



# HSD

Hochschule Düsseldorf  
University of Applied Sciences



Peter Behrens  
School of Arts  
Faculty of Design

Bachelor of Arts

# New Craft Object Design

## Profile

We see and explore, conceive, feel, understand, analyse and experiment, inspire, examine, shape, desire and touch.

**Objects, jewellery and products** are at the centre of our teaching. The study programme New Craft Object Design investigates societal aspects and issues, it stimulates your interest in innovate solutions. We are into matter and do not only look at the surface. Supervised by our teaching staff, you study material culture in the context of societal developments. Our design processes evolve from theoretical questions. They include the analysis of the role of the designer in current and changing circumstances.

Our teaching reflects an openness towards all orientations of art and design. The variety of courses offered is very broad. The resulting designs range from applied to creative. We encourage lateral thinking and an open exchange between

different fields of design. You discuss analyses, innovative concepts, production methods and creative experiments and use your insights to design individual pieces or products. We consider both of these fields equally important.

The study programme focuses on the interface of a technical and creative education. We see great potential in the combination of both aspects – creative and technological knowledge. Our students contribute diverse expertise thanks to their previous experience from various vocational fields. You learn to master new technologies and various practices competently and confidently. The programme teaches you to apply and combine them creatively and professionally. You visualise your ideas in experimental work using analogue techniques and digital technologies; intellectual research consolidates your concepts. All courses welcome object, jewellery and product design. Discover your preferences and strengths, find out what fascinates you and set your own area of specialisation accordingly. Our motto is #HandsOn – regarding not only ecological, economic and societal issues, but also actual practical work in our studios, workshops and laboratories at our university. Our students are hands-on workers researching new fields with a special feel for material, form and content. The analogue merges with the digital. Classical techniques and software provide options for new interactions. At the end of the day, you produce new, extraordinary objects for use – tailored to the individual, the wearer and the user.

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

## Career Options

The broad variety of options offered and creative competences taught in the study programme lead to equally broad career prospects and fields of activity. As a graduate, you can work in product and jewellery design, design services, technical laboratories, the manufacturing industry, self-employment, start-up centres or you can start your own business. Having gained practical experience in one of the fields, you could also start teaching.

## Admission Requirements

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

# SYLLABUS

## SEMESTERS 1-2

- Creative and Technical Fundamentals
- Photography
- Typeface and Typography
- Fundamentals of Jewellery and Products
- Drawing and Illustration
- Language and Text
- Art and Design History

## SEMESTERS 3-4

- Creative Design
- Designing for Series Production
- Analogue and Digital Design:  
Rapid Prototyping and Product Development
- 3D Communication
- Photography
- Image and Communication
- Illustration
- Art and Design Theory, Cultural and Gender Studies

## 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 only in German) 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/bod-voraussetzungen](https://hs-duesseldorf.de/bod-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)

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