



# HSD

Hochschule Düsseldorf  
University of Applied Sciences



Peter Behrens  
School of Arts  
Faculty of Design

**Bachelor of Arts**

# Communication Design

## Profile

The bachelor's programme in communication design builds on the historically evolved, nationally and internationally recognised design studies in Düsseldorf. It targets creative and media-savvy people looking to shape the future in a socially responsible way. The first part of the programme covers essential fundamentals within the broad field of design – ranging from classic print media, illustration, photography, exhibition design as well as text design and conception to digital media and audiovisual design. During the advanced study period, you can define your own focus or become a 'general specialist'.

You acquire conceptual, creative and practical skills leading to broad career prospects. The main focus of the programme is on the fields of image design, spatial design, typeface design, text design and timing. This allows you to get insight into the full spectrum of design.

During your studies, you have access to well-equipped workshops to realise coursework and research projects, e.g. an etching workshop, lead typesetting, offset and screen printing, photography laboratories, display and prototyping, a design and model making workshop, a form and structure laboratory, a DTP laboratory as well as video and audio studios.

The Bachelor of Arts degree is internationally recognised. It allows you to progress to the Master of Arts qualification in Germany or abroad.

The study programme has close ties with businesses and the cultural scene. You work on projects of varying topics under professional supervision and create your own designs at HSD.

All students have the option to study a semester at one of our more than 50 partner universities abroad. In most cases, students can get financial support for this purpose. At least one third of all students take this opportunity. This experience helps you develop the ability to flexibly adapt to new situations and cope with problems – thus preparing you for professional life.

**Please note:** The language of instruction is mainly German.

## **Career Options**

Communication designers do not only work in agencies or corporations. Career prospects are becoming increasingly varied and are as broad as our curriculum. Professional design skills are more and more wanted also in the fields of economics, politics, culture and the social sector.

## **Admission Requirements**

Please check if you meet all requirements for admission to the study programme. Further information (in German only): [hs-duesseldorf.de/bkd-voraussetzungen](https://hs-duesseldorf.de/bkd-voraussetzungen)

# SYLLABUS

## SEMESTERS 1-2

- Design Theory
- Fundamentals of Image Design
- Fundamentals of Communication
- Fundamentals of Media and Image Design
- Technical Basics
- Theory and History

## SEMESTERS 3-4

- Corporate Communication
- Brand and Marketing Communication
- Photography
- Illustration
- Editorial Design
- 3D Communication
- Spatial Communication
- Interactive Communication
- Image and Communication
- Theory

## SEMESTER 5

- Semester abroad or internal/external practical project

## SEMESTER 6

- Interdisciplinary projects
- Transferable skills

## SEMESTER 7

- Theory and Practice
- Bachelor's Thesis

Please check the module manual (currently in German only) for detailed information on the contents of the study programme.

## Further Information

**Events for prospective students** (in German only)

[hs-duesseldorf.de/zsb\\_veranstaltungen](https://hs-duesseldorf.de/zsb_veranstaltungen)

**How to apply**

[hs-duesseldorf.de/prospectivestudents/degreeseekings/application](https://hs-duesseldorf.de/prospectivestudents/degreeseekings/application)

**Information for international applicants**

[hs-duesseldorf.de/degreeseeking](https://hs-duesseldorf.de/degreeseeking)

**About the programme and admission requirements**

(in German only)

[hs-duesseldorf.de/bkd-voraussetzungen](https://hs-duesseldorf.de/bkd-voraussetzungen)

## Get in Touch

**Dean's Office at the Faculty of Design**

[dekanat.design@hs-duesseldorf.de](mailto:dekanat.design@hs-duesseldorf.de)

**Student Advisory and Counselling Service (ZSB)**

[studienberatung@hs-duesseldorf.de](mailto:studienberatung@hs-duesseldorf.de)

[hs-duesseldorf.de/zsb-en](https://hs-duesseldorf.de/zsb-en)

**Admissions Office**

[zulassung@hs-duesseldorf.de](mailto:zulassung@hs-duesseldorf.de)

[hs-duesseldorf.de/zulassungsstelle](https://hs-duesseldorf.de/zulassungsstelle) (in German only)

**International Office (IO)**

[international-office@hs-duesseldorf.de](mailto:international-office@hs-duesseldorf.de)

[hs-duesseldorf.de/io-en](https://hs-duesseldorf.de/io-en)

**Family Support Centre**

[familienbuero@hs-duesseldorf.de](mailto:familienbuero@hs-duesseldorf.de)

[hs-duesseldorf.de/fam-en](https://hs-duesseldorf.de/fam-en)

**Disability Services (ABS)**

[barrierefrei@hs-duesseldorf.de](mailto:barrierefrei@hs-duesseldorf.de)

[hs-duesseldorf.de/abs-en](https://hs-duesseldorf.de/abs-en)

**Psychological Counselling Service (PSB)**

[info.psb@hs-duesseldorf.de](mailto:info.psb@hs-duesseldorf.de)

[hs-duesseldorf.de/psb-en](https://hs-duesseldorf.de/psb-en)

HSD on social media  
[facebook.de/hsduesseldorf](https://facebook.de/hsduesseldorf)  
[instagram.com/hsduesseldorf](https://instagram.com/hsduesseldorf)

Publisher: Hochschule Düsseldorf – University of Applied Sciences  
Student Advisory and Counselling Service (ZSB)  
in cooperation with the Department of Communication and Marketing and the Diversity unit  
Last updated: April 2025