

Visual Communication is the design of communication processes, media and platforms. The **Bachelor of Arts degree in Visual Communication** is intended to create designers and artists who will be able to respond and adapt to future developments in culture, economics and society. This degree course in art and design offers a year-long foundation course and a diverse range of practice-oriented projects. Students have the option to choose their own specialist area of study.

The following specialist areas of study are available in dedicated introductory studios:

- **Typography**
- **Photography**
- **Digital Media (interactive/interface design)**
- **Conceptual Design**
- **Illustration**

What happens after graduation?

Graduates with a degree in Visual Communication go on to work in the fields of media and advertising. As photographers, illustrators and graphic designers they are active in the field of art and design for museums, galleries or libraries; they are involved in book design and in designing marketing and communications materials for companies or the public sector.

The Bachelor programme prepares students for a Master's degree.

Visual Com muni cations

Bachelor of Arts

Editor HbK Braunschweig, communication and media
design Katharina Gaiermann & Nina Petri
photograph Viktoria Kramer, data status January 2020

Information

Degree programme

Bachelor of Arts

Standard period of study

8 semesters

Choice of minor subjects

N/A

Optional specialist subjects/Studios

Photography, Digital Media, Typography, Conceptual Design and Illustration

Modules

Foundation Studies, Workshop Courses, Studio-based Courses with introductory modules in Conceptual Design and Illustration, Typography, Photography and Digital Media (interactive/interface design), Design Theory, Art History and Aesthetics, Media Studies, Internship, Professionalisation

Teaching language

German

Course type

Full-time course

Course Commencement

Winter semester

Application Period

Annually from 1 February to 15 March (date of receipt at HBK Braunschweig)

Admission Restriction

Yes

Contact

HBK Braunschweig
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Entry Requirements

- / General or subject-specific higher education entry qualification, vocational technical diploma in design, or equivalent qualifications and skills gained through work experience and attested through a relevant certificate of access to higher education.
- / Proof of special artistic aptitude
- / Minimum age at commencement of study: 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 the entrance examination for art and design. To apply, you must complete the following three steps:

1. Submit an 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 portfolio 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. The artworks may be of any artistic genre but must include at least one sequential work with sketches and a written commentary demonstrating the process through which the work was developed. Technical reproductions may only be included if these are used to resolve a particular artistic challenge or task.

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

Note

During the degree course students may opt to explore all the studios courses on offer or to specialise in one area of their choice (for example, photography or typography). If the latter option is chosen, then a studio can be attended multiple times during the degree programme.