



# HSD

Hochschule Düsseldorf  
University of Applied Sciences



Peter Behrens  
School of Arts  
Faculty of Design

**Bachelor of Arts**

# Retail Design

## Profile

The bachelor's programme in retail design is closely linked to the one in communication design, on a subject-specific, methodical and conceptual level. The programme in retail design, however, focusses more on the design needs of a specific industry (retail and catering). We understand retail designers as communication designers who have in-depth knowledge and practical experience in retail design and the retail industry.

Concept development, enhancement of conceptual thinking and realisation of spatial designs are at the centre of our teaching. For concept development, we generally look at three dimensions: history, art and the market. Understanding the historical dimension helps us assess the present situation to develop suitable solutions. Perspectives and questions arise looking at a topic from an artistic angle. We therefore discuss

topical artistic and creative opinions of the 20<sup>th</sup> and 21<sup>st</sup> centuries. We want to understand the market, the prevalent kind of competition, our competitors, what defines the criteria of competitiveness as well as consumer behaviour. Based on the reflection of these dimensions, we develop concepts using analogue or digital design processes. You visualise design ideas in analogue models or in digital renderings in our well-equipped workshops under professional supervision. You also learn to work with 3D design programs in seminars.

Düsseldorf is a city of art and culture, but also an important location for the retail industry and its service providers. We regularly visit exhibitions in major museums in and around Düsseldorf and participate in creative and social projects. We work together with city and district authorities in urban design projects, develop and design solutions to be piloted or implemented.

**Please note:** The language of instruction is mainly German.

## **Career Options**

The study programme has close ties with associations and businesses in retail. We put you in touch with partners from the industry for internships and actively support you in your transition from studies to professional life. We also work closely together with institutions abroad, such as Kristiania University College at Westerdals Department of Communication and Design in Oslo and Elisava School of Design and Engineering in Barcelona.

## **Admission Requirements**

Please check if you meet all requirements for admission to the study programme. Further information (in German only): [hs-duesseldorf.de/brd-voraussetzungen](https://hs-duesseldorf.de/brd-voraussetzungen)

# SYLLABUS

## SEMESTERS 1-2

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

## SEMESTER 3

- Orientation
- Perspectives

## SEMESTER 4

- Retail Design
- Retail Communication
- Spatial and Communication Design
- Art Theory and Image Studies
- Design Theory and Philosophy

## SEMESTER 5

- Semester Abroad
- External Practical Project
- Internal Practical Project

## SEMESTER 6

- Visual Merchandising
- Shop Design

## SEMESTER 7

- Design Management
- Business Start-Ups and Trends
- Cultural Studies
- Bachelor's Project: Retail Design

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

## Further Information

**Events for prospective students** (in German only)

[hs-duesseldorf.de/zsb\\_veranstaltungen](https://hs-duesseldorf.de/zsb_veranstaltungen)

**How to apply**

[hs-duesseldorf.de/prospectivestudents/degreeseekings/application](https://hs-duesseldorf.de/prospectivestudents/degreeseekings/application)

**Information for international applicants**

[hs-duesseldorf.de/degreeseeking](https://hs-duesseldorf.de/degreeseeking)

**About the programme and admission requirements**

(in German only)

[hs-duesseldorf.de/brd-voraussetzungen](https://hs-duesseldorf.de/brd-voraussetzungen)

## Get in Touch

**Dean's Office at the Faculty of Design**

[dekanat.design@hs-duesseldorf.de](mailto:dekanat.design@hs-duesseldorf.de)

**Student Advisory and Counselling Service (ZSB)**

[studienberatung@hs-duesseldorf.de](mailto:studienberatung@hs-duesseldorf.de)

[hs-duesseldorf.de/zsb-en](https://hs-duesseldorf.de/zsb-en)

**Admissions Office**

[zulassung@hs-duesseldorf.de](mailto:zulassung@hs-duesseldorf.de)

[hs-duesseldorf.de/zulassungsstelle](https://hs-duesseldorf.de/zulassungsstelle) (in German only)

**International Office (IO)**

[international-office@hs-duesseldorf.de](mailto:international-office@hs-duesseldorf.de)

[hs-duesseldorf.de/io-en](https://hs-duesseldorf.de/io-en)

**Family Support Centre**

[familienbuero@hs-duesseldorf.de](mailto:familienbuero@hs-duesseldorf.de)

[hs-duesseldorf.de/fam-en](https://hs-duesseldorf.de/fam-en)

**Disability Services (ABS)**

[barrierefrei@hs-duesseldorf.de](mailto:barrierefrei@hs-duesseldorf.de)

[hs-duesseldorf.de/abs-en](https://hs-duesseldorf.de/abs-en)

**Psychological Counselling Service (PSB)**

[info.psb@hs-duesseldorf.de](mailto:info.psb@hs-duesseldorf.de)

[hs-duesseldorf.de/psb-en](https://hs-duesseldorf.de/psb-en)

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