

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 is split into 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

Goals

The University of Applied Arts Vienna considers generating ideas, devising concepts, implementation and presentation as central parts of the programme. The main endeavour focuses on the development of each student's individual artistic/creative potential. Understanding design includes an awareness of the responsibility for cultural, social, ecologic, economic and political trends.

Vocational Fields

Graduates will find their qualifications useful to work

- as photographers in all areas of applied photography such as advert and product photography, photojournalism, architectural and fashion photography, as well as in film settings. They act as designers who challenge the complex, fast developing market of image production to which they can gain access with their individually developed signature and approach at the highest technical standard. *(Major: Applied Photography and Time-based Media)*

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- as graphic designers, art directors, typographers, illustrators, photographers and artists, either freelance or in designers' agencies, in advertising or new media agencies, in publishing, in cultural institutions, for 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 a sense of responsibility for social, economic and ecologic correlation, they are trained to develop and implement design solutions for time-based media, interactive media and print. Amongst others, this will include brand and corporate design, storytelling, interactive design, photography, illustration, typography, graphic reproduction, packaging, information and exhibition design, sound design. (*Major: Graphic Design*)
 - as graphic designers, layout artists, script writers, art directors, advertising managers in advertising agencies and advertising departments of businesses and other organisations. With sound knowledge in communication theories, cultural studies, market and motivational research, they are experts in developing and implementing advertising concepts regarding print and electronic media. (*Major: Graphics and Advertising*)
 - as fashion designers at existing national and international labels and/or fashion houses, or they will found their own fashion labels. (*Major: Fashion*)

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.

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
	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
<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
- Graphic Design
- Graphics and Advertising
- 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	13
Applied Photography and Time-based Media IV	13
Applied Photography and Time-based Media V	13
Applied Photography and Time-based Media VI	13
Applied Photography and Time-based Media VII	13
TOTAL	65
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Artistic Basics	ECTS
Applied Photography and Time-based Media - Writing	<i>minimum</i> 2
Interdisciplinary project	<i>minimum</i> 2
Visual Culture	<i>minimum</i> 8
TOTAL	16

Methodological and Theoretical Basics	ECTS
<i>to be selected from scheduled courses, at least one course to refer to Gender Studies:</i>	
Humanities	<i>minimum</i> 14
Art History	
Art Theory	
Cultural Studies	
Philosophy	
Theory and History of Design	
Media Theory	
Art and Knowledge Transfer	
Art Introduction into Working Academically	2
Management, Marketing, Legal Issues	<i>minimum</i> 6
Theories and History of Applied Photography and Time-based Media	<i>minimum</i> 2
TOTAL	28
Technical Basics	ECTS
<i>to be selected from scheduled courses:</i>	
Technology	
Imaging Techniques and Lab – Photography	<i>minimum</i> 8
Imaging Techniques and Post Production – Moving Image	<i>minimum</i> 8
Applied Photography – Presentation Forms	<i>minimum</i> 6
Project Work Workshops – Materials Science	<i>minimum</i> 4
TOTAL	30
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. Graphic Design

Central Artistic Subject	ECTS
<i>Individual artistic tutoring:</i>	
Graphic Design III	13
Graphic Design IV	13
Graphic Design V	13
Graphic Design VI	13
Graphic Design VII	13
TOTAL	65
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Artistic Basics	ECTS
Illustration and Layout	2
Typography	6
Project "Graphic Design"	2
Experimental Designing and Creating	3
Types of Storytelling	2
Interdisciplinary project	2
TOTAL	17
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Theoretical Basics	ECTS
<i>to be selected from the entire group of subjects, at least one course to refer to Gender Studies:</i>	
Humanities	<i>minimum</i> 10
Introduction into Working Academically*	
Cultural Studies	
Art History and Art Theory	
Philosophy	
Ethics and Sustainability	
Sociology	
Psychology	
Media Theory and Semiotics	<i>minimum</i> 2
Theory and History of Design	<i>minimum</i> 2
Design Management	<i>minimum</i> 4
Marketing	<i>minimum</i> 2
Legal Issues	<i>minimum</i> 2
TOTAL	28

* 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.

Technical Basics		ECTS
Print and Prepress	<i>minimum</i>	2
Photography, Film, Video	<i>minimum</i>	2
Layout and Image Editing	<i>minimum</i>	6
Sound and Animation	<i>minimum</i>	2
Web	<i>minimum</i>	2
Human Computer Interaction	<i>minimum</i>	6
Hard and Soft Skills	<i>minimum</i>	2
TOTAL		27
<hr/>		
Free Electives		ECTS
<i>available from scheduled courses either at this university or any other national / international university, students' free choice:</i>		
TOTAL		13
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Artistic Diploma Thesis		ECTS
TOTAL		30

3.2.3. Graphics and Advertising

Central Artistic Subject	ECTS
<i>Individual artistic tutoring:</i>	
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
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Artistic Basics	ECTS
Life Drawing and Study of Nature	2
Layout, Scribble, Storyboard	6
Creating Texts	4
TOTAL	12
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Methodological and Theoretical Basics	ECTS
<i>to be selected from scheduled courses, at least one course to refer to Gender Studies:</i>	
Humanities	8
Introduction into working academically*	
Cultural Studies	
Art History and Art Theory	
Philosophy	
Ethics and Sustainability	
Social Sciences	4
Sociology	
Psychology	
Media Theory and Semiotics	4
Colour Theory	2
Theory and History of Design	2
Design Management	2
Marketing	4
Legal Issues	4
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.

Technical Basics		ECTS
Typography	minimum	7
Print and Prepress	minimum	3
Photography, Film, Video	minimum	9
Layout and Image Editing	minimum	4
Sound and Animation	minimum	2
Web Design	minimum	2
TOTAL		29
<hr/>		
Free Electives		ECTS
<i>available from scheduled courses either at this university or any other national / international university, students' free choice:</i>		
TOTAL		9
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Artistic Diploma Thesis		ECTS
TOTAL		30

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	16
TOTAL	64

To be entitled to participate in courses of this central artistic subject from Fashion Studio Advanced II onwards, it is a prerequisite to have taken examinations of the first study segment from:

	ECTS
Fashion Studio – Basic	24
Fashion – Tools	4
Fashion Drawing – Basic	4
Text Design – Basic	2
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

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
TOTAL	26

Fashion Techniques	ECTS
Free Elective Pool photo/film/video/digital applications	4
In-depth Free Electives	10
TOTAL	14

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
– Courses at universities (national and international) as per students' free choice, from which at least one course out of Gender Studies	
– Fashion-relevant work placements in businesses and organisations outside university	
TOTAL	18

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
	Visual Culture	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 Lab - Photography	<i>minimum</i> 6
	Imaging Techniques and Post Production – Moving Image	<i>minimum</i> 6
	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
		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 **Graphics and Advertising** need – in addition to their central artistic subject (24 ECTS) – for this examination:

-	from	Artistic Basics	ECTS
		Basics of Life Drawing	4
		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

	ECTS
- from Methodological and Theoretical Basics	
Art History - Cycle	2
Introduction into Theory and History of Design	2
Free Elective Pool (<i>available from scheduled courses</i>)	8
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 academic affairs 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 vice-rector for academic affairs 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 Work Placements

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

Recognition of a work placement for a maximum of 6 ECTS is only guaranteed, when – before students arrange for the intended work placement – they get it approved in writing by a lecturer 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.