

BA/ PRODUCT  
DESIGN

weißensee

kunsthochschule berlin

## Study Program Product Design

Prof. Carola Zwick  
Prof. Susanne Schwarz-Raacke  
Prof. Barbara Schmidt  
Prof. Nils Krüger  
and additional contract teachers  
as well as artistic assistants

Even though the boundaries between disciplines are becoming increasingly fuzzy, specific conditions are still constitutive for design. Social and functional parameters provide the framework within which the functions and utility of products are conceived. The designer's task is to interpret these parameters, to reformulate, bend, or even partially suspend them. In so doing, designers define what convention is, remains, or becomes. Design, with its specific methodology, has become increasingly relevant as a catalyst for generating and visualizing new approaches to theoretical and applied solutions in many scientific, economic and social areas. The fields of activity open to emerging designers today are correspondingly multifaceted and challenging.

The bachelor's program prepares students for work in this dynamically evolving profession. The aim is to train competent design-personalities who are in a position to act responsibly and independently in social, economic, cultural, technological and ecological contexts.

During the first year of the four-year bachelor's program, an interdisciplinary course imparts art and design fundamentals to students in all departments of the School of Art. The following three years are organized around projects. Designated project themes form the framework for the development of each student's inquiries. Analog and digital design methods are used to generate user-oriented solutions within defined contexts. Studio workshops offer outstanding options for simulation and realization in the design process. The ability to deal with criticism, as well as an analytical approach to thinking and working, are important aspects of the project work. In addition to the central components of "conception and design", the

coursework conveys extensive theoretical, methodological and creative knowledge and skills.

Interdisciplinary exchange with other departments is encouraged through spatial proximity and an array of coordinated projects. Numerous collaborations are cultivated with partners involved in research and practical applications.

### Foundation Course (first year of studies)

Students in all departments take the foundation courses in the foundation of art and design. General aesthetic, visual and practical foundational knowledge and practice are thought, including foundations in the fields of digital media and anatomy/morphology. Students are introduced to sensual-direct as well as analytical-systematic ways of working. The broad curriculum enables them to discover, develop, and deepen their individual abilities and talents. Teaching takes place in interdisciplinary small working groups. Interdisciplinary interactions, teamwork, and communicative activity going beyond the limits of one's own discipline and genre. With the special structure and its range of what is on offer, the foundational program is a specialty of the Weißensee Academy of Art. The program emphasizes in particular the following: teaching the foundation art and design, expanding individual creative abilities, opening up new work modes, acquisition of expertise and skills in various crafts and more.

### Commencement of study

Admission of beginners is for the winter semester only, i. e. from October of the current year.

### Duration of study

The regular duration of study is of 8 semesters, 240 ECTS-credits (Bachelor) and 2 semesters, 60 ECTS-credits (Master of Arts).

### Syllabus

The course is divided into a four-year Bachelor course and a one-year Masters. The bachelor's

program starts with a one-year interdisciplinary foundation course, attended by students across all departments. After the foundation year the Bachelors course aim to produce competent and independent designer personalities. Teaching in the shape of exercises, seminars and lectures is largely done in common courses for all specialisms.

### Studio Workshops

The instructional program of weißensee academy of art berlin is outstanding supported by its studios workshops. The artisans convey skills and basic knowledge about the most disparate materials. All students can use the workshops, whatever course they are enrolled. Besides acquiring traditional manual skills, they can learn the newest computer-aided techniques. For example weißensee has a Ceramic- and Model Making Workshop, also a Wood-, Welding- and Bookbinding Workshop, a Printing Studio, a Silkscreen- and Gravure Workshop, Weaving/ Dying/ Knitting rooms, Photography- and a Computer Studio, an Interactive Technology Lab and more.

### Stay abroad

The weißensee academy of art berlin cultivates direct contacts with a great number of colleges in other countries and promotes student exchange. Interested students in the main course may contact the international office of weißensee for information about exchange emplacements available within the SOKRATES/ ERASMUS Programme or other possibilities for a stay abroad, and hand in their corresponding applications.

### Conclusion of study

The study is concluded with a Bachelor examination. Admission to the bachelor thesis procedure is only for students who have completed at least two semesters of main study at the weißensee academy of art berlin and have concluded this study successfully. After having passed the bachelor examination, the graduate

will receive the academic degree of „Bachelor of Arts in Product Design“.

### Master Program

The master's program in product design enables students to responsibly and confidently develop their own creative position, in order to encounter and deal with complex creative issues in a comprehensive and sustainable way. The goal is to perfect the individual's own creative competence through a combination of research and development processes in different disciplines. Graduates of the master's course in product design should be in a position in the future to direct complex developmental projects and to make an impact on the discipline itself. The Weissensee course model offers three profiles of concentration within the MA Product Design: • Design and Mobilit • Design and Interaction • Design an experiment  
There is only one admission term (winter) that means next application is valid for winter term, start in October. The applications are open from March, 01 and close on April, 30. Please use exclusively the online application platform, the link can be found on our website.

### Admission prerequisites

- A special artistic talent is required
- Minimum age 18 years
- General matriculation standard / general certificate of secondary education
- Preliminary practical or vocational training

### Artistic admission test / aptitude test

The artistic talent will be ascertained by a test procedure in the middle of February. **The application period for all undergraduate courses of study is from 1 November to 10 December of each year. The Registration is made through the website: [www.kh-berlin.de](http://www.kh-berlin.de).**

For summer term a registration is not possible. In January applicants will receive an invitation and practical hints for the aptitude test.

### **This admission test or exam will consist of:**

- The test starts with the submission of your portfolio and if required your special homework. Minimum of 15 to maximally 20 personally produced artistic works (mainly drawings and other specimens). Admission to the test will be decided upon after examination of these works (preselection).
- A 2 to 3-day exam for proving the required aptitude.
- An interview concerning, as a rule, the evaluation of the artistic achievements shown as well as the technical skills and motivation of the participants.

Handicapped or chronically ill applicants may apply for compensation of their drawback in the test. The test participants will be informed in writing about the results. A successfully passed test is valid for two years.

### **Portfolio**

An admission to the aptitude test will be decided after the review of the portfolio. All applicants will be invited and required to submit the portfolio personally. The content of the portfolio naturally varies depending on the desired department, but here are some general tips.

There are not too many specifications from the faculties regarding the portfolio, other than the fact that it should include ca. 15 to 20 preferably original works (drawings, paintings, photographs, collages, videos, three-dimensional works or works on canvas must be documented as photographs). All media are permitted. The portfolio should be easy to manage and not exceed DIN A0.

The concept of the portfolio is entirely up to the applicant and should demonstrate not only basic artistic skills and creativity but also works that are relevant to the desired program. It should be very selective about the works. As the portfolio is the first part of the entrance exam, applicants should think carefully about their artistic identity, talents, and goals. They try to avoid works that appear as if they were instructed to create it – it is very important that

the creative, artistic personality can be seen in the portfolio. It is also important that the portfolio illustrates that applicants have continuously and intensively worked on their creative development. The professors place great value on high quality drawings. For inspiration, applicants can view a range of different student projects on the website or alternatively visit the open days in July.

### **Preliminary practical training**

A preliminary practical training is considered as basic requirement for matriculation. The KHB is not in a position to mediate training placements. The preliminary training is necessary for acquiring knowledge and experience concerning basic working techniques, materials and working processes. Especially suitable to this effect are metal working and processing factories or other technically oriented industries. Minimum duration should be 6 to 8 weeks.

### **Application/admission**

An application can be filed only after having passed the artistic admission test, whereupon the suitable applicants will receive the corresponding application form from the weißensee academy of art berlin. This form has to be sent within the established period, together with the appertaining documents, to the matriculation office of the weißensee academy of art berlin. The application deadline is preclusive. Allotment of the study places by central assignment (ZVS), numerus clausus, waiting semesters or drawing of lots is not done. After conclusion of the admission procedure in Mai of the same year, the applicants receive a written admission award and the registration forms.

### **Information on admission and matriculation for international applicants**

In application proceedings, there are no differences between Germans, EU-Citizens or other international applicants, provided international applicants can submit a proof of German language proficiency with the application form:

minimum of the qualification B1/B2 for Design departments. The language of instruction is German in all our courses. As the aptitude test will be also carried out in German it is absolutely necessary to be provided with a sufficient knowledge of German language. Needless to say that most professors speak English very well, so in case of need, applicants may be able to explain the ideas, aims and motivation also in English. After a positive decision, it must be presented a language certificate for the admission: for example TestDaF 4, telc Deutsch C1 Hochschule, DSH 2 or the language proof of the UDK or Goethe Institution (qualification level C1) for all Design departments. In exceptional cases, a proof of the exam registration or a certificate of the C1 - course is also sufficient for the time being. The relevant language certificate must be submitted before the studies begin.

### Recognition of certificates

First if applicants pass the aptitude test successfully, they have to apply for admission with the necessary certificates and documents, and these must be submitted in form of an officially authenticated translation in German or English. Foreign higher education entrance qualifications (allgemeine Hochschulreife) must be recognised as equivalent to the German general or subject-specific higher education entrance qualification. An exemption from this is possible if you have a „special artistic aptitude“ and its is declared in the notification for the result of the aptitude test. Applicants from the People's Republic of China, Vietnam and Mongolia must include the original certificate confirming that the papers have been pre-checked by the Academic Evaluation Centre (APS).

### Change of college

Changing to the weißensee academy of art berlin is possible only after completion of the fundamental study or of the 2nd semester in the same course of study. It is recommendable first to get into touch with the professors of the desired specialism and to arrange a personal interview. Acceptance and acknowledgement of

accomplished studies are assessed and approved by the examination and admission committees. The application periods for College Transfer Admission are from 01 December to 02 January 02 for the summer term and May 01–31 for winter term. Please see information and guidelines for online application on the website: [www.kh-berlin.de](http://www.kh-berlin.de) under >Studies>Applying For Studies>Transfer Students

### Registration/fees

For registration it is necessary to present the health insurance vouchers and to pay the contributions of approx. 300 € (registration fee, social contribution, Students' Association (ASTA) and ticket for local transport). Tuition fees are not charged.

### Information material

Further information about the weißensee academy of art berlin can be found in the Internet ([www.kh-berlin.de](http://www.kh-berlin.de)).

### Information days

Once a year – in July – the weißensee academy of art berlin hosts its traditional „RUNDGANG-Open Days“ providing prospective students and applicants best opportunities for information and offer you an ideal introduction to this school. And all interested people are also invited to an informative event in November, here will take place a presentation of all departments.

### Student advisory service

Susan Lipp  
general course guidance  
Student Service, room A 1.09

mail: [studienberatung@kh-berlin.de](mailto:studienberatung@kh-berlin.de)  
open hours: tuesday 11-13, thursday 14-17  
telephone advisory service: +49 30 47705 342  
tuesday 14-16, wednesday 10-12

**see**

weißensee kunsthochschule berlin

Allgemeine Studienberatung  
Bühningstr. 20 - 13086 Berlin  
Raum A1.09  
Tel (030) 4 77 05 - 342  
Mail [studienberatung@kh-berlin.de](mailto:studienberatung@kh-berlin.de)