

Bachelor program

COMMUNICATION DESIGN

Shaping the world of tomorrow

We offer a wide range of courses in the fields of graphic design, typography, moving image, illustration, photography, interactive media and spatial design. The students have the freedom to explore different areas according to inclination and talent and to specialize according to interest or to study in an interdisciplinary manner. Our program is geared to the requirements of modern communication design practice, in which disciplines are increasingly networked.

Design as a way of thinking

Our approach is about more than just mastering design methods and tools, that enable to layout, photograph, draw, animate, exhibit and illustrate. Designers also need the ability to identify, anticipate, reflect, and to design solutions to problems. In this context, it is important to consider the past, present and future of our society both theoretically and philosophically in the context of design. Together we train the students eye for relevant topics and future developments.

Conceptual thinking and creative action help to understand the world through communication and information, to make complex contexts comprehensible and to give orientation.

Design as a skill

The versatility of the program offers students the opportunity to develop an individual profile as a communication designer. In addition, the mandatory internship and a semester abroad broadens the personal horizon of experience in real-world-practice and cultural prowess. All in all, the program enables students to work in a wide range of communication and media fields of culture, education, technology and business.

Master program

INFORMATION DESIGN

Design education in transition

The Master's Degree in Information Design is a consecutive course of study - that is, it builds on the knowledge gained during a bachelor's degree in design or a design-related field. The program prepares ambitious and scientifically interested designers for the new demands of a society that is constantly changing. The Würzburg master model is interdisciplinary. It will help students gain the knowledge, skill, vision, and reflection and criticality needed in senior positions - be it in companies, agencies and institutions or for self-employment.

The Würzburg master model: an individual topic, proactive and interdisciplinary

The critical debate in design begins with the recognition of a problem. For this reason, students apply with an individual topic, which is then, over the entire study period, refined in close consultation with our teaching-staff. The field of research can come from all sectors of society, culture, science or industry. The focus is on the relevance and independence of the project.

The special feature of the Würzburg model is the interdisciplinary exchange with faculties, institutes and other scientific institutions that are thematically suited for the chosen project. The students attend lectures in project-related specializations, institutes or universities in order to qualify as much as possible. At the end of the course, a solution to the chosen problem is created, which is trend-setting in theory and practice. Not only as a formal answer to a generally known task, but as a proactive design service with completely new and far-reaching potentials.

Research with and through design

As a student, you combine design and research with the goal of further developing the common design process in a field of friction between theory and practice. We understand research as a process of reflection, visualization, and elucidation of complex issues - and also, when applied, as a method for developing a better design result.