

Study **Visual Communication,** **BA** at the UE

Design and Design Strategy in a Power Package!



Why the UE?

In the BA Visual Communication programme at the University of Europe for Applied Sciences (UE) the interaction between media, people, and society takes center stage. These interfaces are crucial for daily exchange and mutual understanding - and it is here that we, as professional designers, assume responsibility. We analyse the current media landscape and develop innovative concepts and strategies for the future.

Our programme stands out for its diversity, merging theory and practice to open up new perspectives for you and foster the development of an individual design-oriented mindset. In our well-equipped studios, including those for photography, video, virtual reality, animation, print, and prototyping, you can bring your ideas to life, supported by our experienced colleagues. Shape your future at UE, become a part of our innovative programme, and evolve into a sought-after professional in the media and advertising industry.



Degree:

Bachelor of Arts (BA)

Credits:

6 semesters, 180 ECTS

Start:

Winter semester - September 2024

Summer semester - March 2025

Language:

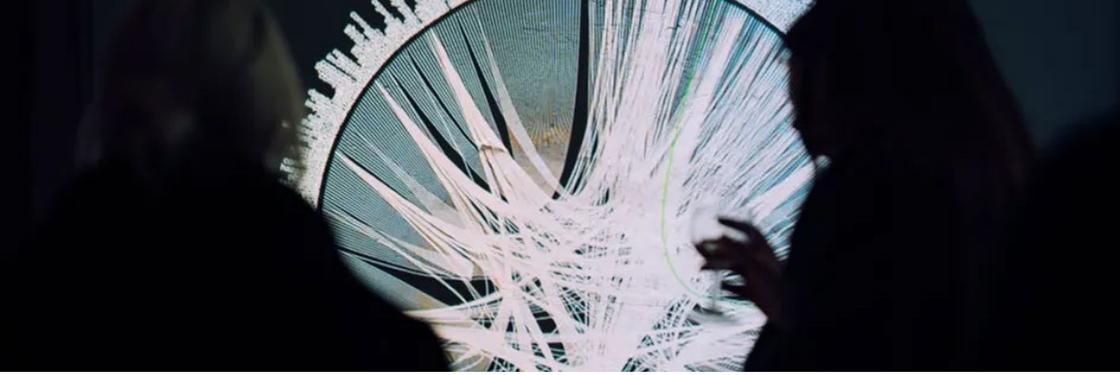
English, German

Location:

Hamburg

Admission requirements:

- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 level**
- **Curriculum vitae (CV)**
- **Copy of passport** (scanned)
- **Motivation letter** (min. 500 words)
- **Portfolio** About 8 - 12 work samples which show your strength in visual communication. E.g. drawings, sketchbooks, collages, photographs, moving image, interactive projects, websites and other creative projects. Also sketchbooks are welcome. All work should be accompanied by a short text reflecting on the project or work.



Perspectives at the UE

During the BA in Visual Communication you will gain practical expertise and confidence in your design choices and concepts. The curriculum includes focal points such as design thinking, conception, strategy, the development of animated visual projects, information design and storytelling. This degree programme offers a balance between theory and practice-oriented preparation to fully prepare you for a successful professional future.

Our graduates will work in advertising and communication agencies, as creative professionals in design offices or as independent freelancer. The clients: companies, public institutions, NGOs, start-ups, publishing houses and many more. - Good communication is always needed everywhere!

All advantages at a glance

- Economically strong creative industries in Hamburg as an environment for practical experience
- Professional equipment (Photo and Greenscreen Studios, VR Lab, Podcast Studio, Screen printing workshops)
- Internship or semester abroad at one of our partner universities
- Interdisciplinary studies
- Practice-oriented teaching by experts
- Support with applications and with job placement through our Career Development Center
- The programme is supported with UE scholarships
- 100% taught in English by experienced professors

1st + 2nd semester	3rd + 4th semester	5th semester	6th semester
<ul style="list-style-type: none"> • Art, Design and Cultural Studies • General Design Foundations • Design Thinking - Concepts, Szenarios, Strategies • Visualisation Basics - Film + Foto • Technological Design Methodologies • Publishing and Content Creation • Art Strategies and Interventions • Visualisation Basics - Graphics + Motion 	<p>Project specific works</p> <ul style="list-style-type: none"> • (Reportage and) Documentation • Interaction and Interfaces / User Experience • Narration and visual Storytelling • Explanation and Orientation • Discourses of aesthetics & ethics • BA Proposal 	<ul style="list-style-type: none"> • Internship or Semester abroad 	<p>Bachelor's thesis,</p> <ul style="list-style-type: none"> • Visualisation and documentation • Presentation methods

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

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

More impressions

archiv.ue-germany.com (graduate projects)

UE is part of GUS Germany GmbH (GGG), a dynamic network of higher education institutions with more than 15,000 students at locations in Germany, Europe and beyond. For more information please visit the website www.gusgermany.com



GUS
GERMANY
GMBH



www.ue-germany.com