

At a glance

-  **Degree:** Master of Arts (M.A.)
-  **Type of study:** Full-time
-  **Place of study:** Würzburg
-  **Start of studies:** Every semester, early October, or mid-March
-  **Application period:** Please observe the information on our website
-  **Standard time to degree:** 3 semesters
-  **ECTS credits:** 90
-  **Language of instruction:** German and English
-  **Admission requirements:** Bachelor's degree, application with exposé and portfolio, assessment interview
-  **Fees:** No study fees, only semester fee: ca. 150 € per semester (incl. semester ticket for local public transport)

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.

Place of study

Technical University of Applied Sciences
Würzburg-Schweinfurt

Faculty of Design

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Contact

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**The Würzburg master's model:
Individual topics, proactive and
interdisciplinary!**



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02/24
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Technical University of
Applied Sciences
Würzburg-Schweinfurt

Master's degree programme

Design and Information



ZUKUNFT X

KULTUR: Es ist offiziell: rahlung so
Netflix ist pleite, tech nie!

BILDUNG: Kinder sollen vermeintlich
digitale Kompetenzen erlernen

Design and Information

Critical analysis in design begins with recognising a problem. For this reason, the master's programme is guided by a self-chosen topic, that was presented in your application, which you then work on for the entire duration of the programme in close coordination with your supervisor. Your individual project approach can come from all areas of society, culture, science, or from the industry. The relevance and the originality of your project are important.

In the Würzburg master's model, you work proactively: You define and organise your topic area independently and learn to draw other's attention to a problem identified by you, to sensitise others to the topic, and to find potential cooperation partners. You also study in an interdisciplinary way: You also attend external courses in your chosen topic area to familiarise yourself with scientific discourses and methods and to apply them to your intended project.

You contribute to our research model with and through design. In the programme, you will link design and research with the aim of further developing the traditional design process at the intersection of theory and practice. With the master's thesis, you create a solution that sets a path and defines potentials beyond your studies.

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



Career perspectives

Our master's model gives you the chance to participate early in the changes of the design profession towards an ever-increasing research orientation. This qualifies you for innovation-driven fields of communication and media in science, business, technology, culture, and education. You can deepen your previous medial focuses, add to them and thus support your design practice professionalisation. You will be excellently supported in all competence fields of the design practice. Particular support is offered for scientific practice, which provides access to continuous research projects in the fields of design and science and enables you to initiate new research fields. This opens up not only the traditional design professions but also the work fields of science communication, innovation and organisational development, consulting, and related managerial tasks.

Course of study

The 3-semester master's programme is completed by the master's thesis. The lecturers tailor all seminars and accompanying offers to this objective. These offers enable students to develop new views on design and conceptualisation, to exchange with the other students, to gain experience with exhibitions, and prepare them in-depth for scientific questions and procedures. The design-related scientific practice is worked out together at the Faculty of Design. Students work out the practices relevant to their individual topic in interdisciplinary elective modules at external institutions.