

# VISUAL COMMUNICATION

weißensee

kunsthochschule berlin

## Study Program Visual Communication

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as well as artistic assistants

The programs in visual communication do not aim at specialization, but rather have general orientation. Students will learn to develop independent design positions in constantly changing fields of work. The foundation for this is a broad understanding of visual culture and its significance in society. Visual communication comprises a broad spectrum of media: printed media (for example, books and posters), interactive media (like websites, e-books, or interactive installations), three-dimensional media (like exhibitions or orientation systems), and performative media (like actions in public space).

Students learn how to critically question communicative tasks and contents, and to conceive and realize the answers resulting from such questioning in a design suitable for the given medium. The project-oriented program leads to an intense interchange between practical design work and theoretical engagement. Special attention is given to both design and theoretical approaches as foundations of visual communication.

Students learn to analyse problems and to conceptualise and implement the results of those analyses in a creative and media-oriented way. In this process, particular importance is given to the creative and theoretical foundations of visual communication. The course is distinguished by the intense interplay of practical design work and theoretical debate on the effects of visual and verbal communication.

During this study course, prospective designers learn to approach and solve complex design tasks methodically. This includes not only design skills but also linguistic and social ones. Designers in visual communication need to

be able to explain their concepts and work in teams. They require a theoretical and historical background as a reference for their own design work. Students learn about work in the professional world during their work projects which include practical tasks often carried out with partners from outside the university. Graduates will have received a broad technical foundation which enables them to work in all areas of visual communication and react flexibly to future developments in their profession.

### 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 taught, 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 go 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 com-

pleted 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 Visual Communication“.

## Master Program

In the graduate program, students are given the opportunity to deepen their knowledge and skills, and to expand the design potential in the fields of social and cultural communication.

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 weißensee academy of art berlin 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 the printing trade, book and newspaper publishers, graphic studios, publicity agencies as well as studios of electronic media. The minimum duration is 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.

## 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 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 form covering an application for change of college can be obtained from the Referat für Studienangelegenheiten.

## 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  
weissensee academy of art berlin  
Bühningstr. 20 - 13086 Berlin  
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**

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