

## Contact

### Your University - Your Partner!

The University of Europe for Applied Sciences (UE) is a state-approved private university that educates the designers and decision makers of tomorrow in the fields of business, psychology, media and communication, sport and event management and art and design. With campuses in Iserlohn, Berlin and Hamburg, and new Innovation hub in Potsdam, UE offers undergraduate and postgraduate programmes tailored to the requirements of the job market 4.0.



# Study Visual & Experience Design, MA at the UE Innovation Hub

Thinking made visual.

# Your career starts with Visual & Experience Design, MA



Degree:

**Master of Arts (MA)**

Credits, Duration:

**120 ECTS 4 semester (Standard)**

**60 or 90 ECTS 2 or 3 (Fast track)**

Start of studies:

**Winter semester - September**

**Summer semester - March**

Teaching language:

**English**

Location:

**UE Innovation Hub (near Berlin)**

Admission limitations:

**- Undergraduate degree:**

4 semester study: 180 ECTS

3 semester study: 210 ECTS

2 semester study: 240 ECTS

**- up to 10 examples of your best creative work - commercial and/or non-commercial.**

**- Motivation letter and Interview**

## Why study this programme?

Studying Visual & Experience Design at the University of Europe for Applied Sciences will provide you with a highly dynamic and interdisciplinary education in one of the creative industries' most relevant areas. You will acquire hands-on knowledge of your discipline through collaboration with industry partners and practical experiences. The international design industry is seeking talent that is as well versed in delivering functional and joyful user interfaces (UI) as it is in creating sustainable user experiences (UX).

## Your career prospects

Typical areas of work could be (e.g.): Visual and Experience Designer, Service Designer, Design Strategist, Experience Designer, Product Design Developer, Creative Director and Entrepreneur.

# Modules

## Visual & Experience Design, MA

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
<b>Envision</b> The Envisioning module will focus on the designer as culture producer. Students will respond to a brief that provides a platform from which they can develop cutting edge design that marries digital technologies with culturally relevant concepts.	<b>Experience Design</b> The Experience Design course will address the experiential, perceptual and human cognitive underpinnings of design for societal need. Students will incorporate principles and learning from a wide variety of fields such as cognitive science, user research, data visualisation and information architecture.	<b>Capstone Project</b> individual project / industry-infused project / professional experience / study abroad / research project / group project / student exchange project / certificate etc.	<b>Thesis &amp; Colloquium</b>
<b>Culture in Technology</b> Students will be tasked with developing project proposals wherein they will posit a novel use of existing technologies or speculative future technologies that can be leveraged for an existing social need.	<b>Data &amp; Society</b> The Data & Society module will use data as a springboard to fantasy. The module will task students to ideate with data and data ecosystems: to create new products, interactive spaces or propose speculative design scenarios.	<b>Thesis Development &amp; Curatorial Practice &amp; Writing Lab</b>	
<b>Graphic Practice &amp; Narratives</b> The Graphic Practice portion of the module will focus on the development of the student's personal design practice and will comprise the first eight weeks of the course. The Narratives portion of the module will focus on storytelling for the purposes of concept elucidation and will comprise the last eight weeks of the course.	<b>Design in Crisis</b> The Design in Crisis course will address what is arguably the most pressing civilisational issue facing humanity today - anthropogenic climate change. Students will be tasked with addressing climate change through the lens of human experience.	<b>Atlas of the Future</b>	
<b>Speculative Futures</b> The Speculative Futures course is focussed on framing technological innovation through the act of speculation: a creative act where conjecture is as good as knowledge, and where the goal is to emphasise implications of technology use for humankind.	<b>Comparative Cultural Studies</b> Learn how to work and communicate in heterogeneous teams with members of different cultural, social, ideological and disciplinary backgrounds / inclusiveness / global collaboration.	<b>Contemporary Leadership Culture</b> modern leadership qualifications / soft skills / empathy / strategic thinking / creativity / flexibility / tolerance for ambiguity / inclusiveness	
<b>Research Methodologies</b>	<b>Interdisciplinary Elective</b> (pick any module from any other PG programme except yours)		

Specialized Modules
Faculty-wide Modules
University-wide Modules
Another UE Faculty's Module

**Note: Modules for curricula with 60, 90, 120 ECTS are different. Please talk to your sales advisor for further details.**

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Apply now at [apply.ue-germany.com](https://apply.ue-germany.com)