



HSD

Hochschule Düsseldorf
University of Applied Sciences



Peter Behrens
School of Arts
Faculty of Design

Bachelor of Arts

Communication Design

Profile

The bachelor's programme in communication design builds on the historically evolved, nationally and internationally recognised design studies in Düsseldorf. It targets creative and media-savvy people looking to shape the future in a socially responsible way. The first part of the programme covers essential fundamentals within the broad field of design – ranging from classic print media, illustration, photography, exhibition design as well as text design and conception to digital media and audiovisual design. During the advanced study period, you can define your own focus or become a 'general specialist'.

You acquire conceptual, creative and practical skills leading to broad career prospects. The main focus of the programme is on the fields of image design, spatial design, typeface design, text design and timing. This allows you to get insight into the full spectrum of design.

During your studies, you have access to well-equipped workshops to realise coursework and research projects, e.g. an etching workshop, lead typesetting, offset and screen printing, photography laboratories, display and prototyping, a design and model making workshop, a form and structure laboratory, a DTP laboratory as well as video and audio studios.

The Bachelor of Arts degree is internationally recognised. It allows you to progress to the Master of Arts qualification in Germany or abroad.

The study programme has close ties with businesses and the cultural scene. You work on projects of varying topics under professional supervision and create your own designs at HSD.

All students have the option to study a semester at one of our more than 50 partner universities abroad. In most cases, students can get financial support for this purpose. At least one third of all students take this opportunity. This experience helps you develop the ability to flexibly adapt to new situations and cope with problems – thus preparing you for professional life.

Please note: The language of instruction is mainly German.

Career Options

Communication designers do not only work in agencies or corporations. Career prospects are becoming increasingly varied and are as broad as our curriculum. Professional design skills are more and more wanted also in the fields of economics, politics, culture and the social sector.

Admission Requirements

Please check if you meet all requirements for admission to the study programme. Further information:

pbsa.hs-duesseldorf.de/bkd-voraussetzungen

(in German only)

SYLLABUS

SEMESTERS 1-2

- Design Theory
- Fundamentals of Image Design
- Fundamentals of Communication
- Fundamentals of Media and Image Design
- Technical Basics
- Theory and History

SEMESTERS 3-4

- Corporate Communication
- Brand and Marketing Communication
- Photography
- Illustration
- Editorial Design
- 3D Communication
- Spatial Communication
- Interactive Communication
- Image and Communication
- Theory

SEMESTER 5

- Semester abroad or internal/external practical project

SEMESTER 6

- Interdisciplinary projects
- Transferable skills

SEMESTER 7

- Theory and Practice
- Bachelor's Thesis

Please check the module manual (currently in German only) for detailed information on the contents of the study programme.

Further Information

Faculty contact:

Dean's Office at the Faculty of Design

T +49 211 4351-2200

design@hs-duesseldorf.de

About the programme, admission requirements and application:

pbsa.hs-duesseldorf.de/bkd (in German only)

hs-duesseldorf.de/bewerbung

HSD on social media
facebook.de/hsduesseldorf
instagram.com/hsduesseldorf

Get in Touch

Admissions Office

zulassung@hs-duesseldorf.de

hs-duesseldorf.de/zulassungsstelle (in German only)

Student Advisory and Counselling Service (ZSB)

studienberatung@hs-duesseldorf.de

hs-duesseldorf.de/zsb-en

International Office (IO)

international-office@hs-duesseldorf.de

hs-duesseldorf.de/io-en

Family Support Centre

familienbuero@hs-duesseldorf.de

hs-duesseldorf.de/fam-en

Disability Services (ABS)

barrierefrei@hs-duesseldorf.de

hs-duesseldorf.de/abs-en

Psychological Counselling Service (PSB)

info.psb@hs-duesseldorf.de

hs-duesseldorf.de/psb-en

HSD Invites You

Visit us! Join courses during our yearly trial week (*Schnupperstudium*) and attend our information events (e.g. *Tag der offenen Tür*, *Hochschulinformationstage*, *Wochen der Studienorientierung*).

Information on all events (in German only):

hs-duesseldorf.de/zsb_veranstaltungen

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