Universität für angewandte Kunst Wien
University of Applied Arts Vienna

Design

Curriculum

Diploma Degree Programme
Duration: 8 Semesters

Majors:

Applied Photography
and Time-based Media
Programme Number: 626

Graphic Design
Programme Number: 576

Graphics and Advertising
Programme Number: 577

Fashion
Programme Number: 584

This is the English translation of the original German version. Only the latter is legally binding.

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1. Programme Setup and Structure

The curriculum of the diploma degree programme of Design at the University of Applied Arts Vienna consists of two study segments.

The first study segment covers two semesters (60 ECTS), the second study segment contains six semesters (180 ECTS).

The second study segment is offered in the following majors:

- Applied Photography and Time-based Media
- Graphic Design
- Graphics and Advertising
- Fashion

2. Qualification Profile

Objectives

Generating ideas, devising concepts, implementation and presentation are seen as central parts of the programme at the University of Applied Arts Vienna. The main endeavour focuses on the development of each student's individual artistic/creative potential. Understanding design includes being aware of a responsibility for cultural, social, ecological, economic and political developments.

2.1. Qualification Profile Applied Photography and Time-based Media

Objectives and Competences

The studies focus on transforming the student's individual skills and interests into an own and distinct photographic visual language that is applied when critically investigating societal and political systems, or various areas and media of the economy, journalism, and design.

Artistic and theoretical subjects are geared to teaching imagination, research strategies and the development of ideas. Stretching across these subjects, technical classes support the implementation skills – focussing on the constantly increasing options of media.

Graduates should possess the following competences:

- profound knowledge of the history and theory of applied photography.
- research ability, skills for developing ideas and concepts, and the competence for interdisciplinary research and work.
- technical competences: equipment technology, postproduction.
- conceptual understanding of production conditions, organizational competences.
- communication and presentation skills.
- the qualification for further development of technological and craft skills, in line with the demands of one's own work and the swiftly growing possibilities of image production and distribution.
- knowledge regarding the coherences in the market, knowledge about legal conditions.
- awareness of strategies for business-related autonomous acting in the work practice.
- social competence, discourse and teamwork skills.

Vocational fields

Graduates will work on a national and international basis in the various fields of visual communication, as photographers, e.g. in the areas of documentary, still life, fashion, and portrait photography, as well as in photography-related vocations such as art and creative directors, picture editors, plus work in the cultural, editorial and commercial environment.

2.2. Qualification Profile Graphic Design

Objectives and Competences

Central areas of the Graphic Design studies refer to research skills, generating ideas, devising concepts, implementation and presentation, with the focus on the individual support of the students' artistic-creative potential throughout. The programme demands accountability for co-creating cultural, social, ecological, economic and political trends. In this, artistic creativity and scientific discourse are interdependent on the overall conditions of society and economy. Graduates will be able to work as self-reliant creative personalities in current and future vocational fields of graphic design and related areas. Graduates of the class will contribute the following assets to the praxis of their vocational field:

- the ability for content-related research and the development of established and experimental methods.
- the ability for conceptual and strategic thinking.
- the ability for generating and designing ideas, for implementation, production planning and presentation of these.
- the ability for sound theoretical reflection of the societal environment and own actions.
- the knowledge and understanding of historical and current trends of design, art, theory and technology in the field of graphic design.
- organization, communication and social competences.
- knowledge regarding design management and vocational practice.
- the appreciation of gender and diversity issues.

Vocational Fields

Graduates will find their qualifications useful to work inter alia as graphic designers, art directors, typographers, illustrators and artists, in designers' agencies, in advertising or new media agencies, in publishing, in cultural institutions, freelance, in either the private or the public sector. As cross-media players with sound knowledge in communication theories, cultural studies and design management, as well as with a sense of responsibility for social, economic and ecological correlation, they are trained to develop and implement design solutions for time-based media, interactive media and print. Among others, this includes brand and corporate design, social media, interactive design and digital applications, photography, illustration, typography, packaging, spatial design, information and exhibition design.

2.3. Qualification Profile Graphics and Advertising

Objectives and Competences

The communicative idea is central to the major of Graphics and Advertising. This means the development of communication concepts over the whole range of its possibilities – from the strategy to storytelling up to its appearance. In this way, students are to be prepared for the dynamic employment market of creative professions. A particular eye is cast on chances emerging from new technologies.

Students are encouraged to critically question societal trends as well as their own profession, also to influence and shape them with the help of the skills they acquired.

Among others, the following skills are imparted in the course of studies:

- the conceptual development of media-independent central themes.
- the development of visual appearances.
- the medial orchestration of communication concepts in as well as with vintage and new media and technologies.
- the development and implementation of TV, social media, digital, PR, and traditional campaigns.
- illustration, with a particular focus on animation and augmented reality.
- typography, typeface design, and writing development.
- the conception, development, and creation of digital applications.
- the preparation of competition analyses, target group analyses, and advertising strategies.
- presentation competence.
- critical evaluation of the own professional positioning and the advancement of social competence.
- knowledge regarding design management and legal frameworks.
- knowledge and understanding regarding historical and current trends in design, advertising, art and technology.

Vocational Fields

Graduates of the Graphics and Advertising class work in a multitude of vocational fields of the creative industry, e.g. as communication designers, art and creative directors, editorial designers, typographers, illustrators, animation and game designers, strategists and script writers. They fulfil their roles and specialisations in international design studios, advertising agencies, digital and social media agencies, animation and film productions, publishing, cultural institutions, in freelance and self-employed positions. Many graduates already gain through their study course the skills to start their own business.

2.4. Qualification Profile Fashion

Objectives and Competences

The study course of Fashion aims at the individual development and definition of the artistic/creative potential. In this endeavour, the current as well as the future societal, cultural and economic conditions of the continuously changing fashion industry are taken into consideration.

The objective of the study course is that the students

- develop a visionary, artistic stance.
- work on acquiring an original position as fashion designers and to be able to give their position an individual, distinctive voice.
- develop the disposition and ability to initiate and constructively co-create technical, economic, and cultural developments.
- develop a stance that is based on the awareness of cultural, societal, economic, ecological and political responsibility.
- develop for themselves suitable occupational profiles within the fashion world.

The following competences and abilities are aimed at:

- to understand fashion as an aesthetical field of speech.

- to acquire an adequate level of information in line with the available artistic, scientific, technical, as well as societal and cultural developments and to be able to create appropriate designs.
- to conceive the complexity of the design process and concept development.
- to analyse styles and use them in an innovative way for a design.
- to visualize ideas and concepts, to convey and argue them convincingly with colleagues, experts and in multidisciplinary teams.
- to master fundamental techniques, as well as analogue and digital illustration techniques.
- to apply materials and fashioning techniques appropriately and innovatively.
- self-organization, organizing the work flow in connection with deadlines.
- to individually develop forms of presentation, as well as project organization and project management.
- the ability to take criticism, the power of judgement, the ability for self-evaluation, capacity for teamwork, working in interdisciplinary teams, plus sensitive handling of diversity.
- to acquire a suitable level of information regarding various job profiles and occupational fields in the fashion industry.
- to develop a fundamental understanding as to how to run an own business in context with legal, financial and economic requirements.
- participating in national and international discourses.

Vocational Fields

Graduates either found their own fashion labels or launch careers at existing national and international labels and/or fashion houses.

2.5. Teaching Approach

Teaching in the area of design is project-oriented and students are supported individually. During joint tasks assigned to teams of students from different academic years *(vertical studio)* all students involved will profit from each other.

Knowledge and skills taught will relate to the design process. They are seen as tools and are put into practice straightaway.

The analytical and creative process will contain aspects of disciplines that are contextually relevant. The tuition focus is always on practical relevance and the ability to scientifically reflect in a sound manner on the social environment and one's own actions. The wide study range at the University of Applied Arts offers contextual opportunities to interact with other disciplines, provides practical tasks and the implementation of designs within the University's technological options and staff capacities.

On a regular basis, external experts will participate in the teaching programme.

Study projects are also carried out in cooperation with external enterprises/organizations.

Internships enable access to expertise outside of the University and offer opportunities to gather experience in various fields of design.

During the second study segment we recommend that students spend a semester abroad.

3. Study Route

Summary of ECTS credits	ECTS
First study segment (2 semesters)	60
Second study segment (6 semesters)	180
TOTAL	**240**

3.1. First Study Segment

The first study segment amounts to a total of 60 ECTS based on the following study subjects:

Central Artistic Subject	ECTS
Individual artistic tutoring:	
Central Artistic Subject I	**12**
either: Applied Photography and Time-based Media I Graphic Design I Graphics and Advertising I Fashion Studio–Basic I	
Central Artistic Subject II	**12**
either: Applied Photography and Time-based Media II Graphic Design II Graphics and Advertising II Fashion Studio–Basic II	
TOTAL	**24**

Artistic Basics	ECTS
to be selected from scheduled courses, whereas the terms for the first final examination will vary depending on the chosen central artistic subject. (See item 4.2.)	
TOTAL	**10**

Methodological and Theoretical Basics	ECTS
to be selected from scheduled courses, whereas the terms for the first final examination will vary depending on the chosen central artistic subject. (See item 4.2.)	
TOTAL	**12**

Technical Basics	ECTS
to be selected from scheduled courses, whereas the terms for the first final examination will vary depending on the chosen central artistic subject. (See item 4.2.)	
TOTAL	**14**

3.2. Second Study Segment

The second study segment amounts to 180 ECTS in total and is to be completed from one of the following majors:

- Applied Photography and Time-based Media
- Graphic Design
- Graphics and Advertising
- Fashion

3.2.1. Applied Photography and Time-based Media

Central Artistic Subject		ECTS
Individual artistic tutoring:		
Applied Photography and Time-based Media III		15
Applied Photography and Time-based Media IV		15
Applied Photography and Time-based Media V		15
Applied Photography and Time-based Media VI		15
Applied Photography and Time-based Media VII		15
TOTAL		**75**

Artistic Basics		ECTS
Storytelling	*minimum*	2
Interdisciplinary project	*minimum*	2
Contemporary Artistic Methods	*minimum*	8
TOTAL		**14**

Methodological and Theoretical Basics	ECTS
to be selected from scheduled courses, at least one course to refer to Gender Studies:	
Humanities	14
Art History	
Art Theory	
Cultural Studies	
Philosophy	
Visual Culture	
Theory and History of Design	
Media Theory	
Art and Knowledge Transfer	
Introduction into Working Academically	2
Management, Marketing, Legal Issues	4
Theories and History of Applied Photography and Time-based Media	2
Artist Statement	2
TOTAL	**24**

Technical Basics	ECTS
to be selected from scheduled courses:	
Imaging Techniques and Postproduction – Photography	8
Imaging Techniques and Post Production – Moving Image	8
Applied Photography – Ways of Presentation	6
Project Work Workshops – Materials Science	4
TOTAL	**26**

Free Electives	ECTS
available from scheduled courses either at this university or any other national / international university, students' free choice:	
TOTAL	**11**

Artistic Diploma Thesis	ECTS
TOTAL	**30**

3.2.2. Graphic Design

Central Artistic Subject	ECTS
Individual artistic tutoring:	
Graphic Design III	13
Graphic Design IV	13
Graphic Design V	13
Graphic Design VI	13
Graphic Design VII	13
TOTAL	**65**

Artistic Basics	ECTS
Illustration and Layout	2
Typography	11
Project „Graphic Design"	2
Types of Storytelling	4
Interdisciplinary project	2
TOTAL	**21**

Theoretical Basics		ECTS
to be selected from the entire group of subjects, at least one course to refer to Gender Studies:		
Humanities	min.	10
Introduction into Working Academically*		
Cultural Studies		
Art History and Art Theory		
Philosophy		
Sociology		
Psychology		
Media Theory and Semiotics	min.	2
Theory and History of Design	min.	2
Design Management	min.	4
Marketing	min.	2
Legal Issues	min.	2
TOTAL		**26**

Technical Basics		ECTS
Print and Prepress	min.	2
Photography, Film, Video	min.	6
Layout and Image Editing	min.	4
Sound and Animation	min.	2
Human Computer Interaction	min.	9
Hard and Soft Skills	min.	2
TOTAL		**29**

Free Electives	ECTS
available from scheduled courses either at this university or any other national / international university, students' free choice:	
TOTAL	**9**

Artistic Diploma Thesis	ECTS
TOTAL	**30**

3.2.3. Graphics and Advertising

Central Artistic Subject *Individual artistic tutoring:*	ECTS
Graphics and Advertising III	14
Graphics and Advertising IV	14
Graphics and Advertising V	14
Graphics and Advertising VI	14
Graphics and Advertising VII	14
TOTAL	**70**

Artistic Basics	ECTS
Cross-medial Project	6
Illustration, Scribble, Storyboard	6
Creating Texts	4
Layout and Typography	7
TOTAL	**23**

Methodological and Theoretical Basics *to be selected from scheduled courses, at least one course to refer to Gender Studies:*	ECTS
Humanities	8
Introduction into Working Academically*	
Cultural Studies	
Art History and Art Theory	
Philosophy	
Ethics and Sustainability	
Human and Social Sciences	2
Psychology	2
Media Theory and Semiotics	2
Colour Theory	2
Theory and History of Design	2
Design Management	2
Marketing	4
Legal Issues	2
TOTAL	**26**

Technical Basics		ECTS
Print and Prepress	minimum	3
Photography, Image Editin	minimum	6
Film, Animation, Sound	minimum	7
Design for Digital Media	minimum	4
TOTAL		**22**

Free Electives	ECTS
available from scheduled courses either at this university or any other national / international university, students' free choice:	
TOTAL	**9**

Artistic Diploma Thesis	ECTS
TOTAL	**30**

** Students need to successfully complete the course "Introduction into Working Academically" first, before they can be admitted to scientific introductory seminars and other scientific seminars.*

3.2.4. Fashion

Central Artistic Subject	ECTS
Individual artistic tutoring:	
Fashion Studio – Advanced I	12
Fashion Studio – Advanced II	12
Fashion Studio – Advanced III	12
Fashion Studio – Advanced IV	12
Fashion Studio – Pre Diploma	26
TOTAL	**74**

From Fashion Studio Advanced II onwards, the entitlement to participate in courses of the central artistic subject depends on successful examinations of the first study segment from:

	ECTS
Fashion Studio – Basic	24
Fashion – Tools	4
Fashion Drawing – Basic	4
Text Design – Basic	2
Design in Functional Context I	1
Art History – Cycle	2
Introduction into Theory and History of Design	2
Sketch Drawing	4
Sewing Technique – Basic	3
Cutting Technique – Basic	4
Textile Technology for Fashion	1
Digital Image Processing	2

Prerequisite for participation in courses of Fashion Studio – Pre Diploma is that all examinations of the first and second study segment have been passed, except for Fashion Textile Design – Diploma Thesis plus the examinations amounting to 2 ECTS.

Fashion Artist's Workshop	ECTS
Fashion Drawing – Advanced	4
Direct Draping Technique	4
Sewing Technique – Advanced	4
Cutting Technique Analog	6
Knitting Technique	4
Technical Drawing for Fashion	4
Design in Functional Context II	**1**
Design in Functional Context III	**1**
TOTAL	**28**

Fashion Techniques	ECTS
Free Elective Pool photo/film/video/digital applications	4
In-depth Free Electives	6
TOTAL	**10**

Fashion Communication and Fashion Business	ECTS
Fashion Communication	3
Fashion Text Design - Advanced	2
Fashion Text Design – Diploma Thesis	2
Fashion Business	2
Fashion Image	3
In-depth Free Electives	2
TOTAL	**14**

Fashion in Context	ECTS
Theory and History of Design	4
Costume Studies	2
Fashion History	2
Design in Context of Sustainability and Environment	2
Design and Diversity	2
Fashion and Cultural Studies	2
TOTAL	**14**

Free Electives	ECTS
– *scheduled courses at universities (national and international), students' free choice, from which at least one course is to refer to Gender Studies*	
– *fashion-relevant internships in economic enterprises and extramural institutions.*	
TOTAL	**12**

Artistic Diploma Thesis	ECTS
TOTAL	**30**

4. Exam Regulations

4.1. Entrance Examination

The entrance examination is used to determine applicants' artistic skills.
The assessment is handled by an examination board (examination by a panel).

The examination consists of two parts:

a. Submission of a subject-specific portfolio
b. Carrying out subject-related, creative tasks and interview

The positive evaluation of a) is the prerequisite for participation in b).
Admission will take place only if both parts a) and b) are evaluated positively.

4.2. Concluding Examination (First Study Segment)

This examination concludes the first study segment and will be carried out as a collective exam. Students need to provide evidence of successful completion of all courses compulsory for the first study segment.

Students with the central artistic subject of **Applied Photography and Time-based Media** need – in addition to their central artistic subject (24 ECTS) – for this examination:

- from	Artistic Basics			ECTS
	Contemporary Artistic Methods			8
	Drawing Techniques			2
	TOTAL			**10**
- from	Methodological and Theoretical Basics			ECTS
	Art and Design History			4
	Media Theory and Communication Theory			4
	Theories and History of Applied Photography and Time-based Media			4
	TOTAL			**12**
- from	Technical Basics			ECTS
	Imaging Techniques and Postproduction - Photography		minimum	6
	Imaging Techniques and Post Production – Moving Image		minimum	4
	Applied Photography – Ways of Presentation			2
	TOTAL			**14**

Students with the central artistic subject of Graphic Design need – in addition to their central artistic subject (24 ECTS) – for this examination:

- from	Artistic Basics	ECTS
	Study of Nature	2
	Gestaltungslehre	4
	Introduction: Types of Storytelling	2
	Introduction: Time-based Media	2
	TOTAL	**10**

- from	Methodological and Theoretical Basics	ECTS
	Basics of Cultural Studies – introduction	2
	Art History – Cycle	4
	Communication Theory – Introduction	2
	Introduction into Theory and History of Design	4
	TOTAL	**12**

- from	Technical Basics	ECTS
	Script and Typography	2
	Human Computer Interaction	2
	Printing Techniques	2
	Photography, Film, Video	2
	Introduction into Computer Applications	4
	Digital Image Processing	2
	TOTAL	**14**

Students with the central artistic subject of **Graphics and Advertising** need – in addition to their central artistic subject (24 ECTS) – for this examination:

- from	Artistic Basics	ECTS
	Cross-medial Project	4
	Life Drawing and Study of Nature	2
	Gestaltungslehre	4
	TOTAL	**10**

- from	Methodological and Theoretical Basics	ECTS
	Basics of Cultural Studies - Introduction	2
	Art History – Cycle	4
	Communication Theory – Introduction	2
	Introduction into Theory and History of Design	4
	TOTAL	**12**

- from	Technical Basics	ECTS
	Script and Typography	2
	Drafting and Drawing Techniques	2
	Printing Techniques	2
	Photography, Film, Video	2
	Introduction into Computer Applications	4
	Digital Image Processing	2
	TOTAL	**14**

Students with the central artistic subject of **Fashion** need – in addition to their central artistic subject (24 ECTS) – for this examination:

- from	Artistic Basics	ECTS
	Fashion - Tools	4
	Fashion Drawing - Basic	4
	Text Design – Basic	2
	TOTAL	**10**

-	from	Methodological and Theoretical Basics	ECTS
		Design in Functional Context I	1
		Art History - Cycle	2
		Introduction into Theory and History of Design	2
		Free Elective Pool *(available from scheduled courses)*	7
		TOTAL	**12**

-	from	Technical Basics	ECTS
		Sketch Drawing	4
		Sewing Technique – Basic	3
		Cutting Technique – Basic	4
		Textile Technology for Fashion	1
		Digital Image Processing	2
		TOTAL	**14**

4.3. Final Examination (Second Study Segment)

The final examination concludes the course of studies and consists of the following parts:

– successful completion of all courses compulsory for the second study segment,
– the board's examination of the artistic diploma thesis.

Prerequisite for admission to the final examination by the board is the successful completion of all compulsory courses listed in the curriculum.

The Dean of Studies will appoint an examination board for the artistic final examination that may consist of up to ten examiners. The supervising tutor of the artistic diploma thesis is a member of the examination board and holds two votes.

The board component of the final examination consists of the evaluation of the artistic diploma thesis.

4.4. Artistic Diploma Thesis

Students are entitled to propose the topic of their artistic diploma thesis, or select one of the recommendations made by their supervising tutor. Instead of an artistic diploma thesis, students may prepare a scientific diploma thesis from one of the scientific study subjects available for examination.

The topic of the artistic diploma thesis is to be defined in such a way that it is feasible and reasonable to handle it within the course of one semester.

The topic of the artistic diploma thesis is to originate from the central artistic subject.

Students must inform in writing both the Dean of Studies and the supervising tutor about the topic of the artistic diploma thesis before they commence working on it.

In addition to the artistic component which must represent the central part, the artistic diploma thesis needs to include a written part which provides comments on the artistic component.

4.5. Course Examinations

Course examinations will be carried out by one or more lecturers in charge of the course. Students are to be informed by suitable methods about terms and contents of the examination.

4.6. Recognition of Appropriate Internships

For all majors of the study programme Design, it is recommended that during the second study segment students take up an internship for a minimum period of 3 months in design-related work areas.

Recognition of an internship for a maximum of 6 ECTS is only guaranteed, when – before students arrange for the intended internship – they get it approved in writing by a member of the teaching staff authorized to make such decisions for the central artistic subject in question.

4.7. Transitory Regulations for Students of Fashion Major

Students who chose Fashion as their major and commenced studying prior to the winter semester 2016/17 need to obtain 14 ECTS from Technical Basics for completion of the first study segment, regardless of how these ECTS are distributed among the courses under this study subject.