

Design and Digital Cultures

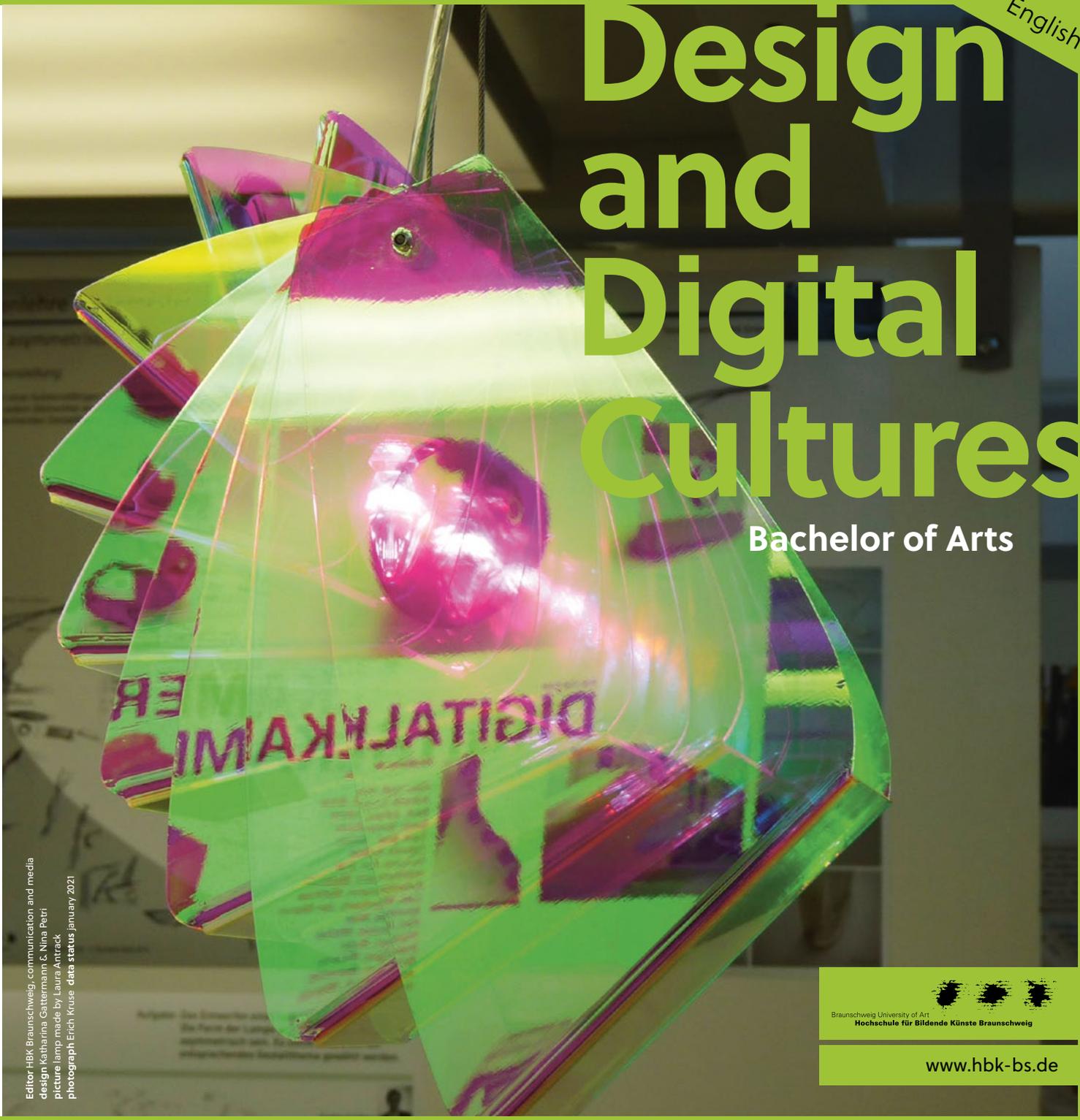
Bachelor of Arts

The **Bachelor of Arts degree programme in Design and Digital Cultures** is the right choice for students who are interested in progressive, sustainable product design and who want to employ contemporary digital design and production techniques for innovative approaches to dynamic, holistic processes. The course provides students with a wide range of skills and competences. They will learn about the foundations of art and design, aspects of the social sciences and cultural studies, along with approaches to digital design practices and production methods such as parametric design, generative design and physical computing. At the heart of the degree programme is project-based learning. Here, students develop the skills and knowledge they need to become designers in their own right, such as user-oriented design; they become familiar with the requirements of academic work and improve their team-working skills. Our society is undergoing radical changes as a result of digitisation, and teaching staff are especially committed to equipping students with the skills they need to work in a holistically responsible and sustainable way.

The programme is especially aimed at applicants who show artistic aptitude with an interest in design theory, and who would like to gain a degree qualifying them to work professionally in industrial product design. Applicants should be aware of the challenges facing design processes and methods in a society shaped by information and technology and be committed to finding effective solutions.

What happens after graduation?

Graduates are qualified to work as designers in the traditional fields of product design as well as in a range of new future-oriented fields of activity and working environments. As designers, they are able to engage with complex issues in mobility, energy, housing, health, communication, sport, education and knowledge production. Obtaining the Bachelor degree also opens up the path to relevant Master's degree programmes, for example the Master's degree programme in Transformation Design at the HBK Braunschweig.



Editor HBK Braunschweig, communication and media design Katharina Gattermann & Nina Petri
picture lamp made by Laura Antrack
photograph Erich Kruse data status january 2021

Information

Degree programme

Bachelor of Arts

Standard period of study

6 semesters

Choice of minor subjects

N/A

Modules

Perception, Observation, Analysis;
Drawing and Representing;
Design and Composition; Workshop Courses;
Digital Crafting; Human Centred Design;
Materials and Manufacturing Processes;
Statics and Models;
Construction, Processes, Dynamics;
Object and Simulation;
Design Theory, Digital Culture, Project-based
Learning; Internship, Professionalisation

Teaching Language

German

Course type

Full-time course

Course Commencement

Winter semester

Application Period

for the winter semester 2021/22

1 February – 15 April 2021

Admission Restriction

Yes

Contact

HBK Braunschweig
Zentrale Studienberatung
Johannes-Selenka-Platz 1
38118 Braunschweig
Telephone +49 (531) 391 92 69
Email: studienberatung@hbk-bs.de
<http://hbk-bs.de/studium/zsb/>

Entry Requirements

- / General or subject-linked university entrance qualification, entrance qualification for university of applied sciences for design, or university entrance qualification based on professional training
- / Proof of special artistic talent
- / Minimum age: 17
- / Applicants from non-German-speaking countries require a certificate of proficiency in German (you must obtain recognition of international certificates from uni-assist *before* you submit your application).

Application process

The application process at the HBK Braunschweig takes place in several stages. During the process applicants must provide proof of *special artistic aptitude* through the submission of a portfolio and successful participation in a selection interview. To apply, you must complete the following two steps:

1. Online application on the HBK Braunschweig website. Your application and supporting documents must be uploaded digitally in the online portal by 15 April.
2. Upload your digital portfolio by 30 April. Once you have submitted your online application, you will receive a link to upload the portfolio via *PowerFolder*.

Portfolio

The portfolio should contain 20 to 30 of your own artworks, which must be originals, not copies, in genres of your own choosing. These may include, for example, art, photography, graphic design, fashion, architecture or product design. The portfolio must include your documentation of how you have developed a project of your own. You should identify a specific design challenge you want to address and show how you would resolve it, providing a visual demonstration of your ideas, approaches and the end result. Overall, the works you have chosen for your portfolio should reflect your personal interests and approaches to design.

The HBK Braunschweig offers regular advice sessions for prospective applicants to assist with questions about the portfolio.

Note

Applicants who have completed at least six-months of practical work experience (for example an internship) related to their chosen degree programme before the commencement of the course improve their chances of being accepted.