BACHELOR

HAW Hamburg
Department of Design

Communication Design
Illustration
Fashion, Costume and Textile Design
Clothing Technology and Management
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Clothing Technology and Management

The Clothing Technology and Management engineering programme leads to the award of a Bachelor of Engineering after seven semesters. The programme offers both a solid grounding in theory and practical, applied learning in labs.

The focus is on applying theory in practice to create innovative products and technologies, and on economic and ecological issues.

Modules in textile chemistry, textile technology, CAD clothing design, supply chain management, manufacturing techniques, business and work science give students abroad, in-depth and interdisciplinary understanding of their subject and the ideal basis for launching a career in the complex global clothing industry.

The applied course includes an integrated semester in industry of 20 weeks in Germany or abroad. To complete the programme, students must submit and pass a Bachelor dissertation and have acquired a total of 210 credits over the seven semesters.

Communication Design
Illustration
Fashion, Costume and Textile Design

The seven-semester design programme leading to the award of a Bachelor of Arts comprises art (A), lab and workshop (L), theory (T) and design (D) courses; the specific subjects and classes depend on the selected specialism.

The foundation year (the first and second semesters) gives students a basic grounding and general introduction to the subject with a set combination of courses, fostering creativity and artistic expression. From the third semester onwards, students go on to specialise in the areas that interest them most. Students can generally choose their own combination of modules; most modules need not necessarily be taken in their allocated semester.

Students can choose other modules and classes from within the department and have them accredited in an equivalence procedure. Placements can be accredited as “Out of Faculty” modules. Students’ overall artistic and design performance is assessed in Module examinations (Communication Design and Illustration) or presentations (Fashion, Textile and Costume Design) at the end of the third and sixth semesters.

To complete the programme, students must submit and pass a Bachelor dissertation and have acquired a total of 210 credits over the seven semesters.
Communication Design BA

General & specialised courses:
Intermedia

Communication and media companies in the culture, education and business sectors need skilled and qualified designers.

Nowadays, the information transfer is no longer limited to traditional graphic media such as posters and books. The primary focus is instead on developing visual systems for complex information for the various communication platforms: print, film, web and physical spaces. Yet before a communication product can emerge, there are multiple aspects to consider and decisions to be made – decisions that address aspects of aesthetics, perception, production and sociocultural context. Today’s communication designers do not only study art and design. They also develop analytical and structural skills to enable them to understand technological interfaces, and ultimately implement their own dynamic, interactive projects for our modern communication society.

The Communication Design programme at HAW is a general degree offering the scope and resources for specialisation. Students are introduced to the disciplines of editorial design, photography, interactive design, brand design, typography, type design and time-based media and acquire the fundamental training that they need to progress in the field. In all areas, students learn to engage with content, content design and its impact in the various media in both aesthetic and functional terms. Design is taught in close coordination with theory and art courses, with work in the labs and workshops and on practical projects.

Over the course of their degree, students at the HAW develop an individual profile that reflects their personal interests and the ever-changing requirements of communication and media roles in culture, education and industry.

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Places each year – 60
Entrance requirements – Entrance examination
Start of programme – Summer semester
No. of semesters – 2 foundation semesters and 5 semesters for the main programme
Module examinations – 2 (after the 3rd and 5th semesters)
Total credits – 210
Award – Bachelor of Arts

Theory (T)
Dramaturgy
Cultural philosophy / aesthetics
History of art and design
History of art and fashion / fashion theory
Poetics / rhetorics

Art (A)
Computer-based experimentation
Creative writing
Painting
Drawing

Design (D)
Editorial design
Photography
Interaction design
Brand Design
Type design
Typography
Time-based media
Out of Faculty

Lab (L)
Metal type
Computer labs
Print graphics
Photography labs
Time-based media lab
Interaction design lab

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Illustration BA

Illustration tells the story beyond words

Illustrations are a visual communication tool. Combined with text, they send specific, targeted messages.

For newspapers, websites or games consoles, illustrators use all forms of visual art. They paint, draw, colour, create collages and – at their desks or on the computer – design two- and three-dimensional images for digital and print media, for example cartoons, comics, storyboards and characters.

In preparation for this varied and challenging field, students of the arts degree course in illustration at HAW Hamburg – the only specialised state programme of its kind in Germany – learn professional drafting and specialist techniques such as screen printing, lithography and digital animation. An in-depth understanding of theory and theoretical reflection on work in practice are the key elements of this course, which is designed to foster and develop a student’s individual, aesthetic, stylistic, cognitive and practical skills and understanding. The illustration degree programme focuses on book illustration, informative illustration and media illustration.

Illustrators work for media businesses such as publishing houses, in the games industry and in PR agencies. They develop, design and produce illustrations for the traditional print media, academic publications and advertising. They illustrate for digital and interactive media such as 3D animations, cartoons, computer games, special effects and character design. Illustrators develop children’s books, non-fiction, and graphic novels, working independently or on commission. Theirs is a highly specialised role requiring great personal initiative.

Places each year – 30
Entrance requirements – Entrance examination
Start of programme – Summer semester
No. of semesters – 2 foundation semesters and 5 semesters for the main programme
Module examinations – 2 (after the 3rd and 5th semesters)
Total credits – 210
Award – Bachelor of Arts

Theory (T)
- Dramaturgy
- Cultural philosophy / aesthetics
- History of art and design
- History of art and fashion / fashion theory
- Poetics / rhetorics

Art (A)
- Computer-based experimentation
- Creative writing
- Painting
- Drawing

Design (D)
- Book illustration
- Informative illustration
- Media illustration
- Out of Faculty

Lab (L)
- Metal type
- Computer labs
- Print graphics
- Photography labs
- Time-based media lab

Out of Faculty
- Computer-based experimentation
- Creative writing
- Painting
- Drawing

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From soft fabrics to strong statements
From ideas and imagination to products and production

There are three specialisms on this programme: fashion design, costume design and textile design. In each field, the course responds to changing demands in the industry. The programme is built around a thorough introduction to artistic and drafting methods in the foundation course, and to a wide range of artistic and technical fields such as pattern design, manufacturing techniques, textile printing, weaving, dying, knitting, costume production and CAD. A comprehensive academic programme provides the necessary theory. In practical design and development projects, students test and practise how to apply the theory and skills acquired, and learn at first hand the entire process from the draft to the finished product. The focus is on developing and nurturing artistic, creative personalities who respond with curiosity, openness and critical minds to cultural and social trends and changes and who are able to assert their professional, authentic and individual contributions in the face of globalised uniformity.

Fashion design → Design and development of all types of clothing and accessories for a wide range of lines and styles.
Costume design → Design and production of costumes and sets for all performing media including theatre, opera and dance.
Textile design → Development and design of textiles and objects for a wide range of material and product applications.

Designers in these three disciplines design collections, lines, editions and one-off pieces for all segments of this complex market, from global brands to small regional and local businesses, and in both the state and independent sector. They work for fashion and textile firms, in interior design, in the architecture business; for publications, agencies and in styling; for film, TV and theatre / opera companies; as freelancers or under their own label.
Typeface

From fundamental aspects of composition to the presentation of complex information, this course examines central design questions: Why is what text placed where? How are text structures recognised and emphasised with typography? How can we harness the interplay between the meaning and content of text and its design and presentation potential? Systemic thinking is an essential skill for professional work with type and text.

Time-based media

Time-based media classes teach methods for implementing audiovisual design tasks. Our range of courses and projects helps and trains students in the fields of motion design, cartoon animation, cinematography, editing and sound design. We look beyond narrow subject boundaries, engaging in interdisciplinary work with businesses, cultural institutions and production teams.

Illustration (D)

The primary focus is on the illustration of children’s books. Building on a theoretical examination of historical examples and current trends in book illustration, students are encouraged to take new approaches and develop innovative book concepts and their own artistic positions.

Informative illustration

Students of informative illustration learn the professional, illustrative interpretation of information. A strong focus is on content-based and conceptual drafting methods. Training involves researching and drafting short texts together with illustrations, and the stylistic development of students’ own personal visual style and text and image layout. Book projects, magazine illustrations and film and online animations are all examples of informative illustration in practice.

Media illustration

Media illustration was originally the term used for illustration in newspapers. The courses have, however, now been extended to include other illustrative media such as comics and animation: storytelling for adults in its own right with the illustrator as author. Our students regularly participate in international competitions, exhibitions and publications, in particular for comics and posters.

Fashion Design (D)

Students develop their own, individual design solutions in response to structured tasks and both set and chosen topics, segments and product lines, learning to create clothing and develop designs. The aim is for students to discover and establish their own style; their own individual look. Students define their own general or project-specific specialisms and develop complete design concepts, which they then present in models, garments, outfits, lines and collections.

Costume Design (D)

Students on the costume design courses learn how to design costumes and masks for all forms of literary and musical theatre, television and cinema at both a national and international level. They also learn how to present and communicate their ideas to directors and production companies.

Textile Design (D)

Textile-based design takes a critical approach to developing the structures and patterns of both classic and innovative textiles. Material, the central aspect of design, and products, interiors, objects and fabrics are developed and contextualised in speculative and practical models, both for specific applications and within a broader aesthetic context.

Fashion sketching

Fashion sketching examines professional and creative presentation methods to help students in their drafting and design processes. Alongside the wide range of techniques taught, a fundamental aspect of this subject is examining the signs and systems that fashion uses and how these can be expressed in a unique and striking style.

Art (A)

Computer-based experimentation
Can we inject life into lifeless objects, materials and space? On computer-based experimentation courses, students develop installations and create living sculptures and objects. Students exhibit their works at the end of the semester and can therefore test in practice how their creations work in interaction with the public.

Creative writing
Creative training in a workshop for words.

Painting
The painting courses teach a wide range of artistic methods and approaches. Students can build their creative skills from the classic, academic basics to free artistic exploration. The aim is for students to develop their own artistic perspective.

Computer-assisted fashion illustration
These classes show students how to illustrate design processes and products with the help of computer-based methods, and introduce students to the possibilities of digital design. In coordination with the design courses, the aim is to realise students’ creative and aesthetic concepts to explore and present their genuine potential.

Drawing
Drawing is a direct, visual, artistic language and a fundamental element of design. Drawing is both an art in itself and a preparatory medium that can fuel all subsequent creative processes. At its heart is the creation of a new reality in two and three dimensions. Drawing materialises the direct connection between impressions and experiences.

Theory (T)

Dramaturgy
Dramaturgy comes from the Greek word for “to compose a drama”. The dramaturgy courses examine and develop the arcs of suspense within a work and how these can be communicated to the spectator. Students take a creative and reflective approach to the definition, objectives and potential of art phenomena.

Cultural philosophy / aesthetics
This field examines the meaning, sense and places that give people their culture and their history; their artefacts, their methods and their art. Students are introduced to a 2500-year history of texts ranging from dialogues and tracts to essays and pamphlets and develop their own explorative, progressive and open approach; they learn to observe and argue, to consider and speculate, to doubt but still to accept and appreciate, to explore and to seek to understand.

History of art and design
The history of art and design classes teach students to take a critical and considered approach to the visual and applied arts. The course seeks to give students a systematic understanding of context and time and to encourage knowledge of objects and monuments.

History of art and fashion / fashion theory
Reflections on the history and theory of fashion demand a critical examination of students’ own cultural identity. This nurtures students’ own understanding of the current situation and helps them to develop new, forward-looking approaches. Highlighting the role of fashion as a form and medium in historical contexts fuels the development of individual creative potential.
Textile materials

The focus is on global fibre production of both natural fibres and regenerates and synthetic fibres, in particular in terms of future prospects, environmental issues and potential solutions. The morphological structures, form, properties, applications and development over time of synthetic fibres, their production, environmental aspects and fields of application are all explored.

Textile engineering

The textile engineering course gives students an introduction to textile materials, starting with individual natural and synthetic fibres and going on to explore a wide range of textiles such as wovens, knitwear and non-wovens. Students learn to analyse the structure and morphology of each material to establish its look and feel, but students also learn to consider all other wearing properties for processing and potential applications.

Lab (L)

Metal type
The book printing workshop gives students a foundation in typography with metal type. They learn about spacing and proportions, good justified and unjustified margins, and how to work with standard types of paper. The lab has a large type collection, including a number of rare items. Wood type, linocut, woodcut and stereotype printing are also possible with the workshop presses.

Computer lab

The computer lab was set up primarily for print media development, and is used as a teaching space for design software classes and for the open workshop in which students work on their own and in groups. The lab is very well-equipped, with computer workstations, an extensive range of printers and scanners in a wide variety of formats, and a number of other devices. Staff are on hand to help the students. Students in the lab have access to design software and a wide range of typefaces.

Digital illustration

The digital illustration lab is a computer lab designed specially for illustration, and is used to teach students about digital illustration programs. Students can draft on-screen with the Cintiq monitors and learn intuitive modelling in 3D programs with sculpt tools. A wide range of specialised classes and free lab time for independent work ensure students have the time and resources to learn and practice digital illustration techniques.

Print graphics

Print graphics are an expressive tool based on manual artistic disciplines that give students greater creative and representative scope. The field opens up new creative and artistic potential. Knowledge of the properties and resistance of a given material is key in the various different techniques. There are four professionally equipped print labs: woodcut, etching, lithography and screen printing. Students learn techniques hands-on, and engage with the current artistic context and historical development of each method. Art books and booklets, posters and graphics are created, edited and presented at book fairs and exhibitions.

Manufacturing techniques

Manufacturing techniques courses in the two foundation semesters (compulsory modules) teach the basics of industrial production with clothing examples. The other compulsory elective modules offer a range of specialisations such as trimming and decoration techniques, working with jersey fabric, and trouser, skirt and jacket tailoring as three-hour courses. The main learning outcome is the professional implementation of design ideas in three-dimensional garments (design realisation). Students have the use of a professional range of equipment.

Photo lab

The photo lab for black-and-white and colour photography gives students an understanding of body, material and style and sharpens students’ eye for feel for the typical shapes and silhouettes of each era. Students produce muslin mock-ups to explore the requirements and features of the various different costume styles.

Weaving

Traditional and experimental weaving techniques are taught in theory and practice, giving students a mixed-media introduction to hand-woven textiles in both a small-scale and industrial context.

Weave design

Advanced computer software (Point Carre), semi-automated sample looms and textile design on and off the loom are used to develop pioneering and artistic weaves for fashion and technical textiles.

Historical dressmaking

Historical dressmaking courses look at selected periods to give students an understanding of body, material and style and sharpen students’ eye for feel for the typical shapes and silhouettes of each era. Students produce muslin mock-ups to explore the requirements and features of the various different costume styles.

Costume design

The costume design courses teach students the technical, organisational and financial planning skills they need to realise artistic projects. Casting, plastering, ageing, coating, dyeing, felting, moulding, stencilling, applying paint and decoration, painting, mixing and modelling.

Pattern design

This course teaches the basics of pattern design in the foundation year. Pattern design and artistic modelling are then offered for Bachelor and Master students. The classes are designed to give students the skills they need to solve three-dimensional design problems and develop their own signature style. Students require both great creative sensitivity and an excellent understanding of the shapes and proportions of the human body. Special classes in HAKA, CAD, etc. are also offered.

Knitting

The course is designed to teach students basic knitting design techniques in a theoretical, practical and creative context. The first half of the semester teaches the technical basics (operating knitting machines); the second half of the semester then focuses on students developing their own ideas. The course takes a practical approach to knitting, with production considered as part of the design process. Ultimately, students create their own knitted garment or object from their own designs; this can be in the context of an existing fashion design theme.

Textile printing/dying

New and conventional textile printing and dyeing techniques are taught and presented in practical and creative classes. Students can work on projects on the hand screen printing tables and in the dye workshop; models can also be developed for digital printing with the relevant computer programs.

Time-based media lab

The time-based media labs have state-of-the-art equipment which students can use to work on and realise their individual projects. In the cartoon animation lab, students learn manual techniques such as cartoon design, puppet-making and stop motion. For work with video and sound, students have the use of post-production workstations, video and DSLR cameras and a sound design studio with a sound archive. A key focus is on a critical, aesthetic approach with the help of the technical equipment.

Interaction design lab

The lab for interaction design is equipped with the latest hardware and software for developing interactive projects for desktops and mobile devices. Tutors provide support and advice for individual students’ needs, catering for varying degrees of experience. We are currently installing new equipment for specifically multi-disciplinary projects.

Out of Faculty

The Out of Faculty module is students’ opportunity to have a placement accredited as an external module in “Design”.

External modules

Students can take modules from other design programmes in the Department of Design and other specialisms on the programme and have these accredited. Up to two such modules can be accredited.
The Clothing Technology and Management programme prepares students for varied and diverse roles in the clothing industry through a broad range of subjects.

The first year of the programme concentrates primarily on giving students a firm grounding in science, engineering, textiles, clothing technology, work science and business. In the second year, students build on this with in-depth classes on textile materials, product development and realisation methods, professional process management in the textiles chain and economic and ecological issues. In the first semester of their third year, students have an opportunity to put the theory and skills they have learned into practice in an industrial placement. Students can then specialise further for their chosen professional route with compulsory elective modules in textile science, innovative clothing concepts, product data management and business administration.

Graduates of this degree programme use their technical, organisational and business expertise to realise the ideas of fashion, textile and costume designers in practice. They prepare models for series production, provide the necessary logistical support for the creative process and coordinate quality management. They work in product development; process planning; production planning; control and inspection; industrial engineering; quality management; personnel and capacity planning; scheduling and budgeting; procurement; sales; marketing and management. They work as product managers, site managers, departmental managers, specialist advisors on technical applications in the supply industry (e.g. CAD / CAM systems and sewing and ironing technology), freelance business consultants and self-employed experts in the textile and clothing industry, in clothing retail, in the supply industry and in education.
Textile chemistry

The textile chain starts with the choice of the right raw materials. With both natural and chemical fibres available, the range of potential textile fibres is extremely broad. Textile chemistry examines the internal / chemical and external structure of these materials and the varied textile properties that such structures create. Textile processing is central to the look, wearing properties and quality of textiles. Preliminary treatment prepares the untreated material for the next stages of processing. The main field of textile processing is colouring fabrics by dying or printing. In the final stage of processing, mechanical, physical or chemical treatment gives a product its final usage or wearing properties and qualities. Textile processing is a highly complex process involving a wide range of parameters. The substances used, the physical and chemical process conditions, the machines or equipment and the chemicals added must all be right for the material if a high-quality textile is to be produced. Those working in this field need in-depth knowledge of textile chemistry, textile processing and fibre analysis to be able to evaluate the quality of products in the textile chain and assess their economic and ecological implications.

Textile engineering

Textile engineering is centred on mechanical and technological processes and machines for the manufacture of textiles. This systematic analysis starts at the beginning of the textile chain with the production and properties of the fibres, the thread, and the textiles manufactured with it such as woven and knitted. An important aspect of textile engineering is the analysis of material structures and their resulting properties and potential uses. Students use and evaluate standard modern testing procedures to learn and document at first hand how these parameters interact.

All these processes draw on an understanding of the underlying science (mathematics, statistics and physics) and engineering principles (machine components, technical drawing and computing), which are the basis for specialisation in this field.

Design

CAD design

Students on the design / CAD design courses learn to produce customised designs based on design specifications and standard-sized industry tables. The focus is on excellent product quality and on producing models suitable for series production in accordance with material and manufacturing parameters. Once students have completed basic training in computer science and manual design, appropriate CAD software solutions are used to develop efficient prototype and size setting patterns for all design tasks in the product development process. In coordination with the courses on textile science and manufacturing techniques, students on this course develop new prototype patterns for a defined range of sizes and learn how to use industry methods for the largely automated modification of existing models to reflect new trends. Additionally, the design and presentation methods using 2D product data and physical prototypes, a number of innovative concepts for 3D product development are already in use in the textile and clothing business. Using 3D simulation and visualisation techniques, students assess the potential of virtual fittings and explore ways of using 3D technology in marketing and sales.

Supply Chain Management

Supply chain management explores the complex flows of information, material and value. The focus is on the individual links in the value chain. Students learn to apply both the conventional, function-based logistics approach and process-based methods. Structural organisation, process management and project management for businesses in the clothing industry are also covered. The global textile chain in a multichannel context places specific requirements on product management. Product data management with the help of modern IT solutions is an essential aspect of this field. All organisational measures for improving process quality, performance and therefore ultimately the products, are covered in the quality management course. Sustainability in the clothing industry is another important focus of the supply chain management courses.

Manufacturing Techniques

Manufacturing techniques classes explore the industrial manufacture of textile products. Students learn about the basics, the development and the application of production processes. The design of all production processes down to the creation of the finished product requires an understanding of the underlying design, the textile properties of the material and the available equipment – this expertise is just as important as pricing and product quality skills. Manufacturing expertise is therefore needed in many different areas of the clothing industry, including in product development, design, quality management and production planning and control. The various manufacturing techniques classes on the Clothing Technology and Management degree build on each other, teaching the production processes and methods with the corresponding machine technology, product data management basics and quality assurance. Students learn the techniques and methods of industrial clothing manufacturing through a range of product groups, from the first product sample to series production, and how to apply them. The focus is on coordinating and reconciling the pattern, the properties of the textiles, the machine technology and the required product quality.

Business Administration

Work Science

The course starts with the fundamentals of economics: general business management, structural organisation and financial accounting. Students then go on to study areas such as cost accounting, marketing, industrial business management and finance / accounting. Business administration skills are the basis for analysing and documenting business and technical data, and are required for a wide range of roles including jobs in procurement and sales. Work science is an interdisciplinary field exploring physiological, psychological, sociological and economic aspects. The course focuses on the planning, organisation and optimisation of work processes and how working conditions must be feasible, reasonable and pose no risk to health. Factors such as the concept of stress and strain, prerequisites for good staff performance, assessing and measuring reasonable limits and work safety are all key here.
Applications for Design Programmes

Deadlines for applications
All programmes only accept new students in the summer semester. The deadlines for sitting the entrance examination for BA design programmes can be found on the website (www.design.haw-hamburg.de/studium/bewerbung/eignungspruefung).

Application portfolios
Portfolios must be submitted with applications to BA design programmes at HAW Hamburg. The portfolio (not a tube, case or package; no sculptures, no fragile or breakable objects) must contain at least twenty works (drawings and colours, if applicable also print graphics, photographs and photographs of artwork produced by the applicant) that demonstrate keen observation, a good understanding of colour, imagination and expressive skill. We encourage applicants to submit sketchbooks. Portfolios submitted in person should be handed in at Armgartstraße 24. Portfolios sent by post will only be considered if they are received by the deadline (the deadlines are set out on the website: www.design.haw-hamburg.de/studium/bewerbung/eignungspruefung).

Applicants whose portfolios are assessed as “press” (a grade of at least 4.0) are accepted for the entrance examination. The details of the entrance examination are provided in the letter / e-mail.

Entrance examination
The entrance examination comprises three creative tasks set on the basis of the presentation, illustration and design modules, and a written section to test candidates’ analytical and reflective skills. The three-day entrance examination is held in the Department of Design in early November (see: www.design.haw-hamburg.de/studium/bewerbung/eignungspruefung).

Portfolio advice
Information events are held on a number of dates for all applicants to the Communication Design, Illustration and Fashion, Costume and Textile Design programmes. Advance registration for these events is not required. Please bring samples of your work or your completed portfolio. The dates and times can be found on our website.

Applicants without a Abitur / A-Level equivalent
Applicants who do not hold a university entrance qualification (i.e. who do not have a certificate of Allgemeine Hochschulreife, Fachhochschulreife or an equivalent qualification) must be at least 18 years of age, attend the information events and demonstrate significant artistic talent. These applicants must achieve a grade of “good” (at least 2.3) on their portfolio in order to be admitted to the entrance examination. If admitted, they must then pass the entrance examination with an overall grade of “good” (at least 2.0).
Applications for the Clothing Technology and Management BA

**Deadlines for applications**
The Clothing Technology and Management programme only accepts new students at the start of the summer semester. The application period runs from 1 December to 15 January. Applications must be submitted online.

**Application procedure**
There are usually more applicants than places for the Clothing Technology and Management programme. Places are awarded following selection regulations that are available in full on the HAW Hamburg website.

Places are awarded in line with the number of applicants on the following basis:

a) average mark in university entrance qualification (in Germany, points between 3 and 15),

b) thirteen weeks’ placement in industry or relevant professional experience in the clothing technology sector (10 points),

c) participation in an online self-assessment procedure from the summer semester of 2010.

Under c), only the applicant’s participation in the online self-assessment procedure counts. Their performance is not assessed or graded.

Applicants complete the online self-assessment when they submit their applications. For technical and organisational reasons, every applicant must complete the online self-assessment.

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Communication Design
Illustration
Fashion, Costume and Textile Design
Multichannel Trade Management in Textile Business
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Textile printing lab
**Master in Design**

The three-semester Master degree in design at HAW Hamburg is split into three specialisms: communication design, illustration and fashion, costume and textile design. Each specialist course has its own curriculum with seminars, projects and presentations. The specialisms offered allow students to take an interdisciplinary approach and to specialise in each of the three areas. All three specialist courses are centred on analysing and reflecting on artistic and design perspectives, on the interplay between the different fields of design, on sociocultural context and societal relevance of the design disciplines. Master students broaden their skills and understanding in the fields of visual thinking, visual communication and new technologies for a range of communication platforms. The focus is on media-specific forms of design and innovative design solutions. Graduates of this Master programme are qualified for responsible, management positions in businesses and institutions in industry, politics, culture and education and for freelance work in the field. Students who complete the programme and pass Master dissertation are awarded the degree of Master of Arts (MA).

**Multichannel Trade Management in Textile Business**

The Master in Multichannel Trade Management in Textile Business is a three-semester, non-consecutive business course run in partnership with the Otto Group, leading to the award of a Master of Business Administration (MBA). The first semester introduces students to procurement and marketing management, supply chain management, aspects of corporate social responsibility and evaluation procedures for clothing. Students also take a range of classes that deepen their understanding of international and digital business and hone their linguistic and intercultural skills. The second semester builds on the first with more in-depth courses on textile cycle processes, product management, developing collections and management accounting. All the aspects studied are brought together in the interdisciplinary “Multichannel Trade Management” classes. The close involvement of numerous experts from the field in talks and case studies provides a strong and direct link between theory and practice. Two placements during the three semesters, for example in companies in the Otto Group, and an in-depth Master dissertation in the third semester complete this comprehensive training.
Communication Design MA

A wide-ranging programme with individual specialisation

The Communication Design course is a wide-ranging programme that allows students to choose their own focus – editorial design, photography, brand design, interaction design, type design, typography or time-based media.

A variety of teaching and learning formats are used. With the main focus on project work in the Master project module, students also attend workshops, lectures by visiting lecturers and theory and art courses.

Team work between Master students is strongly encouraged, and promoted in parallel Masters projects that are completed with the Master dissertation.

Professors in the various design disciplines supervise different aspects of the Masters projects, ensuring contemporary, modern and interdisciplinary training.

Creative talent and analytical and technical skills are essential to succeeding on a Master degree course. Excellent social competence is expected, as demonstrated in both strong team work and a cooperative, enthusiastic approach, and in personal initiative. The Master programme is a complex course with a heavy workload, and students should be based in Hamburg.

Theory (T)
Dramaturgy
Cultural philosophy / aesthetics
History of art and design
History of art and fashion / fashion theory
Poetics / rhetorics

Art (A)

Computer-based experimentation
Creative writing
Painting
Drawing

Design (D)

Editorial design
Photography
Interaction design
Brand design
Type design
Typography
Time-based media

Lab (L)
Metal type workshop
Computer labs
Print graphics
Photography labs
Time-based media lab
Interaction design lab

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Places each year – 20
Entrance requirements – Entrance examination
Start of programme – Winter semester
Number of semesters – 3
Total credits – 90
Award – Master of Arts

16 & 17
Clear concept and sure style

Students on the Master programme in illustration can specialise in fiction or non-fiction.

Those specialising in fiction focus on narrative and dramatic invention, whilst the focus in non-fiction is reality and its interpretation. The work produced in each course is therefore very different. Comics, children’s books, graphic novels and cartoons generally recount fictional narratives, whereas journalistic illustration, reporting, infographics, scientific and academic illustration and 3D animation tend to be based around factual content.

The programme concentrates on extensive creative work that culminates in the Master dissertation. The Master project module is based on the development of a number of illustration projects. Students learn and develop their creative and conceptual skills with the necessary theoretical and practical expertise over the course of the three semesters. In the Master forum module, students acquire the professional, practical qualifications that will enable them to enter the industry upon graduation. Throughout the programme, students can choose from a wide range of art and lab courses in line with their individual specialism. The theory modules teach methods, deepen students understanding of the history of art and design, and explore other aspects such as leading cultural philosophy perspectives.

Master candidates should have a specialist qualification in art. Excellent social competence is expected, demonstrated in both strong team work and a cooperative, enthusiastic approach, and in personal initiative. Students need strong personal motivation, patience and perseverance to engage in such major work.
Style, poise and perspective

The fashion, costume and textile design course seeks new approaches and new inspiration in the creation of innovative fashions, costumes and textiles, and expands the scope of traditional design to cover creative, interdisciplinary Master projects, objects, products and performances.

Clothing and products are the expression of an individual lifestyle, one’s sense of self and self-image. They communicate a message in the context of divergent cultural, ecological and economic needs and demands. Students and teaching staff together reflect on the expression of different aesthetic forms through clothing, costumes, textiles, products and artworks in varying spheres of action – in the private, public and media context.

This programme offers an active and independent, critical engagement with the subject. Individual interests and projects take centre stage. Students have access to the excellent resources of the Department of Design for their artistic and creative development, and ultimately for their Master projects. Students and teaching staff together pursue innovative approaches to explore the interplay and contrasts between historical, traditional and contemporary design. The programme focuses on students’ personal, artistic and creative authorship and the development of their own, new tools for design and for living. The programme gives students the scope, space and resources for decrypting and reinterpreting prevailing cultural codes; for injecting products and artworks with new content and significance.

Investigating design processes is an integral part of the course; students can if they wish work on an interdisciplinary basis. Critical engagement with the theory in Masters forums and theory classes cements and underpins this learning process. Partnerships with cultural institutions and industry; competitions and involvement in exhibitions; presentations, performances and publications are all part of the process of teaching and learning.
Communication Design (D)

Editorial design
Editorial design focuses on the design of publications such as magazines, newspapers and books and relevant online media. Students acquire expertise in the use of images and text – both conceptual and visual – to combine any content and format to produce striking, professional publications.

Photography
Image editing and processing skills are essential for everyone working with pictures. Students who specialise in photography explore a wide range of fields and functions in documentary photography over the course of their degree. This broad basis enables them to find and develop their own focus and signature; their own photographic style.

Interaction design
Interaction designers design everything that users see, hear and feel when interacting with applications, devices and digital media. At the heart of an interaction designer’s work are the functions, content and forms of websites, applications on mobile devices, and interactive installations and terminals.

Brand design
In Brand Design students learn to develop strategic design ideas, that effectively and appropriately communicate the essence of an organisation, a service or a product. Projects range from the practical to the experimental and include various stages of research, concept development and design execution.

Type design
The main elements of type design are the design, development and digitalisation of typefaces. Work is based in part on an analysis of text as a system of signs, of the proportions of letters, rhythm and readability. Writing and drawing are the basis for understanding the shapes of the letters; text and type are the building blocks of typography.

Typography
From fundamental aspects of composition to the presentation of complex information, this course examines central design questions. Why is what text placed where? How are text structures recognised and emphasised with typography? How can we harness the interplay between the meaning and content of text and its design and presentation potential? Systemic thinking is an essential skill for professional work with type and text.

Time-based media
Time-based media classes teach methods for implementing audiovisual design tasks. Our range of courses and projects helps and trains students in the fields of motion design, cartoon animation, cinematography, editing and sound design. We look beyond narrow subject boundaries, engaging in interdisciplinary work with businesses, cultural institutions and production teams.

Illustration (D)

Book illustration
The primary focus is on the illustration of children’s books. Building on a theoretical examination of historical examples and current trends in book illustration, students are encouraged to take new approaches and develop innovative book concepts and their own artistic positions.

Informative illustration
Students of informative illustration learn the professional, illustrative interpretation of information. A strong focus is on content-based and conceptual drafting methods. Training involves researching and drafting short texts together with illustrations, and the stylistic development of students’ own personal visual style and text and image layout. Book projects, magazine illustrations and film and online animations are all examples of informative illustration in practice.

Media illustration
Media illustration was originally the term used for illustration in newspapers. The courses have, however, now been extended to include other illustrative media such as comics and animation-storytelling for adults in its own right with the illustrator as author. Our students regularly participate in international competitions, exhibitions and publications, in particular for comics and posters.

Fashion Design (D)

Students develop their own, individual design solutions in response to structured tasks and both set and chosen topics, segments and product lines, learning to create clothing and develop designs. The aim is for students to discover and establish their own style; their own individual look. Students define their own general or project-specific specialisms and develop complete design concepts, which they then present in models, garments, outfits, lines and collections.

Costume Design (D)

Students on the costume design courses learn how to design costumes and masks for all forms of literary and musical theatre, television and cinema at both a national and international level. They also learn how to present and communicate their ideas to directors and production companies.

Textile Design (D)

Textile-based design takes a critical approach to developing the structures and patterns of both classic and innovative textiles. Material, the central aspect of design, and products, interiors, objects and fabrics are developed and contextualised in speculative and practical models, both for specific applications and within a broader artistic context.

Type design

Communication Design (D)

Fashion Design (D)

Costume Design (D)

Textile Design (D)

Illustration (D)

Classes offered on all programmes

Art (A)

Computer-based experimentation
Can we inject life into lifeless objects, materials and spaces? On computer-based experimentation courses, students develop installations and create living sculptures and objects. Students exhibit their works at the end of the semester and can therefore test in practice how their creations work in interaction with the public.

Creative writing
Creative training in a workshop for words.

Painting
The painting courses teach a wide range of artistic methods and approaches. Students can build their creative skills from the classic, academic basics to free artistic exploration. The aim is for students to develop their own artistic perspective.

Computer-assisted fashion illustration
These classes show students how to illustrate design processes and products with the help of computer-based methods, and introduce students to the possibilities of digital design. In coordination with the design courses, the aim is to realise students’ creative and aesthetic concepts to explore and present their genuine potential.

Drawing
Drawing is a direct, visual, artistic language and a fundamental element of design. Drawing is both an art in itself and a preparatory medium that can fuel all subsequent creative processes. At its heart is the creation of a new reality in two and three dimensions. Drawing materialises the direct connection between impressions and experiences.

Fashion sketching
Fashion sketching examines professional and creative presentation methods to help students in their drafting and design processes. Alongside the wide range of techniques taught, a fundamental aspect of this subject is examining the signs and systems that fashion uses and how these can be expressed in a unique and striking style.

Theatre (T)

Dramaturgy
Dramaturgy comes from the Greek word for “to compose a drama”. The dramaturgy courses examine and develop the arcs of suspense within a work and how these can be communicated to the spectator. Students take a creative and reflective approach to the definition, objectives and potential of art phenomena.

Cultural philosophy / aesthetics
This field examines the meaning, sense and places that give people their culture and their history, their artefacts, their methods and their art. Students are introduced to a 2500-year history of texts ranging from dialogues and tracts to essays and pamphlets and develop their own explorative, progressive and open approach; they learn to observe and argue, to consider and speculate, to doubt but still to accept and appreciate, to explore and to seek to understand.

History of art and design
The history of art and design classes teach students to take a critical and considered approach to the visual and applied arts in a historical context. The course seeks to give students a systematical understanding of context and (in)visibility, nurtures students’ own understanding of the current situation and helps them to develop new, forward-looking approaches. Highlighting the role of fashion as a form and medium in historical contexts fuels the development of individual creative potential.
Textile materials
The focus is on global fibre production of both natural fibres and regenerated and synthetic fibres, in particular in terms of future prospects, environmental issues and potential solutions. The morphological structures, form, properties, applications and development over time of synthetic fibres, their production, environmental aspects and fields of application are all explored.

Textile engineering
The textile engineering course gives students an introduction to textile materials, starting with individual natural and synthetic fibres and going on to explore a wide range of textiles such as wovens, knits and non-wovens. Students learn to analyse the structure and properties of each material to establish its characteristics. This lays the foundations for later design work. One key aspect is the look and feel, but students also learn to consider all other wearing properties for processing and potential applications.

Lab (L)
Metal type
The book printing workshop gives students a foundation in typography with metal type. They learn about spacing and proportions, good justified and unjustified margins, and how to work with standard types of paper. The lab has a large type collection, including a number of rare items. Wood type, linocut, woodcut and stereotype printing are also possible with the workshop presses.

Computer lab
The computer lab was set up primarily for print media development, and is used as a teaching space for design software classes and for the open workshop in which students work on their own and in groups. The lab is very well-equipped, with computer workstations, an extensive range of printers and scanners in a wide variety of formats, and a number of other devices. Staff are on hand to help the students. Students in the lab have access to design software and a wide range of typefaces.

Digital illustration
The digital illustration lab is a computer lab designed specially for illustration, and is used to teach students about digital illustration programs. Students can draft on-screen with the Cintiq monitors and learn intuitive modelling in 3D programs with sculpt tools. A wide range of specialised classes and free lab time for independent work ensure students have the time and resources to learn and practice digital illustration techniques.

Print graphics
Print graphics are an expressive tool based on manual artistic disciplines that give students greater creative and representative scope. The field opens up new creative and artistic potential. Knowledge of the properties and resistance of a given material is key in the various different techniques. There are four professionally equipped print labs: woodcut, etching, lithography and screen printing. Students learn techniques hands-on, and engage with the current artistic context and historical development of each method. Art books and portfolios, poster and graphics are created, edited and presented at book fairs and exhibitions.

Manufacturing techniques
Manufacturing techniques courses in the two foundation semesters (compulsory modules) teach the basics of industrial production with clothing examples. The other compulsory elective modules offer a range of specialisations such as trimming and decoration techniques, working with jersey fabric, and trousseau, skirt and jacket tailoring as three-hour courses. The main learning outcome is the professional implementation of design ideas in three-dimensional garments (design realisation). Students have the use of a professional range of equipment.

Photo lab
The photo lab for black-and-white and analogue photography gives students the chance to engage with all forms of analogue photography. The labs have a total of 25 workstations. Analogue photography can be taken as a separate specialism.

Weaving
Traditional and experimental weaving techniques are taught in theory and practice, giving students a mixed-media introduction to hand-woven textiles in both a small-scale and industrial context.

Weave design
Advanced computer software (Point Carrel), semi-automated sample looms and textile design on and off the loom are used to develop pioneering and artistic weaves for fashion and technical textiles.

Historical dressmaking
Historical dressmaking courses look at selected periods to give students an understanding of body, material and style and sharpen students’ eye for lines and proportions, giving them a feel for the typical shapes and silhouettes of each era. Students produce muslin mock-ups to explore the requirements and features of the various different costume styles.

Costume design
The costume design courses teach students the technical, organisational and financial planning skills they need to realise artistic projects. Costing, plastering, ageing, coating, dying, felting, moulding, stencilling, applying paint and decoration, painting, mixing and modelling.

Pattern design
This course teaches the basics of pattern design in the foundation year. Pattern design and artistic modelling are then offered for Bachelor and Master students. The classes are designed to give students the skills they need to solve three-dimensional design problems and develop their own signature style. Students require both great creative sensitivity and an excellent understanding of the shapes and proportions of the human body. Special classes in HAKA, CAD, etc. are also offered.

Knitting
Traditional knitting and experimental techniques are taught in a theoretical, practical and creative context. The first half of the semester teaches the technical basics (operating knitting machines); the second half of the semester then focuses on students developing their own ideas. The course takes a practical approach to knitting, with production considered as part of the design process. Ultimately, students create their own knitted garment or object from their own designs; this can be in the context of an existing fashion design theme.

Out of Faculty
The Out of Faculty module is students’ opportunity to have a placement accredited as an external module in “Design”.

External modules
Students can take modules from other design degree programmes in the Department of Design and other specialisms on the programme and have these accredited. Up to two such modules can be accredited.
Multichannel Trade Management in Textile Business MA

Fashion creativity and business expertise at the point of sale

The Master in Multichannel Trade Management in Textile Business is a three-semester, consecutive, applied degree course that leads to the award of a Master of Business Administration (MBA), HAW Hamburg set up the Master programme in close cooperation with the Otto Group. Our innovative programme combines creative, textile technology and business teaching with international management skills.

The first semester introduces students to procurement and marketing management, supply chain management, aspects of corporate social responsibility and evaluation procedures for clothing. Students also take a range of classes that deepen their understanding of international and digital business and hone their linguistic and intercultural skills. These include courses in international trade and globalisation, intercultural management and international business law. The second semester builds on the first with more in-depth courses on textile cycle processes, product management, developing collections and management accounting. The close involvement of numerous experts from the field provides a strong and direct link between theory and practice. Two placements and an in-depth Master dissertation, ideally in one of the participating Otto Group companies, complete the programme.

Our partnership with the Otto Group is an excellent and early opportunity for students at all stages of their degree to apply what they have learned and are learning in practice. The participating companies in the Otto Group offer placements and project opportunities all over Germany. Participating companies include: Alba Moda, Baur Versand, Hermes Otto International, Lascana, SportScheck, Witt Gruppe, Schwab, bonprix, Heine, Frankonia and Otto (GmbH & Co KG). Our close partnership also leads to excellent graduate opportunities at the end of the programme.

General information
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DMI Faculty Services Office
Gudrun Wildtraut
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Faculty of Business and Social Sciences
Department of Business
Berliner Tor 5, Room 9.24

Facility

Places each year – 24
Entrance requirements – Selection process
Start of programme – Summer semester
Number of semesters – 3
Total credits – 90
Award – Master of Business Administration

Business administration
International business, procurement and sales management, international business law, multichannel trade management and management accounting

Master dissertation
at a company – potentially in the Otto Group – or on a theoretical topic

Placement
in product management, procurement, sales or e-commerce

Fashion and textile engineering
Quality management / corporate social responsibility, textile and clothing technology, product management / collection development
Applications for Master of Design MA

Applicants for the Master programme require a German "Diplom" or Bachelor degree in design or an equivalent art degree. Students' artistic and academic aptitude are assessed in an entrance examination.

**Application period**
Applications to take the entrance examination should be submitted in writing to the Department of Design between 1 and 10 June. A portfolio must also be submitted. Applicants may only apply for one of the three specialist courses.

**Entrance examination**
Applicants are selected for one-on-one interviews on the basis of their portfolios. Interviews focus on the portfolio and letter of intent and examine students' objectives and artistic, creative and academic perspective and suitability. Applicants are given grades (1.0 to 5.0), and those receiving a grade of 4.0 or better can apply for one of the limited number of places on the course.

**Application documents**
- A portfolio of creative and conceptual work that clearly demonstrates the applicant's relevant design skills.
- A signed written statement that the samples of work submitted are all the applicant's own work.
- A brief outline of the applicant's objectives for the Master degree (letter of intent) in the form of a creative project outline or of a description of the skills the applicant is seeking to acquire.
- Proof (C1) of German skills for applicants whose native language is not German and who cannot provide certificates from a German higher education institution.

- A portfolio of creative and conceptual work that clearly demonstrates the applicant's relevant design skills.
- A signed written statement that the samples of work submitted are all the applicant's own work.
- A brief outline of the applicant's objectives for the Master degree (letter of intent) in the form of a creative project outline or of a description of the skills the applicant is seeking to acquire.
- Proof (C1) of German skills for applicants whose native language is not German and who cannot provide certificates from a German higher education institution.

**Communication design course**
Prof. Peter Kabel
peter.kabel@haw-hamburg.de

**Illustration course**
Prof. Reinhard Schulz-Schaeffer
reinhard.schulz-schaeffer@haw-hamburg.de

**Course**
Fashion, Costume and Textile Design
Prof. Jürgen Frisch
juergen.frisch@haw-hamburg.de

Information for applicants
Apply online at
haw-hamburg.de/design

Dates
design.haw-hamburg.de
Admission requirements
For the Master programme: a German “Diplom” or Bachelor degree in business, clothing technology, textile management or fashion design.

Application documents
- Proof of English skills – recognised qualification (e.g., valid TOEFL certificate)
- Reference (optional)
- Curriculum vitae
- Personal statement

Applicants from abroad
- Applicants from abroad must also provide proof of German skills (TestDaF 4, DSH 2, Kleines / Großes Deutsches Sprachdiplom language certificate from the Goethe Institut)
- GRE or final year dissertation in English (for applicants from non-EU higher education institutions)

Important
Applicants who only have 180 credit points from their Bachelor degree must obtain a further 30.

Applications should contact the competent department, Design or Business, to find out what additional examinations and classes they require. They may then be admitted provisionally for one semester to obtain the additional 30 credit points that they need. A decision on whether or not to admit them to the course is taken at the end of that semester.
Corridor, 3rd floor in Finkenau

Cartoon animation lab
Weaving lab