



Why the UE?

With our state-accredited Bachelor degree study programme at the University of Europe for Applied Sciences (UE), we support and promote your creative personality. Visual communication influences human thoughts and actions; it is not just about aesthetics, but also about strong concepts and strategies. To communicate well, content must always be seen in its cultural, social, ecological and economic context. As a communication designer, you will work on complex projects, such as visual identities, user-interfaces and countless other fields.

With our more than 15 years' experience in teaching, as well as a solid network in creative industries, we give you the tools to find your own design identity. Our study programme also offers to study in a related field, such as Film and Motion, Illustration, or Photography.

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** 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

In our BA, you will gain practical experience, necessary technical knowledge, and creative-conceptual skills: specifically, the design of visual concepts for corporate designs/identities, advertising campaigns, user experience & interface design for apps and websites, and integrated (social) media strategies.

Also included are editorial, book and logo design, as well as experimental approaches.

As a communication designer, you will receive support to build your career in future-oriented fields using research and creative methods in speculative design, service design, participatory design, digital-dynamic, ideation and innovation. UE offers practical training throughout our study courses, as well as excursions and theoretical input through which you can learn and improve new skills.

All advantages at a glance

- Professional equipment (analog metal & wood type/letterpress workshop, Risograph printing, bookbinding workshop)
- 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"> • Art, Design and Cultural Studies • Language & Typography • Theories and Discourses in Media and Cultural Theory • Design Processes • Narrative Design • Interactions • Technological design methods • Digital and analog workflows 	<p>Project specific works</p> <ul style="list-style-type: none"> • Design and Practice • User Experience Design • Critical Design • Design and Innovation • Discourses of aesthetics & ethics • Digital & analog techniques • Business Start-Up • BA Proposal 	<ul style="list-style-type: none"> • Internship or Semester abroad 	<p>Bachelor's thesis,</p> <ul style="list-style-type: none"> • Visualization 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 of the programme

archiv.ue-germany.com (graduate projects)

btk-communicationdesign.ue-germany.com (blog)