 7 semesters ● Admission requirements: creative design aptitude test (↗ registration by 1 February each year) and proof of a twelve-month internship in a field of creative design and crafts ● Programme start: winter semester
Master's programme Degree: Master of Arts ● Normal programme length: 3 semesters ● Admission requirements: creative design aptitude test (↗ registration by 1 May each year) and successful completion of a bachelor's or Diplom study programme in design ● Programme start: winter semester

The Faculty of Design of Peter Behrens School of Arts at Hochschule Düsseldorf – University of Applied Sciences teaches around 1300 students in bachelor's and master's programmes in communication design, new craft object design, retail design as well as exhibition design.

The roots of Peter Behrens School of Arts lie in the Kunstgewerbeschule Düsseldorf (school of arts and crafts), which was headed by Peter Behrens (1868–1940) between 1903 and 1907. Behrens exemplified the role of the modern holistic designer and is thus still an influential inspiration for teaching and research in Düsseldorf to this day.

Outstanding workshops and laboratories, 26 professors, 28 academic as well as administrative and technical staff members, more than 80 lecturers and different guest professors stand for theory-based practical design on all scales and in all scopes of application of design.

With our campus in Düsseldorf, students participate in and benefit from the city as a melting pot of art, culture, design, architecture, music, advertising and fashion. A network of more than 50 partner universities worldwide and cooperation with partners from culture, business and science make it possible to solve practical problems and to establish important contacts with actors in the field.



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1 Afterwork workout ● 2 The Thonet Brand – A Look at Its Graphic Design History
 Advertising from Düsseldorf 1900–2013 ● 5 Ataraxia @ Martin Böer ● 6 Amorph
 @ Tobias Przybilla ● 7 Urban Design Study, Public Spaces and Public Life @ Alina
 Czeziński



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