

STPO-GDVC STUDY AND EXAMINATION REGULATIONS

Study and examination regulations of study programs awarding the degree of

Bachelor of Arts (B. A.) in Graphic Design and Visual Communication

by

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I Preamble

- 1) Based on the *Berlin Higher Education Act* ('Berliner Hochschulgesetz', abbr. 'BerLHG') in its version from July 26, 2011 (GVBl. 378 ff.), and based on its '*Basic Study and Examination Regulations*' for Bachelor's study programs ('RStPO-Bachelor'), *MU Media University of Applied Sciences* enacts the following specific '*Study and Examination Regulations*' (abbr. 'StPO-GDVC') for its Bachelor's study program '*Graphic Design and Visual Communication*' (abbr. 'BA-GDVC') which awards the degree of a *Bachelor of Arts* (B. A.).
- 2) The numbering of the chapters of this document runs parallel to the numbering of the chapters of the specific '*Study and Examination Regulations – Master*' (StPO-Master) for study programs which award the degree of a *Master of Arts* (M. A.) resp. *Master of Science* (M. Sc.), to keep cross-references between these regulatory documents easily comprehensible.

II General Topics

§ 1 Scope and Content

- 1) The herewith enacted *Study and Examination Regulations* for the Bachelor's program '*B. A. Graphic Design and Visual Communication*' (StPO-GDVC) set the rules, in accordance with § 1 sect. 3 RStPO-Bachelor, for the main contents, the respective weightings (by ECTS credit points), and the course of the modular study phases as well as the provisions and procedures of the study program *Graphic Design and Visual Communication*, which leads to the academic degree of a *Bachelor of Arts*,
 - in its *non-dual* study forms '*classic*' and '*classic*' which lead to the academic degree of a '*Bachelor of Arts*' (B. A.) as well as
 - in its *dual* study forms '*cooperative*' ('kooperativ') and '*inter-company*' ('überbetrieblich') which lead to the academic degree of a '*Bachelor of Arts*' (B. A.) as well as to the professional title, awarded by the Chamber of Commerce (IHK) of a '*Media Designer*', specializing in '*Conception and Visualization*' or '*Design and Technology*' (in German: '*Mediengestalter/in Digital und Print*', Fachrichtung '*Konzeption und Visualisierung*' oder '*Gestaltung und Technik*').
- 2) The *Study and Examination Regulations* are complemented by the study specific curriculum of the program, which determines the following:
 - its modules, timeframe, and study/examination course
 - a curricular introduction to its content-related and methodical structure
 - a module manual with descriptions of the formal structure and contents of all study modules
- 3) For aspects which are not determined in this specific *Study and Examination Regulations*, the respective regulations of the *Basic Study and Examination Regulations* for Bachelor's study programs (RStPO-Bachelor) at MU apply.

§ 2 Admittance Regulations

- 1) A design study course places particularly high demands on the creative and design potential of its students. Therefore, in addition to the formal requirements of Section 1 of the '*ZgS Bachelor*' and the general descriptions of the admission procedure in Section 2 of the '*ZgS Bachelor*', applicants for the '*B. A. Graphic Design and Visual Communication*' program must give evidence, in specially developed tasks of the admission process, of their capability to aesthetic-analytical reflection and to solve specific design-oriented problems creatively and independently.

III Study Achievements

§ 3 Standard Study Period and Study Forms

- 1) In accordance with § 4 sect. 3 RStPO-Bachelor, the standard periods of study for the '*B. A. Graphic Design and Visual Communication*' program are:
 - in full-time studies of the non-dual form '*classic*': 6 semesters
 - in full-time studies of the non-dual form '*classic*+' ('*classic-plus*'): 7 semesters
 - in the '*classic*' part-time program: 8 semestersincluding the practice phase, the Bachelor's thesis, and the final Bachelor's colloquium, respectively.
- 2) In accordance with § 4 sect. 3 RStPO-Bachelor, the standard period of study for the '*B. A. Graphic Design and Visual Communication*' program in the full-time *dual* form of study is 8 semesters (a part-time form is not possible in dual studies), including the practice phase, the Bachelor's thesis and the final Bachelor's colloquium.
- 3) The *dual* Bachelor's degree in '*Graphic Design and Visual Communication*' can be completed in two different forms:
 - in the '*cooperative*' ('*kooperativ*') study form, with an integrated vocational training based on an apprenticeship contract according to BBiG, and alternatively
 - in the '*inter-company*' ('*überbetrieblich*') study form with an integrated industrial placement based on an internship contract.Both forms have the same standard period of study of 8 semesters.
- 4) The time regulations for the distribution of the modules and sub-modules over the semesters, which are contained in the general course schedule ('*Studienverlaufsplan*') as part of the curriculum, determine the standard case. In justified cases, deviations from this regular planning are possible, e. g. a distribution of the modules of the *classic* study variant over seven instead of six semesters (including an internship semester).
- 5) The '*B. A. Graphic Design and Visual Communication*' program can use German or English as instruction and work language, at all HMWK locations, depending on demand. In any case, an English-language program is only a variant of the German version in another language, not a new, independent program.

§ 4 ECTS Credit Points

- 1) In accordance with § 5 sect. 2a) and 2b) RStPO-Bachelor, the Bachelor's program '*Graphic Design and Visual Communication*' awards
 - in its *non-dual* study type '*classic*', in the full-time as well as in the part-time based form, a total of 180 ECTS credit points (*European Credit Transfer System*), and
 - in its *non-dual* study type '*classic*⁺⁺ (*classic-plus*)', in the full-time as well as in the part-time based form, a total of 210 ECTS credit points (*European Credit Transfer System*).
- 2) In accordance with § 5 sect. 2c) RStPO-Bachelor, the Bachelor's program '*B. A. Graphic Design and Visual Communication*' awards in both its *dual* study forms (which is only possible full-time) '*cooperative*' (*kooperativ*) and '*inter-company*' (*überbetrieblich*) a total of 210 ECTS points. This includes all study achievements in the context of the internship or vocational training, the writing of the Bachelor's thesis and the final Bachelor's colloquium.
- 3) The weighting of the study achievements, i. e. the allocation of credit points to each study module, is determined in the curriculum of the study program '*B. A. Graphic Design and Visual Communication*'.
- 4) All module examinations and the concluding Bachelor's Examination of the study program '*B. A. Graphic Design and Visual Communication*', in its full-time as well as in its part-time based form, have to comply with the relevant paragraphs of the '*Basic Study and Examination Regulations*' (*Rahmenstudien- und -prüfungsordnung* – RStPO-Bachelor) for Bachelor's study programs of MU. To meet the special practical and creative demands of design studies, the following complementations of the five legitimate types of examination, determined in § 6 sect. 4 RStPO-Bachelor are valid:
 - a. *Term tests* require reproductive, transfer, and problem solving efforts, under supervision, in a rather tightly limited time-frame. For most modules of design study programs, pure knowledge tests are less expedient than in other study programs. They can be reasonable, though, in modules which are highly theory-laden. Apart from that, term tests of advanced design study programs can contain not only theoretical, but also practical, creative problem solving assignments, e. g. to develop the concept of a corporate identity, to create a layout grids for editorial designs etc.
 - b. *Presentations* and *project reports* can take the form of explanations of practical design results, created either by the candidate him/herself or by others.
 - c. The core assignment of *written papers* and *practical projects* can be, to document the development phases and present the end results of a creative process.
 - d. *Oral examinations* can center around creative works of students, which have to be critically analyzed and reflected upon.
 - e. *Portfolio exams* in design programs usually include design exercises, one or more presentations, written concepts, documentation and more extensive design implementations.
- 5) Design oriented study programs like MU's GDVC are characterized, in comparison with most other study programs, by their high emphasis on conveying practical, creative competences, in addition to theoretical knowledge and analytical skills. In order to assess if these learning outcomes of manual craftsmanship and creativity, of functional and aesthetic problem solving capabilities are reached, each Bachelor's Thesis of the study program '*B. A. Graphic Design and Visual Communication*' must comprise theoretical-reflective as well as practical-creative parts. Hence, neither purely theoretical nor purely practical Bachelor's theses are permitted.
 - The *theoretical* part must consist of at least 25 pages of continuous text.

- The minimum size of the *practical* part of a thesis cannot be reasonably specified, though, since type, media, and character of possible practical tasks can differ too much. If justified, the practical part of the thesis has to be supplemented *with a documentation* (in addition to the theoretical part of the thesis), which explains the design process and describes the creative end result.

§ 5 Practice Phase

- 1) The required minimum duration of the internship as part of the *non-dual* study form of the 'B. A. the Graphic Design and Visual Communication' program is regulated as follows:
 - The curriculum of the 'classic' study form integrates a 24-week internship.
 - The curriculum of the 'classic+' ('classic-plus') type of study integrates a 48-week internship
- 2) The required minimum duration of the practice phase as part of the *dual* study form of the 'B. A. Graphic Design and Visual Communication' program is regulated as follows:
 - The curriculum of this course of study contains a three-semester practical phase in a company, which is anchored in the curriculum as a mandatory component and which is declared either as a vocational training (cooperative form) or a internship (inter-company form) (see § 5 sect. 4 RStPO-Bachelor).
 - The internship of the inter-company ('überbetrieblich') variant can be shortened by one semester to a total of two semesters, provided that this does not jeopardize the achievement of the preparatory competency goals aimed at in the course of study.
- 3) According to § 18 RStPO-Bachelor, in all forms of studies of the 'B. A. Graphic Design and Visual Communication' program, in its *non-dual* forms 'classic' or 'classic+' as well as in its *dual* forms 'cooperative' or 'inter-company', a term paper called 'practice work' has to be written as an examination and quality assurance measure,
 - either accompanying the internship (type of study: 'classic', 'classic+', or 'dual inter-company',
 - or accompanying the vocational training (type of study: 'dual-cooperative')

IV Concluding Provisions

§ 6 Inception

- 1) This version of the specific *Study and Examination Regulations* for the Bachelor's program 'B. A. Graphic Design and Visual Communication' at MU replaces the previous version from July 01st, 2019.
- 2) It will be published at MU and takes effect on October 01st, 2020 for all students who are currently enrolled then or who will be enrolled after this date.