

MA Visual Communication



In partnership with:

MA Visual Communication

An interdisciplinary 18-month (Level 7) course of advanced study for furthering your research skills, fostering a strong visual communication language and specialising within your discipline.

On this course, you'll explore the ways in which you can convey messages and meaning through a diverse range of media – from illustration and motion to digital – and you'll be encouraged to develop new skills to strengthen and inform your design language.

MA Visual Communication is designed to help you develop your identity as an author and thought leader, equipping you with the skills and knowledge to identify and solve design problems within complex cross-media environments, including digital printmaking, still and moving image productions – both digital and virtual.

Key Facts

Duration: 18 months

Campus: Hamburg

Intakes: May, October

Awarded by: University for the Creative Arts (UCA)

This programme consists of three terms of study and six months dedicated to your dissertation. The first two terms include a range of lectures and seminars and you'll start to explore your creative practice in order to inform the detailed development of your project proposal later in the course. In the third term you begin developing your MA project, evaluating and testing out the aims of your proposal over a sustained period of self-directed study. In the final stage, you'll apply the knowledge gained to create a final body of work where you can either take a generic approach or select one of the following specialisations: Graphic Design, Illustration or Animation.

Modules

- Defining your practice
- Context and Method
- Project Development
- Realisation and Dissemination

Upon successfully completing the MA Visual Communication, you will be able to:

Knowledge

- Identify and meticulously investigate appropriate sources using adequate research methods leading to innovative concepts or insights into existing visual communication practice.
- Methodically and critically analyse and evaluate existing knowledge proposing new hypotheses.

Skills

- Demonstrate a broad and critical understanding of visual communication as well as within the fields of Graphic Design, Illustration and Animation.
- Demonstrate experimentation, risk taking, problem solving and reasoning in relation to both ideas and materials in order to equip your practice for fast-evolving demands.

Application

- Demonstrate an advanced set of skills and methods appropriate to visual communication and produce work in a highly advanced manner in line with the fast-evolving industry standard.
- Demonstrate commitment to the subject, engagement and appearance with the course, appropriate time management, organisation, critical reflection and self-directed project management and study.

What will you experience?

Central elements of this course include the appropriate environment for evaluation and testing of a compelling proposal development practice. Interdisciplinary key discussion embedding theory, text and design case studies are core elements of this programme. Exploration and pushing the boundaries of contemporary visual solutions in the culmination of methods and strategies for independent research and practice, will enable you to show a cohesive and innovative final body of work.

Why study this course?

This programme pushes students to investigate and further their knowledge of the possibilities of the fast-evolving creative industry, while refining their mindset with the dedicated support from our expert faculty who have a wealth of industry experience. Your learning will be enhanced through a well-informed magnitude of contextual and contemporary engagement in order to develop convincing proposals and solutions in the field of Graphic Design, Illustration, Animation and Visual Communication in general.

Who should take this course?

We aim to attract the most creative and proficient individuals who will be equipped and facilitated with an educational foundation to develop a focused and structured framework. We are looking for individuals aiming to thrive as leaders in the professional environment of a generic creative pathway, relating to our three specialisations in Illustration, Graphic Design and Animation.

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
- Web and App Designer
- UI/UX Designer
- Art Director Digital
- Creative Director Digital
- Video Director
- Motion Designer / VFX Artist
- AR/VR/MR Designer
- Visualiser/Visual Creative

Our memberships:





Entry Requirements

Minimum age: 21 years old

Academic qualifications: Strong undergraduate degree from a recognised university. If you do not meet the academic requirements, you may be assessed on relevant work experience. You must have at least three years of design (illustration, animation, graphic design or general visual communication) experience.

English Language

- Official English Tests
 - IELTS – minimum OS 6.0 (with min 5.5 in each component)
 - Password test – minimum OS 6.0 (with min 5.5 in each component)
 - PTE (Academic) – minimum OS of 56 (with min 51 in each component)
 - TOEFL IBT OS 80 (Listening 17, Reading 18, Speaking 20, Writing 17)
 - Cambridge English Advanced (CAE) or Cambridge English Proficiency OS 69 (min 162 in each component)
 - LanguageCert International ESOL SELT OS B2 Communicator High Pass (min 33 in each component)
 - Duolingo test with an overall score of 105

- International Baccalaureate Diploma with: English Syllabus A: Standard or Higher Grade 4, or above and English Syllabus B: Standard Grade 5 or Higher Grade 4, or above.
- West African Certificates (WAEC AND NECO only) as a stand-alone 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). WAEC/NECO must be enhanced by a successful (50%+) Internal English Assessment if issued more than 5 years ago.
- Nationals of a majority English speaking country who have taken their academic qualifications in that country, do not need to sit an English test.

Documents

We'll invite you to attend an Applicant Day so you can have your portfolio review, meet the team and learn more about your course. If you would prefer to upload a portfolio digitally, there is the option to submit it online via our Submission Portal. Further information will be provided once you have applied.

*Above bachelor's degree can be postgraduate certificate, postgraduate diploma, master's degree, etc.

The English Language Test can be waived, and a Medium of Instruction Letter can also be submitted: berlinsbi.com/admissions/undergraduate-application

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
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](#)

Fees: €8,000 (EU) | €12,600 (International)

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Berlin School of Business and Innovation (BSBI) is in partnership with the University for the Creative Arts (UCA). As a result of this partnership, BSBI is able to offer this programme. UCA is the top creative specialist university in the UK according to The Guardian Best Universities League Tables 2021 and is also ranked 3rd for the same category in the Complete University Guide 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