



At one glance

-  **Degree:** Bachelor of Arts (B.A.)
-  **Type of study:** Full-time
-  **Place of study:** Würzburg
-  **Start of studies:** Please see the information on the website
-  **Application period:** 1 May to 31 May
-  **Standard time to degree:** 7 semesters
-  **ECTS credits:** 210
-  **Language of instruction:** German and English
-  **Admission requirements:** General higher education qualification, advanced technical college certificate, vocational qualification, portfolio, aptitude test
-  **Fees:** No study fees, only semester fee: ca. 150 € per semester (incl. semester ticket for local public transport)

Place of study

**Technical University of Applied Sciences
Würzburg-Schweinfurt**

Faculty of Design
Sanderheinrichsleitenweg 20
97074 Würzburg
Phone: +49 931 3511-9302

Contact

For general inquiries
Dean's office of the Faculty of Design
dekanat.fg@thws.de

Personal contact person
Prof. Christoph Barth (programme advisor)
christoph.barth@thws.de

<https://fg.thws.de>

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Studying in Würzburg

Students are part of Würzburg's identity. Almost a quarter of the population are members of higher education institutions. Studying in Würzburg is thus not only an intense time spent in modern lecture rooms, labs and workspaces, but rather time spent in a city that wants to be explored. Würzburg is big enough to avoid boredom at any time, yet small enough to coincidentally run into people again. A city populated with people from all around the world, who shape Würzburg's history and future through their cultures, languages, and personal stories.



Photos: THWS Faculty of Design 02/24



**Technical University of
Applied Sciences
Würzburg-Schweinfurt**

**Bachelor's degree programme
Communication
design**





Communication Design

We offer a multi-faceted study programme in the fields of graphic design, typography, moving pictures, illustration, photography, interactive media, design in space, and object design.

The students can gain experience in these different fields and can choose the specialisations according to their personal interests. Students can also decide for interdisciplinary work instead. Thus, students determine their programme's focus.

Our offers are oriented towards the challenges of current, constantly changing communication and design practice, in which disciplines increasingly connect. The profession is therefore characterised by openness towards various disciplines and team spirit.

Not only do designers develop methods and competent usage of digital tools, which determine almost every creative process nowadays. In an increasingly complex and dynamic world, they also develop the ability to recognize problems at an early stage, reflect on them professionally and solve them.

In a team of students and together with the lecturers, the students develop a sense for relevant topics of today's society and related future developments. We attach great importance to imparting conceptual expertise in our students as well as the joy of design and enthusiasm for an exciting profession.

Career prospects

The degree "Bachelor of Arts" of the degree programme Communication Design enables the graduates to take on challenging communication and media tasks in various areas in business, technology, culture, and education, primarily in these disciplines:

- Digital applications (e.g., UX/UI design, AR/VR, applications, digital products and spaces)
- Electronic and audiovisual media (e.g., web, film, animation)
- Print media (e.g., magazines, posters, books)
- Advertisement / Marketing / Branding
- Exhibition and object design
- Photography
- Illustration

After successfully completing your studies, you will most likely be employed or work as a freelancer in a design or communication agency, in companies, public institutions (e.g. cultural institutions) but also as a self-employed who founds their own company.



Advantages of the degree programme

- **Culture of togetherness, promotion of self-reliability**
- **Pragmatism and implementation strength, special promotion through excellently equipped workshops and labs**
- **Focus on conceptual and interdisciplinary work**
- **Scientific bases and new findings are integrated in the project results**
- **Openness towards students' individual innovative topic suggestions**
- **Numerous national and international awards confirm our students' excellent achievements**
- **Renowned and experienced lecturers**

Course of study

At the beginning of the programme, the focus is placed on creative and conceptual design basics as well as crafty and technical abilities. Already in the first two semesters, the students develop the theoretical basis in design-related academic and technological fields

From the 3rd semester, the programme entails in-depth modules covering topical and medial design areas. In this project studies programme, students can specialise on certain fields of activity and subject areas. However, the programme also offers the chance to continue to develop knowledge and skills in the diverse design approaches and media.

A wide range of courses is offered every semester. This offers our students the chance to benefit from the other students' experiences.

The period from the 5th semester is ideal for an optional semester abroad, which offers the unique experience of contributing to a mutual design process together with people from all over the world.

One mandatory part of the programme is the internship semester (generally in the 5th semester), that is usually completed with an agency or a company in a different city or abroad.

The programme is completed by an independently created bachelor's thesis (generally in the 7th semester).

