

Graphic Design and Visual Communication (B. A.)

Media University
of Applied Sciences



Study Program

Visual communication is everywhere – we design it! The bachelor's degree program at Media University offers a broad and advanced education for all relevant aspects of visual communication. You will learn the theoretical basics and skills to design print and digital products.

You will be introduced to typography, logo design, corporate design, poster design, photography, film, motion design, editorial design, interior design and UX design. Practical workshops also offer space for in-depth study, experimentation and innovation.

You will be well prepared to start your creative professional life as a freelancer or junior designer in a design studio, advertising agency, start-up or marketing department.

We offer top support for your path into a creative professional life.



Shortly

DEGREE Bachelor of Arts (B.A.)	DURATION 6/7 Semesters
STUDIENFORM Präsenzstudium mit Online-Anteilen	START April (Summer term) October (Winter term)
MEDIA UNIVERSITY – private, state-approved university – institutional accreditation by the German Council of Science and Humanities and FIBAA (international agency for quality assurance in higher education)	LOCATION Berlin
	LANGUAGE English
	TUITION FEES € 750 monthly



Locations

CAMPUS BERLIN Tel +49 (0) 30 – 46 77 693 – 30 studienberatung-berlin@media-university.de
CAMPUS KÖLN Tel +49 (0) 221 – 222 139 – 33 studienberatung-koeln@media-university.de
CAMPUS FRANKFURT Tel +49 (0) 69 – 50 50 253 – 96 studienberatung-frankfurt@media-university.de

Graphic Design and Visual Communication (B.A.)



Interdisciplinary competencies (25 % of all CPs)

6 general basic modules

PROPAEDEUTIC
History of science/theory of Science, introduction to scientific working techniques
→ 5 CP / 3 WHT

ECONOMICS
Basics of business management and economy: economic systems, structures, values
→ 5 CP / 3 WHT

MEDIA AND COMMUNICATION
Media history, media theory, media law, theory of communication, communication analysis
→ 5 CP / 3 WHT

INTERCULTURALITY
Cultural theory, cultural models, overcoming of cultural barriers, intercultural learning
→ 5 CP / 3 WHT

EMPIRICAL METHODOLOGY
Empirical social research, fundamentals of statistics, research of media impacts, user experience
→ 5 CP / 3 WHT

PERSONAL AND SOCIAL COMPETENCIES
Self- and learning management, presentation technique, team competence and project management → 5 CP / 3 WHT

Choose electives – 3 of 6 in-depth modules

MEDIA LAW
Contract law, copyright law, data protection and privacy, liability issues etc.
→ 5 CP / 3 WHT

SOCIAL SCIENCES
Sociology, political science, socio-economic analyses
→ 5 CP / 3 WHT

SECOND FOREIGN LANGUAGE
Basic course Spanish or Basic course Chinese
→ 5 CP / 3 WHT

MEDIA TECHNOLOGY
OS/networks, basic IT/Office tools, document management, programming languages, web protocols
→ 5 CP / 3 WHT

DIGITAL ECONOMY
IT and media industry, e-commerce, big data, data mining
→ 5 CP / 3 WHT

BUSINESS ENGLISH
Commercial correspondence, presentation techniques, TOEFL preparation etc.
→ 5 CP / 3 WHT

Subject-specific competencies (75 % aller CPs)

Technical bases 4 basic modules

HISTORY AND THEORY OF ART AND DESIGN
History of written language, image and material culture, methods of analysis
→ 5 CP / 3 WHT

DESIGN PROCESS AND CREATIVITY
Physiology/psychology of perception, aesthetics: form and colors, creative process
→ 5 CP / 4 WHT

COLORS, FORM, COMPOSITION
Basics of color theory, formal theory and composition
→ 5 CP / 4 WHT

GRAPHICS AND IMAGE
Illustration, corporate design, information design
→ 5 CP / 4 WHT

Media, disciplines, techniques 8 in depth modules

PHOTOGRAPHY
Conception, production and editing of photographic images
→ 5 CP / 4 WHT

FILM PRODUCTION AND POST PRODUCTION
History of film, film language and analysis, production/post-production
→ 5 CP / 4 WHT

GRAPHIC DESIGN IN PUBLIC SPACE
Graphic design for exhibitions, business and public space, guidance systems
→ 5 CP / 4 WHT

FOUNDATION OF INTERFACE AND INTERACTION DESIGN
Screenbased media, humancomputer interaction, usability etc.
→ 5 CP / 4 WHT

LAYOUT
Editorial design: typography and typesetting
→ 5 CP / 4 WHT

PREPRESS/PRESS
Prepress stage, printing techniques, PDF workflow, processing
→ 5 CP / 4 WHT

MOTION DESIGN
From picture to motion, basics of animation technique
→ 5 CP / 4 WHT

INTERACTIVE MEDIA
Navigation and interaction models
→ 5 CP / 4 WHT

Further modules & study sections 5 modules

PROJECT WORKSHOP
Design transfer projects (5 modules)
→ 25 CP / 18 WHT

SELF PRESENTATION
Career paths, competence/personal appearance, job profiles and professions
→ 5 CP / 2 WHT

REVISION COURSE
Last semester: Revision of central topics, exam preparation
→ 5 CP / 3 WHT

INTERNSHIP
Practice phase (6 months)
→ 30 CP / 3 WHT

BACHELOR THESIS
The bachelor project requires about 2 to 4 months subsequently: BA colloquium
→ 10 CP / 2 WHT

