

Design

Curriculum

Diploma degree programme

Duration: 8 semesters

Majors:

Applied Photography and Time-based Media

Programme number: 626

Design and Narrative Media

Programme number: 576

Communication Design

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
- Design and Narrative Media
- Communication Design
- 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 Design and Narrative Media

Objectives and competences

Holistic design thinking:

In our department, we know that the essence of design goes beyond just aesthetics - it's about relevance. The most important criterion for design is not beauty, but its ability to address and solve complex human problems. We believe that design is a powerful way of thinking, not only transcending traditional boundaries and promoting economic success, but also contributing to the overall well-being of society.

Synthesis instead of analysis:

For us, design is not just analysis, but also synthesis. Designers are used to working with professionals from different fields and know how important it is to keep the big picture in mind. We promote a culture of systemic thinking and enable students to recognize complex relationships and combine different elements to create coherent, effective solutions.

Communication and narrative codes:

In our field we recognize that communication and narrative codes are interwoven with the technical possibilities and developments of our time. We are committed to the critical reflection and application of these possibilities. Our work and research focus on understanding and leveraging the potential of communication methods in the context of evolving technologies.

Interdisciplinary collaboration:

The role of design is evolving and requires a collaborative approach with experts from different fields. Our curriculum reflects this change and supports our students in gaining a more comprehensive understanding of how companies and societies function by teaching the fundamentals of economics, ethics, ecology, politics and psychology. This

knowledge forms the basis for the development of strategic thinking and is intended to enable graduates to become not only designers in their professional practice, but also influential decision-makers at the negotiating table.

Embracing the future:

We want to sharpen our focus on the critical reflection and application of new possibilities in design and prepare our students to think ahead and to understand not only the technical landscape, but also the complex intersections between design, communication and global challenges.

Our curriculum creates a balance between applied design areas such as branding, corporate design, communication design, digital design, exhibition design and narrative media design, in which designers offer meaningful solutions to real-world problems.

At the same time, we deal with speculative design and design fiction, mostly through annual exhibition themes. Here the focus shifts from concrete, directly implementable solutions to the design of imaginary future scenarios. In doing so, we want to make the potential of current realities visible and open for discussion.

In our study major we promote the playful and exploratory elements of the design process as driving forces. In addition to the changing project work in the central artistic subject, building modules in typography, human-computer interaction and storytelling as well as a diverse range of theory, methodology, technical principles and artistic practice form the backbone of our curriculum.

Our commitment to preparing students for careers extends to research projects and commissioned work that convey professional interaction with public and private institutions. Regular lectures by graduates of the department complement the preparation for professional life after graduation.

Workshops and lectures by national and international guests from various disciplines enrich the range of courses in terms of crafts, design and intellectuality. Our study trips enable to intercultural learning.

Graduates of the department bring the following skills into practice in their professional fields:

Design thinking and problem-solving skills

Proficiency of design thinking methods for creative problem solving. Ability to tackle complex problems with innovative and user-centred solutions.

Systemic thinking

Development of systemic thinking skills for a comprehensive understanding of complex challenges. Networked thinking to create effective and sustainable solutions.

Applied design areas

Competence in branding, corporate design, digital design, exhibition design and narrative media design. Ability to offer meaningful and understandable solutions to real-world problems.

Communication design and narrative media design

Designing communications in line with the evolving technological landscape. Commanding communication and narrative codes for effective storytelling.

Speculative Design and Design Fiction

Ability to do speculative design or design fiction, research and develop imaginary future scenarios. Development of critical analysis skills to evaluate and question existing narratives.

Critical reflection

Ability to critically reflect on the ethical and social implications of design decisions. Ability to reflectively analyse current technological, social, economic, ecological, political and cultural realities.

Interdisciplinary collaboration

Experience in collaborating with experts from different disciplines. Ability to integrate knowledge from multiple disciplines into coherent design solutions.

Cultural competence and global perspectives

Awareness and appreciation for different perspectives in design and communication. Understanding how cultural contexts influence the selection and reception of stories.

Technological competence

Technical basics and artistic practice for a comprehensive range of skills. Hands-on experience with digital media, interactive media, augmented reality, AI-generated media and multimedia.

Vocational preparation

Training in professionally dealing with public and private institutions through research projects and commissioned work. Insights into practice through lectures by graduates of the department and collaborations with national and international guests.

Vocational fields

Brand Strategy and Development, Digital Design and User Experience (UX), Corporate Design, Communication Design, Information and Exhibition Design, Narrative Media Design, Speculative Design, Interactive Media and Technology, AI Generated Media, Multimedia Production, Typography, Spatial Design, Consulting and Strategic Planning, Social Impact Design

2.3. Qualification profile Communication Design

Objectives and competences

The communicative idea is central to the major of Communication Design. 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 Communication Design 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
<i>Individual artistic tutoring:</i>	
Central artistic subject I	12
either: Applied Photography and Time-based Media I Communication Design I Design and Narrative Media I Fashion Studio–Basic I	
Central artistic subject II	12
either: Applied Photography and Time-based Media II Communication Design II Design and Narrative Media II Fashion Studio–Basic II	
TOTAL	24
Artistic basics	ECTS
<i>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.)</i>	
TOTAL	10
Methodological and theoretical basics	ECTS
<i>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.)</i>	
TOTAL	12
Technical basics	ECTS
<i>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.)</i>	
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
- Design and Narrative Media
- Communication Design
- Fashion

3.2.1. Applied Photography and Time-based Media

Central artistic subject	ECTS
<i>Individual artistic tutoring:</i>	
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
<i>to be selected from scheduled courses, at least one course to refer to Gender Studies:</i>	
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
<i>to be selected from scheduled courses:</i>	
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
<i>available from scheduled courses either at this university or any other national/international university, students' free choice:</i>	
TOTAL	11
Artistic diploma thesis	ECTS
TOTAL	30

3.2.2. Design and Narrative Media

Central artistic subject	ECTS
<i>Individual artistic tutoring:</i>	
Design and Narrative Media III	12
Design and Narrative Media IV	12
Design and Narrative Media V	12
Design and Narrative Media VI	12
Design and Narrative Media VII	12
TOTAL	60
Artistic basics	ECTS
Typografie / Modules 2 and 3	11
Storytelling / Modules 2 and 3	8
Communication Design	6
Interdisciplinary Projects	2
Exhibition Conception	2
TOTAL	29
Methodological and theoretical basics	ECTS
<i>to be selected from the entire group of subjects, at least one course to refer to Gender Studies:</i>	
Humanities	8
Introduction into Working Academically (precondition for attending scientific introductory seminars and other scientific seminars)	
Cultural Studies	
Art History and Art Theory	
Philosophy	
Sociology	
Economics and Politics	4
Ecology, Ethics, and Sustainability	4
Design Management	4
Psychology	2
Media Theory and Semiotics	2
Marketing	2
Legal Issues	2
TOTAL	28
Technical basics	ECTS
Human Computer Interaction / Modules 2 and 3	9
Moving Image, Photography, Animation, Sound	6
Hard and Soft Skills	5
Technology, Coding, and Programming	4
TOTAL	24

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. Communication Design

Central artistic subject ECTS

Individual artistic tutoring:

Communication Design III 14

Communication Design IV 14

Communication Design V 14

Communication Design VI 14

Communication Design VII 14

TOTAL **70**

Artistic basics ECTS

Cross-medial Project 6

Illustration, Scribble, Storyboard 6

Creating Texts 4

Layout, Typography, Theory of Colours 9

TOTAL **25**

Methodological and theoretical basics ECTS

to be selected from scheduled courses, at least one course to refer to Gender Studies:

Humanities 10

Introduction into Working Academically*

Cultural Studies

Art History and Art Theory

Philosophy

Ethics and Sustainability

Sociology

Psychology 2

Media Theory and Semiotics 2

Theory and History of Design 2

Design Management 2

Marketing 4

Legal Issues 2

TOTAL **24**

Technical basics	ECTS
Print and Prepress	minimum 3
Photography, Image Editing	minimum 6
Film, Animation, Sound	minimum 7
Design for Digital Media	minimum 4
TOTAL	22
Free electives	ECTS
<i>available from scheduled courses either at this university or any other national / international university, students' free choice:</i>	
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
<i>Individual artistic tutoring:</i>	
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
Fashion and Cultural Studies I	2
Design in Functional Context I	1
Art History	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 and Cultural Studies II	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
Body and Space	2
TOTAL	14
Free electives	ECTS
<ul style="list-style-type: none"> - <i>scheduled courses at universities (national and international), students' free choice, from which at least one course is to refer to Gender Studies</i> - <i>fashion-relevant internships in economic enterprises and extramural institutions</i> 	
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		6
	Media Theory and Communication Theory		4
	Theories and History of Applied Photography and Time-based Media		2
	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	minimum	2
	TOTAL		14

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

- from	Artistic basics		ECTS
	Design Thinking		4
	Typography / Module 1		2
	Storytelling / Module 1		2
	Time-based Media		2
	TOTAL		10

- from	Methodological and theoretical basics	ECTS
	Media Theory	4
	Art History	4
	Cooperative Strategies	2
	Theory & History of Design	2
	TOTAL	12
- from	Technical basics	ECTS
	Moving Image, Photography, Animation, Sound	6
	Technology, Coding, and Programming	4
	Human Computer Interaction / Module 1	2
	Layout, Digital Image Processing, and Prepress	2
	TOTAL	14

Students with the central artistic subject of **Communication Design** 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	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
	Fashion and Cultural Studies I	2
	TOTAL	10

- from	Methodological and Theoretical Basics	ECTS
	Design in Functional Context I	1
	Art History	2
	Introduction into Theory and History of Design	2
	Free Elective Pool (<i>available from scheduled courses</i>)	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 Vice-Rector for Student and Academic Affairs and Diversity 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 the Vice-Rector for Student and Academic Affairs and Diversity in writing about both the topic of the artistic diploma thesis and the supervising tutor 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 the major Fashion

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.