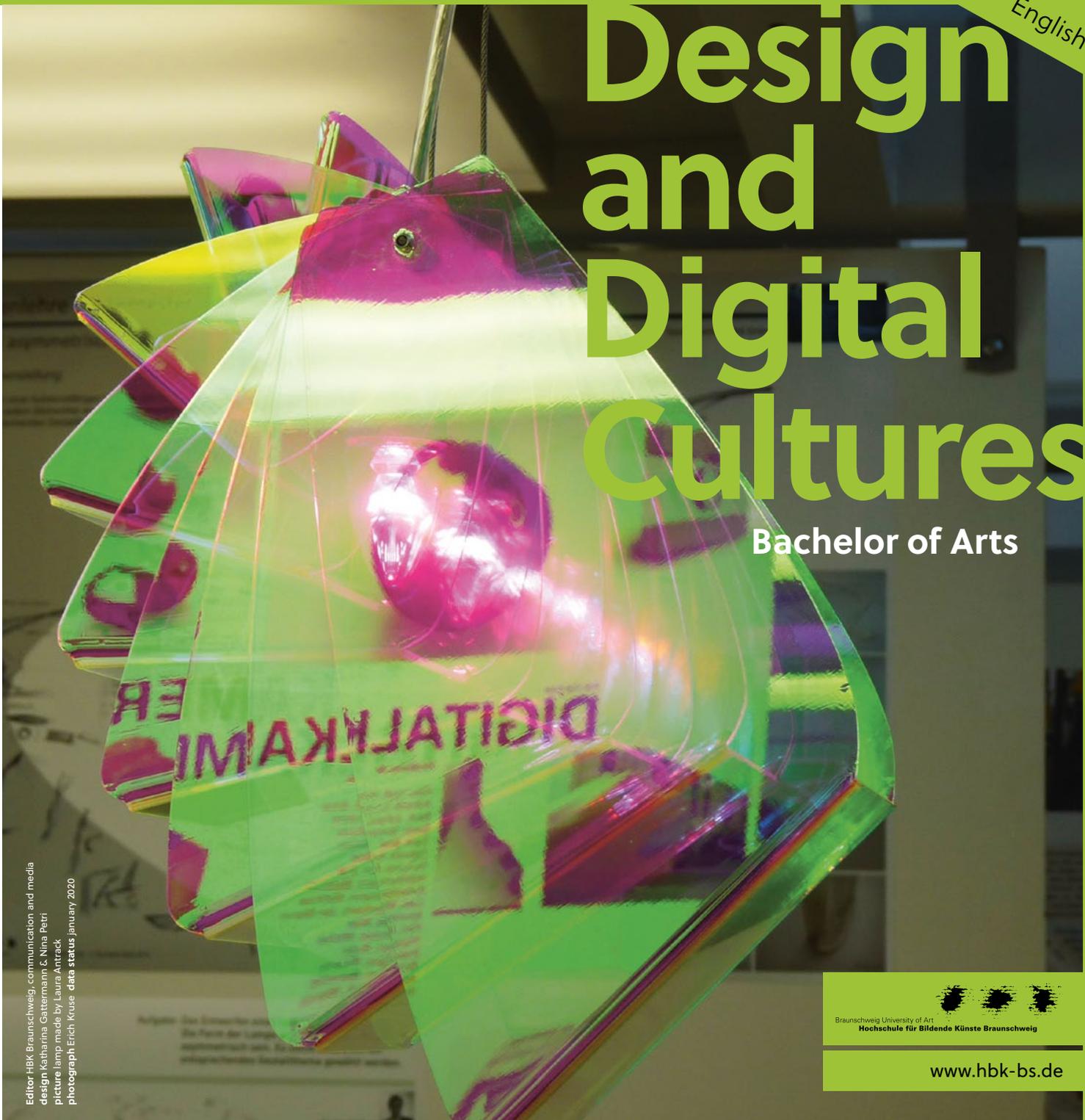


The **Bachelor of Arts degree programme in Design and Digital Cultures** is the right choice for students who are interested in progressive, sustainable product design and who want to employ contemporary digital design and production techniques for innovative approaches to dynamic, holistic processes. 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.



# Design and Digital Cultures

**Bachelor of Arts**

Editor HBK Braunschweig, communication and media design Katharina Gattermann & Nina Petri picture lamp made by Laura Antrack photograph Erich Kruse data status january 2020

## 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, Construction, Processes, Dynamics, Object and Simulation, Design Theory, Digital Culture, Project-based Learning, Professionalisation

### Teaching Language

German

### Course type

Full-time course

### Course Commencement

Winter semester

### Application Period

Annually from 1 February to 15 March

### 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 three steps:

1. Submission of online application via the HBK Braunschweig website
2. Submission of hard copy application with supporting documents by 15 March
3. Submission of a portfolio of work (either in person or sent by post)

**Note:** Your portfolio must be received at the HBK Braunschweig by 31 March. Relevant information and a list of dates on which you may submit your application in person will be published on our website.

## Portfolio

The portfolio must be no larger than A1 size and 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. Overall, the works you have chosen for your portfolio should reflect your personal interests and approaches to design. 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.

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.