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BA Graphic Design & Visual Communication • Berlin International University of Applied Sciences • Berlin ............................................................................................................................................. 2
Bachelor's degree

BA Graphic Design & Visual Communication
Berlin International University of Applied Sciences • Berlin

Overview

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<tr>
<th>Degree</th>
<th>Bachelor of Arts</th>
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<tr>
<td>Teaching language</td>
<td>English</td>
</tr>
<tr>
<td>Languages</td>
<td>The Bachelor’s programme in Graphic Design &amp; Visual Communication is fully taught in English.</td>
</tr>
<tr>
<td>Programme duration</td>
<td>6 semesters</td>
</tr>
<tr>
<td>Beginning</td>
<td>Winter semester</td>
</tr>
<tr>
<td>Application deadline</td>
<td>1 September</td>
</tr>
<tr>
<td>Tuition fees per semester in EUR</td>
<td>3,600</td>
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</tbody>
</table>

Additional information on tuition fees

- The tuition fee is 3,600 EUR per semester plus a one-time registration fee of 100 EUR.
- EU-citizens may pay the amount monthly (600 EUR per month).
- Non-EU citizens are requested to pay the tuition fee at the beginning of the semester (3,600 EUR).
- The total fee for six semesters is therefore 21,700 EUR.

Joint degree / double degree programme

- No

Description/content

- Graphic designers, also called “communication designers”, inform, explain, and influence services and products. They design apps and interfaces, guide us through signage systems, and help companies to market their brands. They make complex content visible and understandable. When arriving at an airport, navigating through websites, reading a magazine or looking at posters, album artwork, and book covers, you will experience graphic design and visual communication. Some examples are spectacularly eye-catching, while others make our everyday life much easier without attracting attention.

- The graphic design and visual communication programme gives you the chance to use your creativity for purposeful applications. If you are passionate about visual design and interested in communication and media, graphic design and visual communication might be just the right programme for you.

- Studying design in the middle of Berlin provides constant inspiration. You will experience a practice-driven, project-based programme that prepares you for your future career in this creative industry. Our hands-on approach connects current technologies to the latest professional standards. Within three years of studying, you will have built your personal design portfolio representing your unique style, skills, and abilities. When you gain your Bachelor’s degree, you will be well prepared to enter the international job market or even found your own design studio.

- In teaching as well as in research, the study programmes of the Faculty of Design at Berlin
International University of Applied Sciences are connected to ongoing developments in the areas of design, business, culture, and technology. The graphic design and visual communication programme is taught entirely in English to enable you to work in international teams around the world. With our international student population, we provide a truly multicultural environment.

Course Details

Course organisation

From the first day on, you will be involved with hands-on projects. You will learn to use classic design disciplines such as branding, book and poster design, and newer fields including web and media design. The study programme consists of a basic study period and a main study period.

In the first year, several courses are interdisciplinary, so that you will get to know students from our other design programmes. This will help with future mutual projects. After completing the basic study period, you will be asked to demonstrate your creative development in a "study presentation".

In year two, you will work on increasingly complex assignments in data visualisation and motion graphics as well as interface, interaction, and UX design. You will also collaborate with other design students in interdisciplinary projects. Courses in self-organisation, presentation skills, and intercultural communication complement the creative subjects.

In the third year, you will gain practical experience during an internship. You can also take advantage of the opportunities provided by our CO-OP programme as part of the BAU Global Network.

The main study period finishes with a second "study presentation" in which you will demonstrate your further educational and creative development. Finally, you will prove and verify your design skills and conceptual knowledge in an extensive individual Bachelor's project.

Our students experience a mix of lectures, seminars, hands-on exercises, and practice-driven projects in small study groups. The modules build upon each other, while individual tutoring by professors and lecturers is given throughout the duration of these courses.

Berlin's vibrant creative industry incorporates thousands of design studios, advertising agencies, press and publishing companies, and film and television corporations. The city has an outstanding graphic design scene. Visiting design agencies, exhibitions, and archives as well as meeting leading design practitioners is essential to our BA Graphic Design and Visual Communication. Interdisciplinary, real life projects in cooperation with Berlin-based companies and institutions are a key element of the programme.

A unique aspect of the design programmes at Berlin International University of Applied Sciences is the international and intercultural setting of the university. The Global Education Network of the BAU universities enables students from Berlin to study and to do research in joint projects with students at other locations. Thus, the fourth semester (in year two) can be organised as an exchange semester at another university within the BAU Global Education Network. Additionally, several subject specific courses (e.g., photography) are offered at one of our international locations.

PDF Download

A Diploma supplement will be issued

Yes

International elements

- International guest lecturers
- Language training provided
- Training in intercultural skills
- Study trips
- Projects with partners in Germany and abroad
- International comparisons and thematic reference to the international context
Integrated internships

An internship of approximately 10 weeks (15 credits/ECTS) is to be completed by the end of the fifth semester. Programme advisers and a staff member at the Internship Office will assist students in finding an appropriate internship in Germany or abroad.

Special promotion / funding of the programme

- ERASMUS+

Course-specific, integrated German language courses

No

Course-specific, integrated English language courses

No

Costs / Funding

<table>
<thead>
<tr>
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Semester contribution

None

Funding opportunities within the university

Yes

Description of the above-mentioned funding opportunities within the university

Berlin International offers scholarships that consist of a 25% reduction of the tuition fee. A scholarship is granted for an academic year and covers the 12 months of a winter semester and a summer semester. Applications can be made by students admitted to one of the study programmes in the two weeks following the official start of the winter semester.

Requirements / Registration

Academic Admission Requirements

- Abitur, Fachabitur, Studienkolleg, ÖSYM, YÖS, IB Diploma, GCE A Level, SAT, ACT, Secondary School Certificate or other international equivalent (check ANABIN country-specific regulations or consult us)
- English language skills (see below)

Language requirements

Applicants must provide proof of their English skills:

- IB Diploma
- TOEFL PBT: 537
- IBT: 74
- IELTS (Academic): 6
- Cambridge FCE: B
- PTE Academic: 50
- BAU Global ‘English Language Proficiency Exam’: PASS

If the applicant’s English skills are not sufficient at the point of application, an English language
Get to know Berlin International University of Applied Sciences!

Get to know our new facilities and enjoy our new video, full of thoughts coming from our students as well as from our professors!

» more: https://youtu.be/UkLiDpP3DFM

Services

<table>
<thead>
<tr>
<th>Possibility of finding part-time employment</th>
<th>Berlin offers ample opportunities for a wide range of student jobs. German language skills are of advantage.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific specialist or non-specialist support for international students and doctoral candidates</td>
<td></td>
</tr>
<tr>
<td>• Welcome event</td>
<td>• Specialist counselling</td>
</tr>
<tr>
<td>• Cultural and linguistic preparation</td>
<td>• Visa matters</td>
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</tbody>
</table>

preparatory course may be taken at Berlin International University of Applied Sciences.

Application deadline 1 September

Submit application to E-mail: studentaffairs@berlin-international.de
Berlin International University of Applied Sciences was founded as part of a growing international network of university campuses, offering students a cutting-edge, international study experience and an ideal preparation for careers in the increasingly globalised, modern business environment. Berlin International is built on the experience of offering courses from six different study areas in Berlin as part of the BAU Global Network. Since 2012, we have offered courses in Berlin, built our modern campus and started to welcome students to our own study programmes in 2014/15.

Berlin International University of Applied Sciences is a non-profit institution designed to enrich the higher education landscape in Germany. Currently, Berlin International consists of two faculties, the Faculty of Business Administration and the Faculty of Design. An expansion is planned for the mid-term future with regard to programmes in Preschool Education and Health Care (especially Senior Health Care).

Internationality and interculturality are central features of the university. In Berlin - one of the most important metropolises in Europe - students and scholars from all over the world learn to deal with the challenges of a progressively globalising world. The language of instruction in all study programmes is English. Additionally, in order to further advance students’ international career opportunities, language courses will be offered as elective courses. A central component of all study programmes will also be general skills training in areas such as presentation skills, self-organisation, intercultural communication, and business plan and concept development. Our goal is to offer a challenging, innovative and practice-oriented education that advances the cultural and linguistic potential of our students. A good teacher-to-student and staff-to-student ratio will allow for individual support and close counselling of all students. With an English language-based, interdisciplinary-oriented education, our students will gain excellent foundations for an international career.

In addition to this strong focus on the education of our students, Berlin International also distinguishes itself from the majority of universities of applied sciences by placing an equally strong focus on excellence in research. For this reason, our university features a stand-alone research institute located between and supporting our two faculties. At this institute, scholars from Berlin International and partner institutions cooperate on state-of-the-art research initiatives in the fields of design, economics, and social sciences.

Berlin International University of Applied Sciences will swiftly become a unique and highly visible part of the higher education landscape in Berlin. We invite all interested students, researchers and institutional partners to contact us about opportunities for study, cooperation and exchange.

University Location

It is no coincidence that Berlin has been chosen to host the new Berlin International University of Applied Sciences campus. Berlin is one of the most innovative and exciting cities in contemporary Europe, as well as the city that is most attractive and in demand specifically for university students. Berlin International’s students will have the opportunity to learn about German culture, politics, history, and daily life while getting to know their new home easily with the help of many internationally oriented businesses and services throughout the city. Additionally, life in Berlin is made easy for Berlin International’s students thanks to the opportunity to book a place in one of the university’s student apartments.

Berlin is a city of science and research. More than 200,000 people from all over the world work, study and do research at more than 30 universities and 60 research institutions throughout Berlin. Excellent university and state libraries as well as museums provide a stimulating intellectual atmosphere. Berlin International University of Applied Sciences maintains partnerships with many universities and scientific institutions in Berlin, and organises joint activities for our students.

The special atmosphere and charm of Berlin are a result of its very distinct urban character. It is the largest and most lively urban centre in Germany - a hub of government, business and culture - and at the same time it is Germany’s greenest city, with two large rivers, hundreds of parks and large forests that offer great opportunities to spend time outdoors. The city boasts more than 170 museums, many theatres, and three state operas. Throughout the year, festivals of music, theatre, and cinema take place in Berlin. In addition, the city has become
known all over the world for its young lifestyle, its night life, cafés, and bars. Berlin has also become a centre of global fashion design, with large annual fairs such as the "Berlin Fashion Week".

Contact

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Student Affairs  
Salzufer 6  
10587 Berlin  
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✉️ studentaffairs@berlin-international.de  
📅 Course website: https://www.berlin-international.de/en/programs/graphic-design-visual-communication/

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Disclaimer
The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and “Language and Short Courses in Germany”.

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