

# BA (Hons) Graphic Design

TEF Gold



In partnership with:

 University  
for the  
Creative Arts

#1

UCA is the UK's No.1 creative specialist University in all three major domestic UK league tables

*Across the University league tables from: the Guardian University Guide, Complete University Guide and The Times Good University Guide*

# BA (Hons) Graphic Design

This three years/four-year International Route programme has been selected by BSBI from among the many prestigious international degrees offered by University for the Creative Arts (UCA).

Throughout this exciting degree, our aim is to foster new talent into creative leaders within the commercially oriented field of graphic design. From typography to visual corporate identity, you'll meet the demands for UI/UX design solutions, websites and digital publishing. This is the guided pathway for our students to generate outstanding quality content for their successful futures within the communications industry.

The four-year international route programme includes a foundation year, which will introduce you to the fundamentals of the creative industry and will give you the opportunity to refine a career path. You'll build a strong portfolio needed to progress directly into your BA degree, whilst being prepared to use English language in an academic context.

## Key Facts

**Duration:** 3 years / 4 years including integrated international foundation studies in Art Design and Media

**Intakes:** February, October



Hamburg shows it is at the heart of the creative industries within Europe. Designers can benefit from digitization and the positive economic situation in Germany, did you know the industry has had an average growth of 4.1% until 2014-2019 in the communication design industry?

Source: Ibisworld.com

This programme will allow you to hone your technical graphic skills. You'll learn through a series of workshops, lectures and seminars and consolidate your newly learnt skills in your final major project.

## **Foundation Year**

### **International Route**

- English for Academic Purposes, Research and Study skills
- Exploring Practices, Process, Materials and Techniques
- Investigating Specialist Practice
- Final Major Project

## **Year 1**

- Methods and Processes
- Typography and Principles of Visual Communication
- Historical & Contextual Methods

## **Year 2**

- Design Direction
- Contextual Research and Theory
- Study Abroad Exchange (optional)

## **Year 3**

- Contextual Research and Critical Perspectives
- Final Major Project
- Professional Practice

Upon successfully completing the BA (Hons) Graphic Design, you will be able to:

## Knowledge

- Apply good knowledge of English to communicate relevant international, cultural, contemporary knowledge and historical, theoretical and professional contexts.
- Understand and formulate unique ideas into convincing concepts for the industry.
- Generate research and apply technological, theoretical and detailed knowledge of graphic design.
- Understand various emerging and contemporary developments and debates in the communications industry.

## Skills

- Enhance understanding of critical engagement within the creative arts industry.
- Apply profound graphic design principles and technical skills in relation to associated industries and environments.

- Present and communicate compelling ideas, concepts, sustained research and teamwork efforts.
- Stay career minded and sustain your own networkability.

## Application

- Apply autonomy to deliver primary and secondary research involving the identification and use of relevant resources.
- To remain focused on upcoming employment opportunities within today's dynamic and versatile market.
- Combine practical training with independent study, to reach full design potential and respond effectively to changing briefs and client's needs.
- Evaluate and apply a range of methods to respond to evolving and emerging technological changes in design applications to support opportunities in your creative practice.

## What will you experience?

Central elements of this programme include typographic skills and the focused application of design principles, which respond to practical design challenges in highly versatile markets. Structured teaching also encourages independent learning and project management. Students will engage in studio time, seminars and workshops but also supplementary activities such as gaining industry experience, all within Europe's most exciting leading creative industry hub of Hamburg.

## Why study this course?

This course encourages students to develop a creative mindset with the dedicated support of our expert faculty who have years of top industry experience. Your learning will be enhanced through teamwork, industry experience and stimulating live competitions.

## Who should take this course?

In partnership with the highest-ranking creative education institutions, we aim to attract the most creative minds to generate expert professionals who will be equipped with the creative and practical solutions required in the professional graphic design landscape.

## Career Progression

BSBI's industry focused environment provides the ideal support to our students in their personal and professional development. Upon successful completion of this course, you'll be able to pursue the following careers:

- Graphic designer
- Branding/corporate designer
- Packaging designer
- Editorial designer
- Web and app designer
- UI/UX designer
- Art director
- Creative director
- Video director
- Visualiser/visual creative

Our memberships:



## Technical Requirements

### 1. Computer Equipment

In terms of recent developments of hybrid learning, we require each student to arrive equipped with their laptop. We, therefore, recommend the purchase of a design-friendly mobile laptop. You will receive specific details on your laptop requirements purchase from our admission team via the admission portal.

### 2. Your Portfolio Submission

For Year 1 entry you'll be required to submit an online portfolio via our BSBI Applicant Portal.

#### What is a portfolio?

Your portfolio is a collection of your best work. We want to see what inspires you, how you develop your work, your creative thinking processes, how and what you create and what makes you a unique creative individual.

#### What should my portfolio contain?

Your portfolio might contain sketches and paintings, digital art and design. It might also contain sound work, short films. Upload up to 12 pieces of work which can include audio or video files.

#### How do I submit my portfolio?

We'll only be accepting portfolios digitally. You can do this once you've applied via our online submission system within the Applicant Portal.

You can also link to external websites such as Vimeo and YouTube.

Further information on how to compile and upload your portfolio will be provided by our admissions team via our admissions portal once you have applied.

## Entry Requirements

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**Minimum age:** 18 years old (titles awarded upon completion of at least 12 years of schooling). During the foundation year of this course, you'll be taught how to create an exceptional portfolio to guarantee you a direct progression into your degree course.

**Academic qualifications:** A school leaving certificate that allows you to pursue higher education in Germany (e.g. Abitur, Fachhochschulreife, Matura or International Baccalaureate), or international school leaving certificates, or BTEC/National Diploma, or Advanced Vocational Certificate of Education.

If you do not meet the above academic requirements, applicants with professional qualifications and/or 4 or more years of full-time work experience will be considered on an individual basis.

## English Language

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- IELTS Academic – minimum overall score 6.0 (with min 5.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT)
- Cambridge IGCSE, Cambridge AICE certificates
- International Baccalaureate Diploma if: English Syllabus A: Standard or Higher Grade 4, or above and English Syllabus B: Standard Grade 5 or Higher Grade 4, or above
- The English language test can be waived and a Medium of Instruction Letter submitted if: **1.** Applicants have achieved NARIC recognised High School Certificate, where the medium of instruction was entirely in English (teaching and assessment). **2.** You are a Canadian national who has completed studies at an English-speaking school/college/university.
- West African Certificates (WAEC AND NECO only) with a minimum of C6 in English and issued within the last 5 years. Kenya Certificate of Secondary Education (KCSE) is also accepted with an overall grade C or above. For Tanzania and Cameroon, we request an IELTS (or equivalent certificate).
- Nationals of a majority English speaking country who have taken their academic qualifications in that country do not need to sit an English test (Antigua and Barbuda, Australia, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Ireland, Jamaica, Malta, New Zealand, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, UK and USA).

## Admissions Process

Applying to study with BSBI has never been easier! Here's how it works:

1. Create an account here: [start.berlinsbi.com/login](https://start.berlinsbi.com/login)
2. Select the programme and intake you would like to apply for.
3. Complete all sections of the online application.
4. Submit your application.
5. Our admissions team will liaise with you with regards to the next steps.

Once you have been accepted, you need to apply for a German student visa as soon as possible. To do this, you must:

- Make an appointment with the German embassy in your country and complete an application form (the administrative fees for this are usually around €60)
- Ensure that you provide all the correct documents to avoid being refused entry into the country. Your visa confirmation will take on average two to three months, depending on your country.

It should be noted that the student visa or 'Visum zu Studienwecken' only lasts for three to six months. Find out more about the visa requirements you need to study in Germany [here](#)

**Delivery:** On-campus (Hamburg)

**Fees:** €8,000/year (EU) | €11,000/year (international)

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Berlin School of Business and Innovation (BSBI) is in partnership with the University for the Creative Arts (UCA), a Gold Standard institution under the Teaching Excellence and Student Outcomes Framework (TEF). As a result of this partnership, BSBI is able to offer this programme. UCA is UK's top creative specialist university in the Complete University Guide and The Guardian League Table 2021.

The information in this publication is correct at the time of printing and subject to change at any time. For the latest information, please visit: [berlinsbi.com](https://berlinsbi.com)