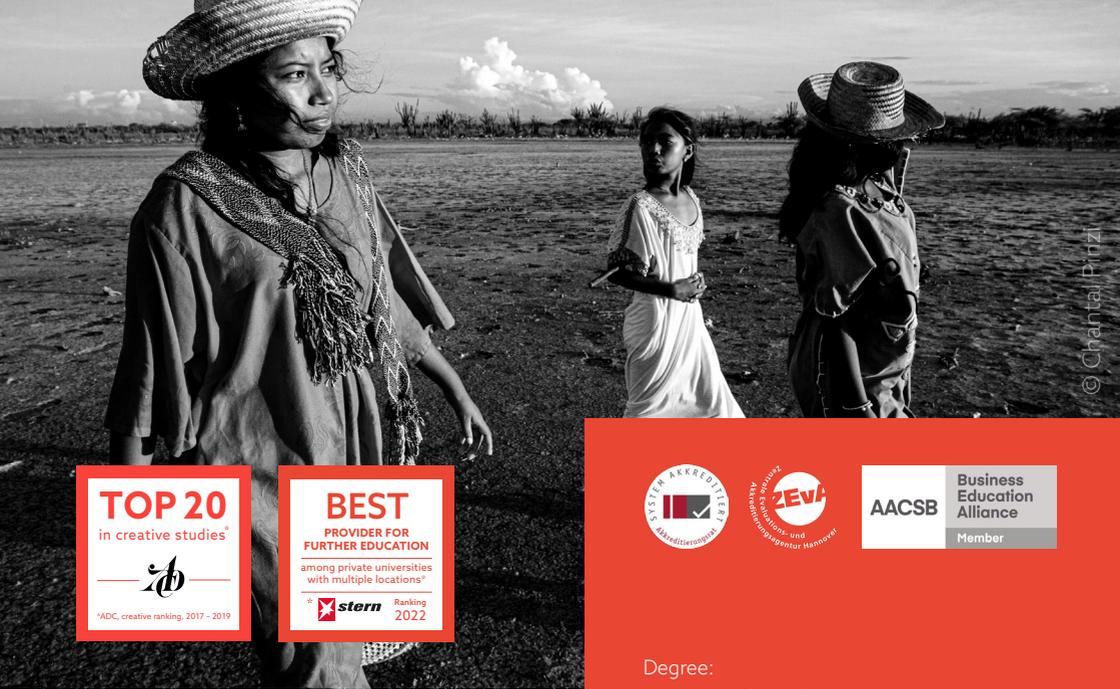
A photograph of a person from behind, with their arms raised and hands clasped above their head. The person is silhouetted against a warm, orange-red background, creating a dramatic and artistic effect. The person appears to be wearing a light-colored, possibly wet, garment.

# Study **Photography, BA** at the UE

Explore the visual and technical strategies of the medium of photography, which shapes our present like no other.



© Chantal Prinzl

**TOP 20**  
in creative studies®



\*ADC, creative ranking, 2017 – 2019

**BEST**  
PROVIDER FOR  
FURTHER EDUCATION  
among private universities  
with multiple locations\*



Ranking 2022



**AACSB** Business Education Alliance  
Member

## Why the UE?

We are in a cultural and historical period in which our society is surrounded and influenced by a wealth of photography like never before. We see it as our task to give students an understanding of the visual and technical skills necessary to understand, critically question, and reflect on different visual languages. Understanding the medium of photography and its conscious use are therefore indispensable not only in art, but also in advertising and editorial work.

The University of Europe for Applied Sciences (UE) has a pioneering study programme in this field. We were one of the first German private universities to set up a photography programme 15 years ago. During your studies, you'll familiarise yourself with and try out various photographic genres, such as portrait, fashion, art, and documentary.

Degree:  
**Bachelor of Arts (BA)**

Credits:  
**6 semesters, 180 ECTS**

Start:  
**Summer semester - March**  
**Winter semester - September**

Languages:  
**English (Berlin), German (Hamburg)**

Locations:  
**Berlin and Hamburg**

- Admission requirement:
- **High school/Bachelor diploma and transcript**
  - **Language qualification, B2 Level**
  - **Curriculum Vitae (CV)**
  - **Copy of Passport** (scanned)
  - **Motivation letter** (min. 500 words)
  - **Portfolio**

2-3 series of photos and fewer individual images (all in all at least 20 images). The photographic projects can be supplemented by other media such as videos, drawings and graphic design.



## Perspectives at the UE

The programme is divided into module groups. In the basics, creative skills such as lighting design and image composition, as well as the analogue and digital workflow, are taught.

In parallel, the theoretical subjects provide an overview of historical and contemporary developments in art, photography, design and film. During the course, there is the possibility of specializing in individual genres of photography. Knowledge from other design programmes can be acquired in interdisciplinary courses, workshops and excursions.

Many career paths are possible with the BA as a photographer within the advertising or publishing industry, as a picture editor, art buyer, or as an artist.

## All advantages at a glance

- Professional equipment (photo studios, darkroom, print workshop, scan lab, Mac pools as well as rental equipment)
- Internship or semester abroad at one of our partner universities
- Interdisciplinary studies
- Our 'Foundation Diploma' gives you a unique opportunity to learn the basics of our Art & Design study programmes in just one semester plus improve your english to meet UE admission requirements.
- Practice-oriented teaching by experts
- Building an international network and contacts with our collaboration partners
- Support with applications and with job placement through our Career Center
- The programme is supported with UE scholarships

1st + 2nd semester	3rd + 4th semester	5th semester	6th semester
<ul style="list-style-type: none"> <li>• Art, Design and Cultural Studies</li> <li>• Design theory, cinematography, digital photography</li> <li>• Discourses of media and Cultural Theory</li> <li>• Project specific work</li> <li>• Lighting design</li> <li>• Basic photographic knowledge</li> <li>• Technological design methods</li> <li>• Digital and analog workflows</li> </ul>	<p><b>Project specific works</b></p> <ul style="list-style-type: none"> <li>• Artistic image strategies</li> <li>• Photography as narrative</li> <li>• Photography as cultural technique</li> <li>• Applied image strategies</li> <li>• Discourses of aesthetics &amp; ethics</li> <li>• Digital &amp; analog techniques</li> <li>• Business Start-Up</li> <li>• BA Proposal</li> </ul>	<ul style="list-style-type: none"> <li>• Internship or Semester abroad</li> </ul>	<p><b>Bachelor's thesis,</b></p> <ul style="list-style-type: none"> <li>• Visualization and documentation</li> <li>• Presentation methods</li> </ul>

For more information, feel free to contact our student advisor.

**Apply now**

# Contact

## **Student Admissions for enquiries from applicants and prospects from Germany**

Contact number: +49 30 338 539 710

Email address: [study@ue-germany.com](mailto:study@ue-germany.com)

## **Student Advice for enquiries from applicants and prospects from other EU and NON-EU countries**

Contact number: +49 30 338 539 510

Email address: [student.advice@ue-germany.com](mailto:student.advice@ue-germany.com)

## **More impressions of the programme**

[archiv.ue-germany.com](http://archiv.ue-germany.com) (graduate projects)

[ue-photography.com](http://ue-photography.com)