

KEY FACTS

DEGREE

Bachelor of Arts (B.A.)

ADVANCED STUDY PROGRAMMES AT HSD

Communication Design (M.A.)

Applied Art and Design (M.A.)

Exhibition Design (M.A.)

STANDARD PERIOD OF STUDY

7 semesters

PROGRAMME START

Winter semester

ALLOCATION OF PLACES

Unrestricted admission

PERIOD ABROAD

Possible

GENERAL ADMISSION REQUIREMENTS

www.hs-duesseldorf.de/requirements

SPECIAL ADMISSION REQUIREMENTS

Programme-related aptitude test in the areas of art and design (registration by the 1st of February in the respective year under www.hs-duesseldorf.de/bewerbung)

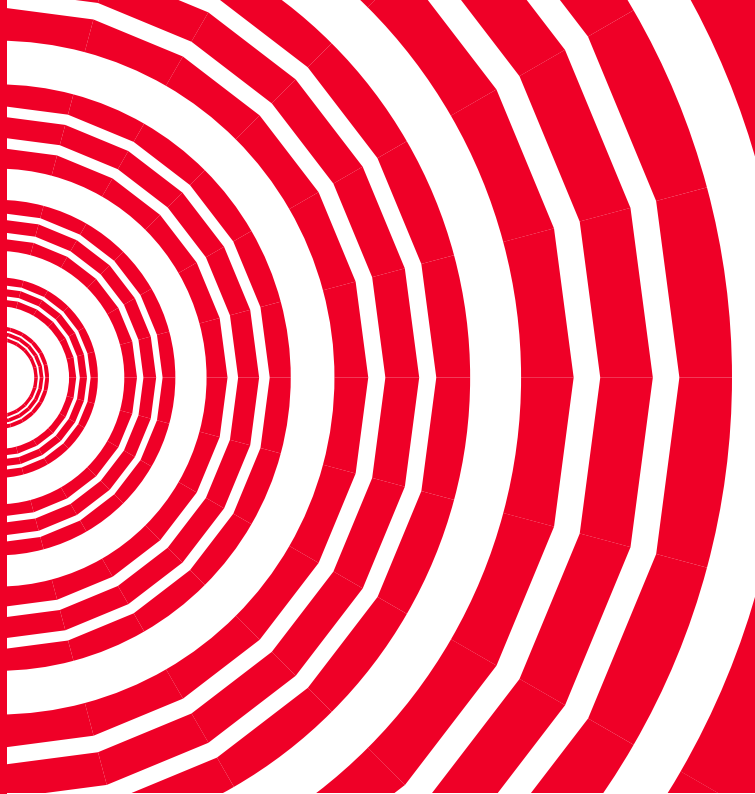
Proof of at least two years' relevant work experience as goldsmith, silversmith or a related metalworking profession such as artist blacksmith, decorative metalworker, precision mechanic or dental technician. Proof must be presented at the latest by the 30th of September of the respective year.

APPLICATIONS

www.hs-duesseldorf.de/application

APPLICATION DEADLINE

15th of August each year



HSD

Hochschule Düsseldorf
University of Applied Sciences



Peter Behrens
School of Arts
Faculty of Design

Bachelor

Applied Art and Design

Profile

With its typical forms of expression in the areas of object, jewellery and product, the seven-semester Bachelor Study Programme in Applied Art and Design is unique in North Rhine-Westphalia.

The programme offers students the possibility both to specialize in specific disciplines as well as to study in breadth. The form-oriented Bachelor study programme enables students to study in an independent and inquiring manner. It teaches the whole breadth of fundamental design techniques, methods and media which are necessary and important for the professional fields of jewellery, object and product design.

The wide-ranging curriculum is further expanded through its close dovetailing with the study programme in Communication Design – in particular in the areas of new media and three-dimensional communication as well as in the field of communication and marketing. This cooperation allows students to pursue unusual areas of specialization according to their own individual interests. Mentoring throughout the programme supports students in their studies and personal development and eases the transition into working life.

Career prospects

The design skills acquired and the professional expertise fostered through numerous activities such as exhibitions and participation in trade fairs during the programme facilitate a wide spectrum of professional perspectives.

Apart from the traditional route into self-employment or as an employed designer, new professional fields are open to graduates not least through the special links to the study programme in Communication Design.

Possible areas of employment are: Freelance artistic jewellery design; applied product and jewellery design; design management.

CURRICULUM

1ST AND 2ND SEMESTER

- Artistic and technical principles
- Photography
- Typeface and typography
- Principles of jewellery and product
- Drawing and illustration
- Language and text
- History of art and design

3RD AND 4TH SEMESTER

- Artistic design
- Design for series production
- Analogue and digital design: Rapid prototyping and product development
- 3D communication
- Photography
- Image and communication
- Illustration
- Theory of art and design, culture and gender studies

5TH SEMESTER

- Semester abroad or internal/external practical placement

6TH SEMESTER

- Interdisciplinary projects
- Transferable skills

7TH SEMESTER

- Theory and practice
- Bachelor thesis